



Downtown Hayward Improvement Association
Sidewalk Operations, Beautification & Order (SOBO) Committee
Friday, March 22nd, 2024, at 2:00 PM
Zoom Virtual Meeting: <https://us06web.zoom.us/j/84646377414>
Meeting ID: 846 4637 7414 | Passcode: 22654 | Call-In +1 669 444-9171

- 1) Introductions & Zoom Etiquette / Committee Chair Sara Buizer
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback.
- 2) Public Comment (3-Minute Max Per Person)
Please keep comments directed to non-agenda items.
- 3) Review of the January 16th, 2024 Meeting Minutes *Action Item* P. 2 - 4
- 4) Committee Updates:
 - a. Downtown Community Safety Report – Update
 - b. Downtown District Maintenance Report – Update P. 5 - 10
 - c. Downtown District Landscaping Report – Update
 - d. Downtown Landscaped Planter Options P. 11 - 13
 - e. DHIA Vehicle Insured Driver Issue & Possible Solution
 - f. Downtown Task Force *Action Item*
- 5) New/Other Business
- 6) Next Meeting: _____
- 7) Adjournment *Action Item*

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Board of Directors meeting, please call Monica Montes at 888 356-2726.



**Downtown Hayward Improvement Association
Sidewalk Operations, Beautification & Order (SOBO) Committee
Meeting Minutes
Tuesday, January 16th, 2024 – 10:00 a.m.
Zoom Virtual Meeting**

Present: Sara Buizer, Resti Zaballos, Bill Matheson, Crystal Sampson

Staff/Consultant: Dominic Li Mandri (New City America), Albert Burruss Delante Johnson-Hooper (District Works),

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Sara Buizer called the meeting to order at 10:00 am.	No action taken
2. Public Comment	No public comment	
3. Review of the September 13, 2023 Meeting Minutes	Minutes were reviewed by the Committee Members present. Dominic mentioned a mistake on pg. 2 of the packet attached. The name showing Marco LiMandri should say Dominic LiMandri and the time should say 1:05 pm instead of 11:05 am.	Motion to approve the minutes as presented was made by Resti Zaballos. Bill Matheson seconded the motion. Motion passed unanimously.
4. DHIA FY23 Year-End Committee Budget Performance	Dominic reviewed and explained the budget for fiscal year 2023 to the SOBO Committee. He went over all the pages in the attached packet.	No action taken
5. DHIA FY 24 Budget Line-Item Recommendations	Dominic went over the recommendations for fiscal year 2024. The proposed budget for fiscal year 2024 was similar to the budget that was set for fiscal year 2023.	Sara approved the recommendations for the budget of fiscal year 2024 and Resti seconded the

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

		motion. The motion was passed unanimously.
6. Committee Updates:		
a. Downtown District Maintenance Report – Update	a. Albert (District Works) went over the Downtown District Maintenance Report. Al mentioned some of the changes since taking over as the new maintenance team for the district and some improvements and adjustments they had to make. Al mentioned that all the equipment was functional and operating correctly. Delante (District Works) further explained the maintenance report. They went over some of the pictures shown in the packet that had some before and after photos of the work they did in the district.	a. No action taken
b. Downtown District Landscaping Report - Update	b. Dominic asked Al to explain the pressure washing schedule. Al gave a thorough explanation of the new pressure washing schedule and went over the map that was created for the pressure washer. Crystal asked about a dispatch line for reporting and Al mentioned that they were working on one internally.	b. No action taken
c. Downtown Community Safety Report – Update	c. This item is meant to allow for open discussion around the public safety profile in downtown and give an opportunity for a member or representative of the Hayward Police Department to present any additional information on the district. No members nor representatives of the Hayward Police Department were present.	c. No action taken
d. Downtown Hayward Camera Program RFP - 2024	d. Sara wanted to postpone this motion until after the new chief was elected for the Hayward Police Department. Sara wanted to find out if the Hayward Police Department had their own camera program or if the DHIA needed to create one for the Hayward Police Department.	d. No action taken

7. New/Other Business	No other nor new business was discussed.	
8. Next Meeting	Meetings are set as needed.	
9. Adjournment	Meeting was adjourned.	

Minutes taken by Nicholas Yoo, Assistant District Manager



Downtown Hayward Improvement Association Monthly Report

February 2024

February Recap

Two of our long term ambassadors made decisions to resign from employment due to personal reasons within 2 weeks of one another towards the end of the month. In lieu of the abrupt resignations, we warmly welcomed a tenured District Works staff member, Kilanie, and a new recruit, Gerardo, to support the ongoing effort of maintenance and hospitality without disruptions to service levels. This is a temporary placement while District Works recruits and onboards staff who are able to be added to the vehicle insurance policy for the DHIA vehicle and utility cart usage. We anticipate having dedicated, long term, DHIA place managers in place in the first weeks of March.

From their first day supporting the transition, Kilanie and Gerardo have exemplified the qualities we cherish at District Works. Their seamless integration into our team, fueled by enthusiasm and a commendable positive attitude, has not gone unnoticed. Their commitment to living up to the ideals of DHIA, although temporary, and engaging deeply with Hayward's diverse culture shines through in every interaction.

They both bring a rich background of experience and an impressive work ethic, generously offering insights and fostering a spirit of collaboration among their colleagues. Remarkably, they have already begun forming strong connections within the community, demonstrating a level of engagement and commitment as though they have been at DHIA since the initial launch.

We are thrilled to welcome both Gerardo and Kilanie, albeit for a short term, to our team and acknowledge the significant impact they are making at this time. As we move forward, we look forward to supporting permanent growth and development within DHIA when the new staff are recruited, onboarded, and trained. Their addition to our team not only augments our capacity to serve the Hayward community but also enriches our organizational culture with new perspectives and energy.



Statistics	Daily Average	Monthly Total	YTD Total
Business Contact	11	328	687
Hospitality Escort or Directions Given	0	11	34
Trash Collected- Total Bags	19	538	1004
Trash Collected- Total Weight (lbs.)	464	13450	25100
Graffiti Removed- Stickers	8	227	377
Graffiti Removed- Paint	2	56	94

The DHIA Place Managers collected a total of 538 bags of debris during the month. To estimate the weight of these bags, the industry standard is an average of 25 pounds per bag. This resulted in the removal of an estimated 13,450 pounds of debris throughout the district in February.

Additionally, we engaged in 328 business contacts, fostering crucial connections within the local community, while also offering 11 hospitality escorts to ensure the seamless navigation and comfort of our community.

We successfully removed 283 instances of graffiti/stickers. We categorize "small" graffiti as a 12"x 12" space that has been vandalized by spray paint, stickers, unauthorized postings, etc.



February Highlights

The Bistro's 24th Annual Double IPA Festival took place this month with an assortment of brews on tap and opportunities to taste a variety of IPA's. Our team was on the ground, ensuring the festival ran smoothly and safely for attendees. We focused on maintaining high cleanliness standards and managing crowd dynamics efficiently, contributing to a positive and enjoyable experience for everyone involved.

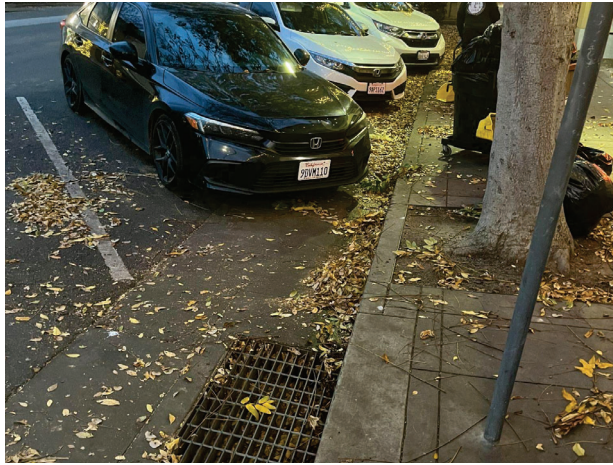
Our continued commitment to supporting local initiatives and fostering the district's well-being and vibrancy remains steadfast. We eagerly anticipate continuing our role as proactive stewards of the district, ensuring a welcoming and safe environment for everyone as spring and summer events approach.

Our Place Managers continue their dedicated work within the vibrant diverse population of Hayward. Our team's efforts have been concentrated in maintaining the district's cleanliness and hospitality, while building meaningful connections with all members of the district. Through respectful interactions and support for all community members, including those experiencing homelessness, we aim to bridge the gap between individuals and the essential services they need. Our ultimate aim is to cultivate a safer, more inclusive environment where every person feels valued and supported on their path toward stability.



BEFORE & AFTER

1004 B Street



22400 Foothill Boulevard



BEFORE & AFTER

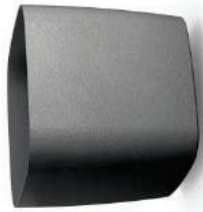
22559 Main Street



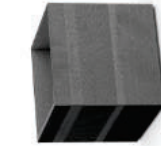
About District Works

Building on a decade of experience in managing multiple business improvement and community benefit districts, District Works collaborates closely with your leadership to achieve organizational goals. We offer a comprehensive range of essential and supplemental staffing services to implement and sustain your investment in improvement and street beautification efforts.

Engaging with District Works means creating an extension of your team and expanding your organization's capacity to maximize its positive impact on the community.



FEATURED



12



DHIA- Ops Watering Map

Date Created: 10/21/21
13



- Barrel Planters (32)
- Hanging Baskets (25)

LEGEND

- District Parcel
- District Boundary
- Parcel Not Included

