



Downtown Hayward Improvement Association
District Identity & Streetscape Improvement (DISI) Committee
Friday, July 19th, 2024, at 10:00 AM
Zoom Virtual Link: <https://us06web.zoom.us/j/86437594977>
Meeting ID: 864 3759 4977 | Passcode: 22654 | Call-In +1 669 444-9171

- 1) Roll Call & Zoom Etiquette / Committee Chair Alfredo Rodriguez
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 Minutes from June 28th, 2024 Meeting *Action Item* P. 2 - 4
- 4) Committee Updates:
 - a. Olive Public Relations Status Report P. 5 - 7
 - b. Banner Bracket Hardware Vendor Quotes & Installation P. 8 - 9
 - c. Final Quotes for Street Pole Banner Bracket Hardware *Action Item* P. 10 - 14
 - d. DHIA Draft Banner Designs & Next Steps P. 15 - 17
 - e. Downtown Hayward Holiday Décor Ideas P. 18 - 24
- 5) 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 where 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

22654 Main Street • Hayward, CA 94541



**Downtown Hayward Improvement Association
District Identity & Streetscape Improvement (DISI) Committee
Meeting Minutes
Friday, June 28th, 2024 – 10:00 am
Zoom Virtual Meeting**

Present: Resti Zaballos, Bill Matheson, Daniel Mao, Sara Buizer, Alfredo Rodriguez (zoom)
Staff/Contractors: Dominic Li Mandri and Nick Yoo (New City America), Eleanor Lazar (Olive PR)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Roll Call & Zoom Etiquette	District Manager Dominic LiMandri called the meeting to order at 10:00 am.	No action taken.
2. Public Comment	Nick Yoo provided a report on the Latin Jazz Festival, first Downtown Street Party and the Juneteenth Festival. Nick mentioned the Downtown Street Party was successful but did need some logistic/planning tweaks. Nick commented there was good turnout for the Latin Jazz Festival and that the event was more spread out due to it having 3 music stages. Dominic recommended passing out post-event surveys to see how business owners felt about the local events. Nick mentioned the Juneteenth Festival was unique this year because it took place at Heritage Plaza. He mentioned it was a successful event but a few individuals did need medical attention due to the heat. Dominic asked if there was a park reservation fee for Heritage Park. Alfredo Rodriguez provided more feedback from the Latin Jazz Festival and mentioned it was successful.	No action taken.
3. Review of Minutes from	Dominic reviewed the minutes from the May	Resti Zaballos made

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

<p>May 24th, 2024 Meeting</p>	<p>24th, 2024 meeting.</p>	<p>a motion to approve the minutes from the May 24th 2024 meeting. Bill Matheson seconded the motion. The motion passed unanimously.</p>
<p>4. Committee Updates</p> <p>a. Olive Public Relations Status Report</p> <p>b. DHIA CMS Website Redesign RFP: Recommendation to Board</p> <p>c. DHIA Event Sponsorship Request: Downtown Street Parties</p>	<p>a. Eleanor Lazar from Olive PR was present to summarize the Public Relations Status Report. Eleanor reviewed recent media spots found on pgs. 6-9 in the packet. Eleanor mentioned a large increase of new followers and impressions across all social media platforms. Dominic mentioned that a lot of the new likes had to do with the events held in Downtown Hayward and Eleanor mentioned the Tri-City Voice newsletter also made a positive impact as well. Daniel Mao mentioned a new grant program for the City of Hayward (hashtag hayward) and asked about collaborating together with the DHIA on that grant program.</p> <p>b. Dominic reviewed the quotes for the street pole banner bracket hardware found on pgs. 10-14 of the packet. Dominic mentioned the quantity of equipment needed according to the map staff generated. Dominic then did a price comparison with the two other vendors. Dominic mentioned he would have the quotes finalized and would reconvene in mid-July with the Committee Members to make a recommendation to the Board.</p> <p>c. Dominic explained the DHIA Event Sponsorship Request on pgs. 15-20 on the packet. Lucy Lopez was not in attendance. Dominic explained Lucy is</p>	<p>a. No Action Taken.</p> <p>b. No Action Taken.</p> <p>c. Resti made a motion to present this program to the Board to have</p>

<p>d. Downtown Big Belly Art Program Status</p> <p>e. DHIA Quarterly Newsletter Launch</p> <p>f. Downtown Hayward Holiday Décor Ideas</p>	<p>requesting the DHIA to sponsor the Downtown Street Parties and included the DHIA logo on the request form. Resti mentioned that historically DHIA did sponsor the Downtown Street Parties. Resti asked for Lucy to return and explain more on the Gala event for sponsorship.</p> <p>d. Dominic explained the status of the Downtown Big Belly Art Program found on pgs. 21-23 of the packet. Discussion followed. Dominic mentioned he would get a few quotes for the installer. Sara mentioned that the City of Hayward did not have an official arts commission but that they did have several art groups they could reach out to for this project.</p> <p>e. Dominic mentioned the DHIA Quarterly Newsletter has been postponed till July due to the website redesign.</p> <p>f. Dominic asked the Committee how they felt about adding decorations and possibly lighting to the “Downtown Hayward” signs that are in the district. Sara mentioned she would ask the City of Hayward to see if they had any concerns. Resti asked to get a price quote for the three signs. Dominic mentioned that it could also be a sponsorship opportunity as well.</p>	<p>further discussion and possible allocation from the budget. Bill seconded the motion. The motion carried unanimously.</p> <p>d. No Action Taken.</p> <p>e. No Action Taken.</p> <p>f. No Action Taken.</p>
<p>5. Other Business</p>	<p>No other business was discussed.</p>	<p>No Action Taken</p>
<p>6. Next Meeting</p>	<p>The next meeting was set for Friday, July 19th, 2024 at 10 a.m.</p>	<p>No Action Taken</p>
<p>7. Adjournment</p>	<p>Meeting adjourned at 11:00 a.m.</p>	<p>Alfredo moved to adjourn the meeting and Resti seconded the motion.</p>

Minutes taken by Nicholas Yoo, Assistant District Manager



Downtown Hayward Improvement Association DISI Meeting

RECAP OVERVIEW

STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Updated local media lists for targeted pitches
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

Third Thursday Street Parties

SECURED INTEREST

- **7/2 secured interest with Bay Area News Group**
 - Will include August 15 Street Party in events roundup
- **6/20 secured interest with Diablo Magazine**
 - Will consider events for inclusion

Summer Events in Hayward

SECURED COVERAGE

- **6/22-6/23 secured broadcast coverage with ABC 7**
 - Segment featured footage of Juneteenth Hayward
 - 6/23 ABC 7 (News at 6:00 am)
 - 6/23 ABC 7 (News at 5:00 am)
 - 6/22 ABC 7 (News at 11:00 pm)
 - 6/22 ABC 7 (News at 5:00 pm)
- **6/22 secured broadcast coverage with FOX 2**
 - Segment featured footage of Juneteenth Hayward
- **6/22 secured broadcast coverage with NBC Bay Area**
 - Segment featured footage of Juneteenth Hayward
 - 6/22 NBC Bay Area (News at 5:00 pm)
 - 6/22 NBC Bay Area (News at 5:00 pm) - teaser
- **6/21 secured broadcast coverage with KRON 4**
 - Segment featured interview with Angela Andrews about Juneteenth
 - 6/21 KRON 4 (News at 11:00 pm)

- 6/21 KRON 4 (News at 4:00 pm)
 - 6/21 KRON 4 (News at 4:00 pm) - teaser
- **6/19 secured broadcast coverage on KRON 4 (News at 3:00 pm)**
 - Segment featured Juneteenth Hayward in a roundup of Juneteenth Celebrations in the Bay Area
- **6/10 secured online coverage on East Bay Times**
 - Article featured Juneteenth Hayward in a roundup of Juneteenth Celebrations in the Bay Area
 - 6/10 syndicated on Marin Independent Journal
 - 6/10 syndicated on Mercury News
- **6/10 secured online coverage on KRON 4**
 - Article featured Juneteenth Hayward in a roundup of Juneteenth Celebrations in the Bay Area
 - 6/10 syndicated on MSN

Other

SECURED COVERAGE

- **6/25 secured print coverage in Tri-City Voice**
 - Contributed article featured new businesses and housing in the neighborhood as well as the Hayward Street Parties

PITCHING

- **Third Thursday Street Parties**
 - Local Online
 - Local Print
 - Local TV
- **Juneteenth Media Alert**
 - Local TV
- **Street Party Media Alert**
 - Local TV

WRITING

- Street Party Media Alert
- New Businesses & Developments in Downtown Hayward
- Tri City Voice Contributed Article

OTHER

- Submitted editorial calendars
- Monitored and clipped coverage
- Updated clip log
- Prepared weekly status reports
- Completed monthly report
- Coordinated media opportunities
- Refreshed media lists

SOCIAL MEDIA

Highlights/Recap (Last 30 Days):

- Gained **349** new followers across all platforms
- Garnered over **96K** impressions across all platforms
- Garnered over **7.6K** total engagements across all platforms
- Highlighted national days, holidays & happenings: 4th of July, the first day of summer
- Promoted summer events
- Promoted the farmers' market

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jun 19, 2024 · DHIA

Rev up your engines and join us tomorrow, June 20th, from 5:30 PM ...

Reach	2,487
Comments	8
Likes	361
Saves	42
Engagement	713
Engagement rate per reach	28.7%
Engagement rate per impression	24%



Jun 23, 2024 · DHIA

Spice up your evening with some delicious Thai food for dinner...

Reach	2,055
Comments	6
Likes	212
Saves	27
Engagement	335
Engagement rate per reach	16.3%
Engagement rate per impression	12.9%



Jun 20, 2024 · DHIA

First day of summer bliss in Downtown Hayward! Let the...

Reach	565
Comments	2
Likes	61
Saves	0
Engagement	65
Engagement rate per reach	11.5%
Engagement rate per impression	10.6%

Top content - Facebook (Based on engagement rate per reach)

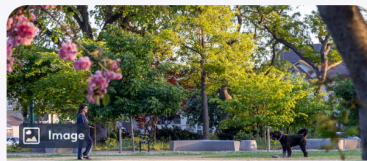
Best performing content published during the selected period.



Jun 19, 2024 · Downtown Hayward Improvement Association

Rev up your engines and join us tomorrow, June 20th, from 5:30 PM ...

Reach	5,662
Engaged users	599
Clicks	486
Other clicks	112
Engagement rate per reach	10.6%
Engagement rate per impression	10.3%



Jul 11, 2024 · Downtown Hayward Improvement Association

Bring your furry friends and experience the dog-friendly charm ...

Reach	1,388
Engaged users	124
Clicks	14
Other clicks	93
Engagement rate per reach	8.9%
Engagement rate per impression	7%



Jul 8, 2024 · Downtown Hayward Improvement Association

Have you spotted this colorful public artwork in Downtown Hayward?...

Reach	392
Engaged users	20
Clicks	3
Other clicks	3
Engagement rate per reach	5.1%
Engagement rate per impression	5.1%

From: [Jennifer](#)
To: [Dominic Li Mandri](#)
Cc: [Nick Yoo](#)
Subject: RE: Quote for Installation of New Banners & Brackets Throughout Downtown Hayward
Date: Tuesday, July 16, 2024 2:44:55 PM

Hi Dominic,

To answer question number one, I will not be able to power coat another company's hardware. Regarding question number two, we will not be able to install another company's hardware. Our hardware comes with a 12year warranty.

If you still purchase the banner portion from us, we will not be able to warrant the banners on another company's hardware.

As always, please feel free to reach out with any questions you may have.

Thank you,



Jennifer Schmidt
4689 W. Jennifer Avenue
Fresno, CA 93722
D | 559.209.7115
O | 559.275.8695
T | 800.388.5755
E | jennifer@sierradisplay.com
www.sierradisplay.com

From: Dominic Li Mandri <dominic@newcityamerica.com>
Sent: Tuesday, July 16, 2024 1:20 PM
To: Jennifer <jennifer@sierradisplay.com>
Cc: Nick Yoo <nick@newcityamerica.com>
Subject: RE: Quote for Installation of New Banners & Brackets Throughout Downtown Hayward

Hi Jennifer,

Thanks for sending these separated quotes. The DHIA met in late May and again in late June and we as staff have been instructed to source multiple quotes for the banner brackets. I have two questions based on our research:

1. Would the DHIA be able to purchase brackets independently of Sierra Displays and provide them to your company for powder coating treatment?
2. Are there any limiting or purchasing factors we should be aware of when purchasing brackets that we intend to use in the implementation of this project?

Please let me know at your earliest convenience.

Thanks Jennifer,

Dominic

From: Jennifer <jennifer@sierradisplay.com>
Sent: Tuesday, May 7, 2024 11:01 AM
To: Dominic Li Mandri <dominic@newcityamerica.com>
Cc: Nick Yoo <nick@newcityamerica.com>
Subject: RE: Quote for Installation of New Banners & Brackets Throughout Downtown Hayward

Hi Dominic,

I have attached two separate updated proposals.
Please disregard the one I sent yesterday. I found a few mistakes.

Please feel free to reach out with any questions you may have.

Thank you,



Jennifer Schmidt
4689 W. Jennifer Avenue
Fresno, CA 93722
D | 559.209.7115
O | 559.275.8695
T | 800.388.5755
E | jennifer@sierradisplay.com
www.sierradisplay.com

From: Dominic Li Mandri <dominic@newcityamerica.com>
Sent: Monday, May 6, 2024 2:05 PM
To: Jennifer <jennifer@sierradisplay.com>
Cc: Nick Yoo <nick@newcityamerica.com>
Subject: Re: Quote for Installation of New Banners & Brackets Throughout Downtown Hayward

Hi Jennifer,

I'm so sorry! Can we reschedule to 3:30 by chance? I had an unexpected issue come up.

Thanks,



Sierra Display, Inc.

4689 West Jennifer Avenue
 Fresno, CA 93722
 Telephone: 559-275-8695
 Fax: 559-276-2238

Price Quotation

Account Representative: *Jennifer Schmidt*
 Date: 5/6/2024

Sold To
 City of Hayward

Ship To
 Sierra Installations
 City of Hayward
 2581 S Golden State Blvd. Bay 5
 Fowler, CA 93625

Quantity	Description	Unit Price	Extension
HARDWARE AND INSTALLATION			
(32) Grey Poles Need New Hardware			
64	KBW- D3E with 31" Arms	\$61.00	\$3,904.00
640	Stainless Steel 3/4" Band-It Banding	2.30	1,472.00
128	Stainless Steel 3/4" Band-It Buckles	1.60	204.80
(7) Poles Needing Banding and Buckles For Relocation of Existing Grey Hardware			
140	Stainless Steel 3/4" Band-It Banding	2.30	322.00
28	Stainless Steel 3/4" Band-It Buckles	1.60	44.80
(23) Poles Need New Hardware To Be Powder Coated			
46	KBW- D3E with 31" Arms With Powder Coated GREEN Main Casting	\$61.00	\$2,806.00
414	Stainless Steel 3/4" Band-It Banding Powder Coated GREEN	2.30	952.20
92	Stainless Steel 3/4" Buckles Powder Coated GREEN	1.60	147.20
1	Powder Coat	2,760.00	2,760.00
(18) Poles Need Banding and Buckles For Relocation of Existing Powder Coated Hardware			
324	Stainless Steel 3/4" Band-It Banding Powder Coated GREEN	2.30	745.20
72	Stainless Steel 3/4" Band-It Buckles Powder Coated GREEN	1.60	115.20
1	Powder Coat	1,800.00	1,800.00
INSTALLATION			
33	Change Out Of Banner On Single Hardware	40.00	1,320.00
80	Installation of New Single Hardware and Banner	65.00	5,200.00
25	Cut Down Hardware To Relocate	20.00	500.00

Subtotal	\$22,293.40
Sales Tax 10.75%	1,641.89
Shipping (Estimated)	400.00
Total Order	\$24,335.29

NOTE: Prices in this sales quotation are valid for thirty (30) days
SHIPPING: All shipments are f.o.b. Factory

Authorized Purchaser _____

CHECKOUT

Cart contents

Qty	Products	Price
110x	D3 Banner Bracket with RoundPro™ Arm <ul style="list-style-type: none"> Select Bracket Arm Length and Finish: 31" Casting/Fiberglass Rod 	\$6,688.00
6x	3/4" Tool-Applied Banding Roll <ul style="list-style-type: none"> Select Banding Type: Banding Roll/100'/Stainless Steel 	\$966.30
4x	Tool-Applied Banding Buckles <ul style="list-style-type: none"> Select Banding Type: Banding Buckles/Box 100 	\$491.20
1x	Banding Tool	\$197.00
		Subtotal: \$8,342.50

Customer information

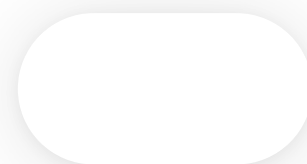
Enter a valid email address for this order or [click here](#) to login with an existing account and return to checkout.

E-mail address: *

Delivery information

Enter your delivery address and information here.

*First name:



*Last name:

*Phone number:

Company:

*Street address:

*City:

*State/Province: ▼

*Country: ▼

*Postal code:

Billing information

Enter your billing address and information here.

My billing information is the same as my delivery information.

Coupon discount

Enter a coupon code for this order.

Coupon code:

Calculate shipping cost

Shipping quotes are generated automatically when you enter your address and may be updated manually with the button below.

FedEx.

Ground (3 packages): \$659.97

Payment method

Payment method: *

Credit card:



Your billing information must match the billing address for the credit card entered below or we will be unable to process your payment.

Card Number:

Expiration Date:

CVV:

[What's the CVV?](#)

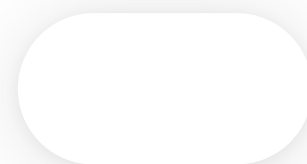
Additional Order Information

How did you hear about us?:

Order comments

Use this area for special instructions or questions regarding your order.

Order comments:



Order total preview

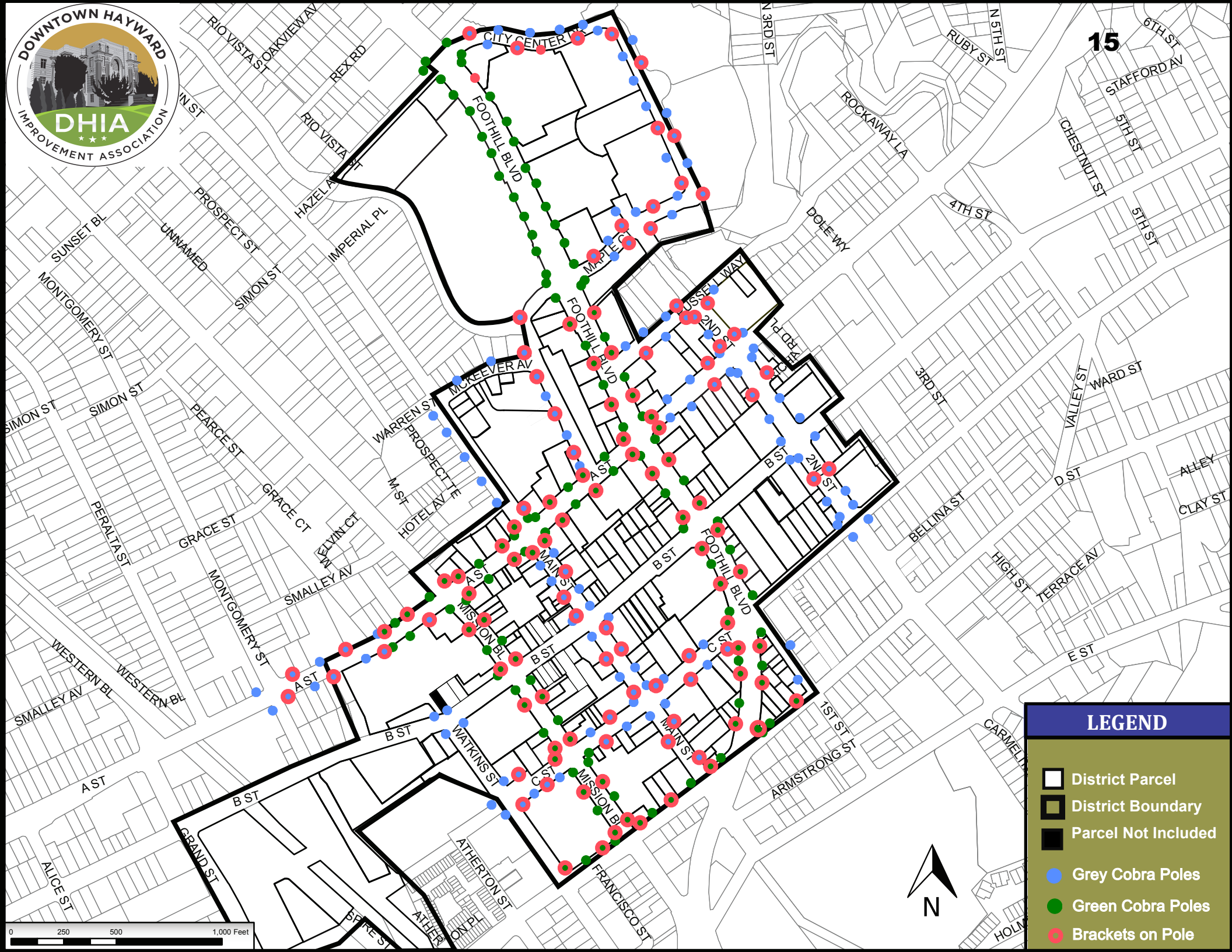
Subtotal:	\$8,342.50
FedEx	
Ground (3 packages):	\$659.97
Order total:	\$9,002.47

[CANCEL](#)[REVIEW ORDER](#)

THE BANNERFLEX GUIDE

The BannerFlex Guidebook was created for anyone looking to use banner brackets to hang vertical street banners. Filled with the information that you need to make an informed decision, the book aims to educate readers about the benefits of the BannerFlex system. From the use of fiberglass arms and stainless steel bands to the use of "canted" banner arms, BannerFlex is engineered to maintain a taut, visually appealing installation that mounts to every light pole's exact cross section. To learn more about the best possible choice for exterior light pole banner hardware, download the BannerFlex Guidebook.

[DOWNLOAD GUIDEBOOK](#)



LEGEND

- District Parcel
- District Boundary
- Parcel Not Included
- Grey Cobra Poles
- Green Cobra Poles
- Brackets on Pole





4" POCKET

4" POCKET

THE HEART OF THE BAY



DOWNTOWN HAYWARD
IMPROVEMENT ASSOCIATION
DHIA
DOWNTOWNHAYWARD.COM

4" POCKET

4" POCKET



4" POCKET

4" POCKET

THE HEART OF THE BAY



DOWNTOWN HAYWARD
IMPROVEMENT ASSOCIATION
DHIA
DOWNTOWNHAYWARD.COM

4" POCKET

4" POCKET



4" POCKET

4" POCKET

THE HEART OF THE BAY



DOWNTOWN HAYWARD
IMPROVEMENT ASSOCIATION
DHIA
DOWNTOWNHAYWARD.COM

4" POCKET

4" POCKET

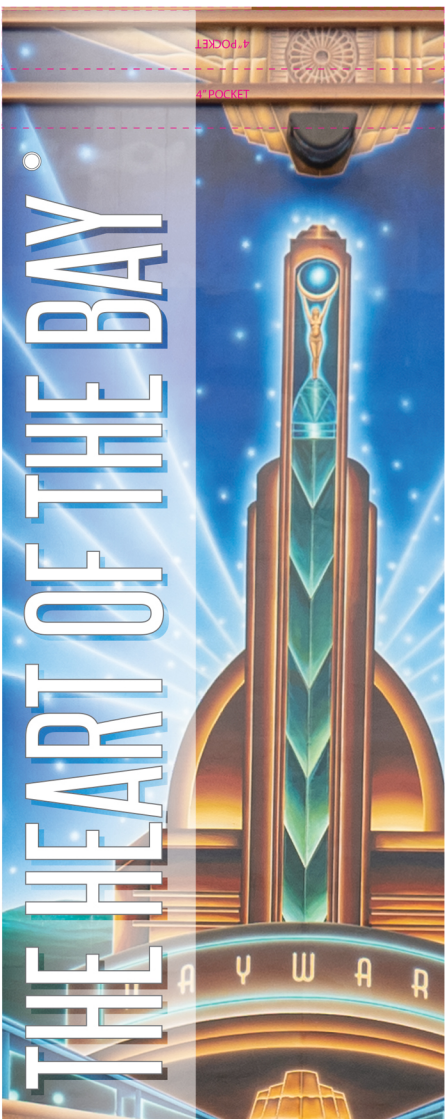
THE HEART OF THE BAY



DOWNTOWNHAYWARD.COM

4" POCKET
4" POCKET

THE HEART OF THE BAY

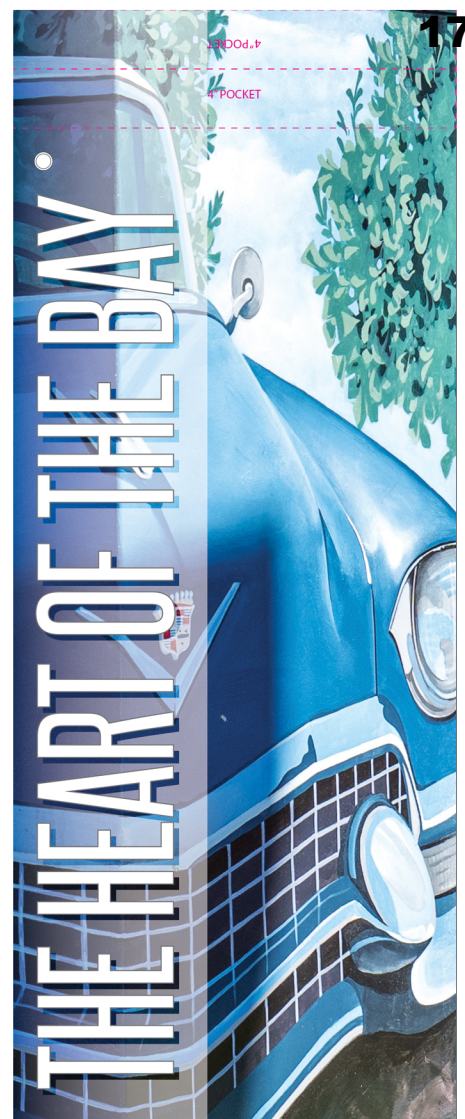


DOWNTOWNHAYWARD.COM

4" POCKET

4" POCKET

THE HEART OF THE BAY



DOWNTOWNHAYWARD.COM

4" POCKET

4" POCKET



Phase 1A

Hayward Area
Historical Society
Local-history museum
& research library

Phase 3

Phase 2

Phase 1

MKC Project

22732

Phase 1





Phase 2







