



Downtown Hayward Improvement Association – Executive Committee

Friday, September 6, 2024, at 9:00 AM

In-Person: R. Zaballos & Sons, Inc. (22320 Foothill Boulevard, Suite. 660, Hayward, CA. 94541)

Zoom Virtual Link: <https://us06web.zoom.us/j/86173802432>

Meeting ID: 861 7380 2432 | Passcode: 22654 | Call-In +1 669-444-9171

- 1) Roll Call & Zoom Etiquette / Chair Resti Zaballos
If there are attendees participating virtually, 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 Meeting Minutes from March 22, 2024 *Action Item* P. 2 - 4
- 4) Committee Updates:
 - a. FY24 Budget Performance Report: Review P. 5 - 7
 - b. DHIA – District Works Contract Renewal Recommendations from SOBO *Action Item*
 - c. Proposed FY24 SOBO Budget Amendments *Action Item* P. 8 - 9
 - d. Proposed FY24 DISI Budget Amendments *Action Item* P. 10 - 18
 - e. DHIA Investment Strategies: Update
 - f. Anticipated FY25 Budget Allocations for Clean & Safe Programs/Projects
 - g. Proposed FY24 Amended Budget *Action Item*
- 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
Executive Committee Meeting Minutes
Friday, March 22nd, 2024 – 1:00 pm
Zoom Virtual Meeting**

Present: Ben Schweng, Sara Buizer, Resti Zaballos,

Staff/Contractors: Dominic LiMandri, Marco LiMandri, and Nick Yoo (New City America)

Guests: Bill Matheson

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	District Manager Dominic Li Mandri called the meeting to order at 1:02 pm	No action taken
2. Public Comment	Resti Zaballos mentioned that Lucy Lopez has been selected to be the next Chamber of Commerce Executive Director. Resti is familiar with Lucy and provided some background information about her.	No action taken
3. Committee Updates		
a. FY24 Budget Performance Report: Review	a. Dominic went over the FY24 Budget Performance Report. He mentioned it is a mid-March budget so it has not been reconciled for March. He reviewed pgs. 2-4 in the packet. There was a carry-forward of around \$380,000 which has been diffused to the other line items in the budget. There is an overall net revenue of around \$200,000 dollars which could be used as a contingency for things like special events or camera programs. This is just a	a. No Action Taken.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

<p>b. DHIA FY25 CBD Assessment Increase Consideration</p>	<p>draft report and Dominic plans on having a reconciled report presented at the next Board meeting. Resti requested Dominic to put a line item in the budget for workman’s compensation.</p> <p>b. Dominic went over pg. 5 in the packet. He wanted to inquire with the Committee on their sentiment of increasing the assessments of the Downtown district for the following fiscal year. Marco recommended that until the carry-forward gets reduced that we should keep the assessment at the exact same rate. A decision for FY25 needs to be made by May 2024, in order for the notice to be given to the County in time.</p>	<p>b. No Action Taken.</p>
<p>c. DHIA Certificate of Deposit Consideration</p>	<p>c. Dominic went over pg. 6 in the packet. Dominic presented on a couple of different investment scenarios that the District could consider in maximizing its carry-forward fund. Ben recommended a high-yield savings account as long as its easy for staff and long-term decisions had to be made. Resti also agreed with Ben and recommended high-yield savings account instead of a certificate of deposit. Thomas recommended to open a second account with the same bank instead of a new account at a different bank. Marco said he would look at the options with Dominic and add to the agenda at the Board meeting the authority for the Executive Committee to choose the bank for the savings options.</p>	<p>c. No Action Taken.</p>

<p>d. Chase Bank Checking Account Close Out</p> <p>e. DHIA Bylaws Task Force</p> <p>f. DHIA Bi-Annual Status Report</p>	<p>d. Dominic said to hold off on an action until after the next Board Meeting.</p> <p>e. Dominic reminded the Committee that a task force has been created by the Board to update the DHIA bylaws. Dominic mentioned staff would present a report with the amended Bylaws to the Task Force for consideration when it meets.</p> <p>f. Dominic mentioned the DHIA Bi-Annual Report has been drafted summarizing the last two years and just needed to be reviewed by Resti. Sara just needed to know when it was ready to be put on the city council agenda for presentation. Sara mentioned that there is an ongoing search for the next city manager but also the possibility of said person not starting until January 2025 since this is an election year.</p>	<p>d. No Action Taken.</p> <p>e. No Action Taken.</p> <p>f. No Action Taken.</p>
<p>4. Other Business</p>	<p>No other business was discussed.</p>	
<p>5. Next Meeting</p>	<p>No future meeting was set. The Committee will meet as needed. Marco recommended that the Board meetings be on odd months, and the Executive Committee meetings be set on even months.</p>	
<p>6. Adjournment</p>	<p>Meeting adjourned at 2:10 p.m.</p>	<p>Sara moved to adjourn the meeting and Bill seconded the motion. Motion was approved unanimously.</p>

Minutes taken by Nicholas Yoo, Assistant District Manager

Downtown Hayward Improvement Association

Balance Sheet

As of September 30, 2024

	Sep 30, 24
ASSETS	
Current Assets	
Checking/Savings	
Chase Checking 937971726	864.00
Checking at First Republic Ban	693,749.57
Total Checking/Savings	694,613.57
Total Current Assets	694,613.57
Fixed Assets	
Accumulated Depreciation	-48,689.00
Fixed Assets	56,287.33
Total Fixed Assets	7,598.33
TOTAL ASSETS	702,211.90
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	394,048.84
Net Income	308,163.06
Total Equity	702,211.90
TOTAL LIABILITIES & EQUITY	702,211.90

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

August 2024

	Aug 24	Budget	Jan - Aug 24	YTD Budget	Annual Budget
Income					
Assessment Income					
Assessment Income FY25	177,352.56		177,352.56		
Carry Forward	0.00	0.00	0.00	380,132.21	380,132.21
Assessment Income - Other	0.00	0.00	605,589.85	647,727.53	647,727.53
Total Assessment Income	177,352.56	0.00	782,942.41	1,027,859.74	1,027,859.74
Total Income	177,352.56	0.00	782,942.41	1,027,859.74	1,027,859.74
Expense					
Administration					
Accounting Fees	0.00	166.66	1,550.00	1,333.36	2,000.00
Bank Charges	32.50	8.00	242.50	68.00	100.00
Insurance - Liability, D and O	0.00	1,000.00	10,308.04	8,000.00	12,000.00
Legal Fees	0.00	250.00	276.00	2,000.00	3,000.00
Office Supplies	0.00	41.50	0.00	334.00	500.00
Postage, Mailing Service	0.00	16.50	122.30	134.00	200.00
Printing and Copying	0.00		323.07		
Rent	1,200.00	1,200.00	9,600.00	9,600.00	14,400.00
Staff Consulting (New City)	9,500.00	9,500.00	76,000.00	76,000.00	114,000.00
Telephone, Telecommunications	0.00	25.00	4.98	200.00	300.00
Utilities	643.54	250.00	2,701.67	2,000.00	3,000.00
Admin Contingency	0.00	83.00	365.00	668.00	1,000.00
Total Administration	11,376.04	12,540.66	101,493.56	100,337.36	150,500.00
DISI					
Advertising	104.52	583.00	1,547.06	4,668.00	7,000.00
Annual Report	0.00	41.00	0.00	336.00	500.00
Branding & Signage	500.00	1,250.00	1,500.00	10,000.00	15,000.00
PR / Social Media	9,000.00	4,500.00	40,500.00	36,000.00	54,000.00
Seasonal Displays	0.00	833.00	6,451.00	6,668.00	10,000.00
Staff Consulting (New City)	1,000.00	1,500.00	9,000.00	12,000.00	18,000.00
Website	0.00	833.00	4,500.00	6,668.00	10,000.00
DISI Unallocated	0.00	1,791.00	10,000.00	14,336.00	21,500.00
Special Events					
Kumu Hula Assoc of Northern CA	0.00		10,000.00		
Latin Jazz Festival	0.00		6,000.00		
Total Special Events	0.00		16,000.00		
Total DISI	10,604.52	11,331.00	89,498.06	90,676.00	136,000.00
SOBO					
Staff Consulting (New City)	1,000.00	1,000.00	7,000.00	8,000.00	12,000.00
Capital Improvements	0.00		591.38		
Maintenance Contractor	34,133.93	31,250.00	245,101.81	250,000.00	375,000.00
Maintenance and Supplies	0.00	83.00	2,449.41	668.00	1,000.00
Landscape Supplies & Equipment	0.00		6,489.66		
Payroll Expenses					
Payroll Workers Comp Ins	0.00		3,977.00		

**Downtown Hayward Improvement Association
Profit & Loss Budget Performance
August 2024**

	<u>Aug 24</u>	<u>Budget</u>	<u>Jan - Aug 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Total Payroll Expenses	0.00		3,977.00		
Cameras	0.00	8,333.00	0.00	66,668.00	100,000.00
Security	0.00	5,833.00	0.00	46,668.00	70,000.00
Supplies for SOBO	0.00	83.00	0.00	668.00	1,000.00
Vehicle Related					
Pressure Washing	0.00	166.00	379.05	1,336.00	2,000.00
Gas	0.00	250.00	0.00	2,000.00	3,000.00
Vehicle Repair & Maintenance	0.00	83.00	10.00	668.00	1,000.00
Total Vehicle Related	0.00	499.00	389.05	4,004.00	6,000.00
Total SOBO	35,133.93	47,081.00	265,998.31	376,676.00	565,000.00
Total Expense	57,114.49	70,952.66	456,989.93	567,689.36	851,500.00
Net Income	120,238.07	-70,952.66	325,952.48	460,170.38	176,359.74

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
August 2024

	<u>Aug 24</u>	<u>Budget</u>	<u>Jan - Aug 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>	Notes
Income						
Assessment Income						
Assessment Income FY25	177,352.56		177,352.56			
Carry Forward	0.00	0.00	0.00	380,132.21	380,132.21	
Assessment Income - Other	0.00	0.00	605,589.85	647,727.53	647,727.53	
Total Assessment Income	<u>177,352.56</u>	<u>0.00</u>	<u>782,942.41</u>	<u>1,027,859.74</u>	<u>1,027,859.74</u>	
Total Income	177,352.56	0.00	782,942.41	1,027,859.74	1,027,859.74	
Expense						
Administration						
Accounting Fees	0.00	166.66	1,550.00	1,333.36	2,000.00	
Bank Charges	35.00	8.00	245.00	68.00	100.00	
Insurance - Liability, D and O	0.00	1,000.00	10,308.04	8,000.00	12,000.00	
Legal Fees	0.00	250.00	276.00	2,000.00	3,000.00	
Office Supplies	0.00	41.50	0.00	334.00	500.00	
Postage, Mailing Service	0.00	16.50	122.30	134.00	200.00	
Printing and Copying	0.00		323.07			
Rent	1,200.00	1,200.00	9,600.00	9,600.00	14,400.00	
Staff Consulting (New City)	9,500.00	9,500.00	76,000.00	76,000.00	114,000.00	
Telephone, Telecommunications	0.00	25.00	4.98	200.00	300.00	
Utilities	643.54	250.00	2,701.67	2,000.00	3,000.00	
Admin Contingency	0.00	83.00	365.00	668.00	1,000.00	
Total Administration	<u>11,378.54</u>	<u>12,540.66</u>	<u>101,496.06</u>	<u>100,337.36</u>	<u>150,500.00</u>	
DISI						
Advertising	104.52	583.00	1,547.06	4,668.00	7,000.00	
Annual Report	0.00	41.00	0.00	336.00	500.00	
Branding & Signage	500.00	1,750.00	1,500.00	14,000.00	21,000.00	Increase of \$6K from carryforward
PR / Social Media	9,000.00	4,500.00	40,500.00	36,000.00	54,000.00	
Seasonal Displays	0.00	833.00	6,451.00	6,668.00	10,000.00	
Staff Consulting (New City)	1,000.00	1,500.00	9,000.00	12,000.00	18,000.00	
Website	0.00	833.00	4,500.00	6,668.00	10,000.00	

Downtown Hayward Improvement Association Profit & Loss Budget Performance August 2024

	<u>Aug 24</u>	<u>Budget</u>	<u>Jan - Aug 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>	Notes
DISI Unallocated	0.00	0.00	10,000.00	0.00	0.00	Reduced from \$21k to 0 and moved to events
Special Events						
Mariachi Event	0.00	0.00	0.00	5,000.00	5,000.00	from DISI unallocated
Kumu Hula Assoc of Northern CA	0.00		10,000.00			
Chamber Street Parties	0.00	0.00	0.00	15,000.00	15,000.00	from DISI unallocated and \$4k from carryforward
Latin Jazz Festival	0.00		6,000.00			
Juneteenth Event	0.00	0.00	0.00	10,000.00	10,000.00	from carryforward
Total Special Events	<u>0.00</u>	<u>0.00</u>	<u>16,000.00</u>	<u>30,000.00</u>	<u>30,000.00</u>	
Total DISI	10,604.52	10,040.00	89,498.06	110,340.00	150,500.00	
SOBO						
Staff Consulting (New City)	1,000.00	1,000.00	7,000.00	8,000.00	12,000.00	
Capital Improvements	0.00	4,166.00	591.38	33,336.00	50,000.00	Increase of \$50K
Maintenance Contractor	34,133.93	31,250.00	245,101.81	250,000.00	375,000.00	
Maintenance and Supplies	0.00	83.00	2,449.41	668.00	1,000.00	
Landscape Supplies & Equipment	0.00	3,000.00	6,489.66	24,000.00	36,000.00	For planters
Payroll Expenses						
Payroll Workers Comp Ins	0.00		3,977.00			
Total Payroll Expenses	<u>0.00</u>		<u>3,977.00</u>			
Cameras	0.00	5,000.00	0.00	40,000.00	50,000.00	Was \$100k, moved \$50k to Capital Improvements
Security	0.00	1,666.00	0.00	13,336.00	34,000.00	Was \$70k, moved \$36 to planters
Supplies for SOBO	0.00	83.00	0.00	668.00	1,000.00	
Vehicle Related						
Pressure Washing	0.00	166.00	379.05	1,336.00	2,000.00	
Gas	0.00	250.00	0.00	2,000.00	3,000.00	
Vehicle Repair & Maintenance	0.00	83.00	10.00	668.00	1,000.00	
Total Vehicle Related	<u>0.00</u>	<u>499.00</u>	<u>389.05</u>	<u>4,004.00</u>	<u>6,000.00</u>	
Total SOBO	<u>35,133.93</u>	<u>46,747.00</u>	<u>265,998.31</u>	<u>374,012.00</u>	<u>565,000.00</u>	
Total Expense	57,116.99	69,327.66	456,992.43	584,689.36	866,000.00	
Net Income	<u><u>120,235.57</u></u>	<u><u>-69,327.66</u></u>	<u><u>325,949.98</u></u>	<u><u>443,170.38</u></u>	<u><u>161,859.74</u></u>	

Downtown Hayward

Full Scope:

1. Permanent bistros parallel to the street pole-to-pole on both sides of Foothill between City Center Dr and C St. Same height and in-line sockets as the bistros already up on B street
2. Holiday lighting wrapping the columns only of the 4 arches which includes the entrance to the parking garage on B street. Starting 7' high.
3. Power to come from street poles

Project Scope

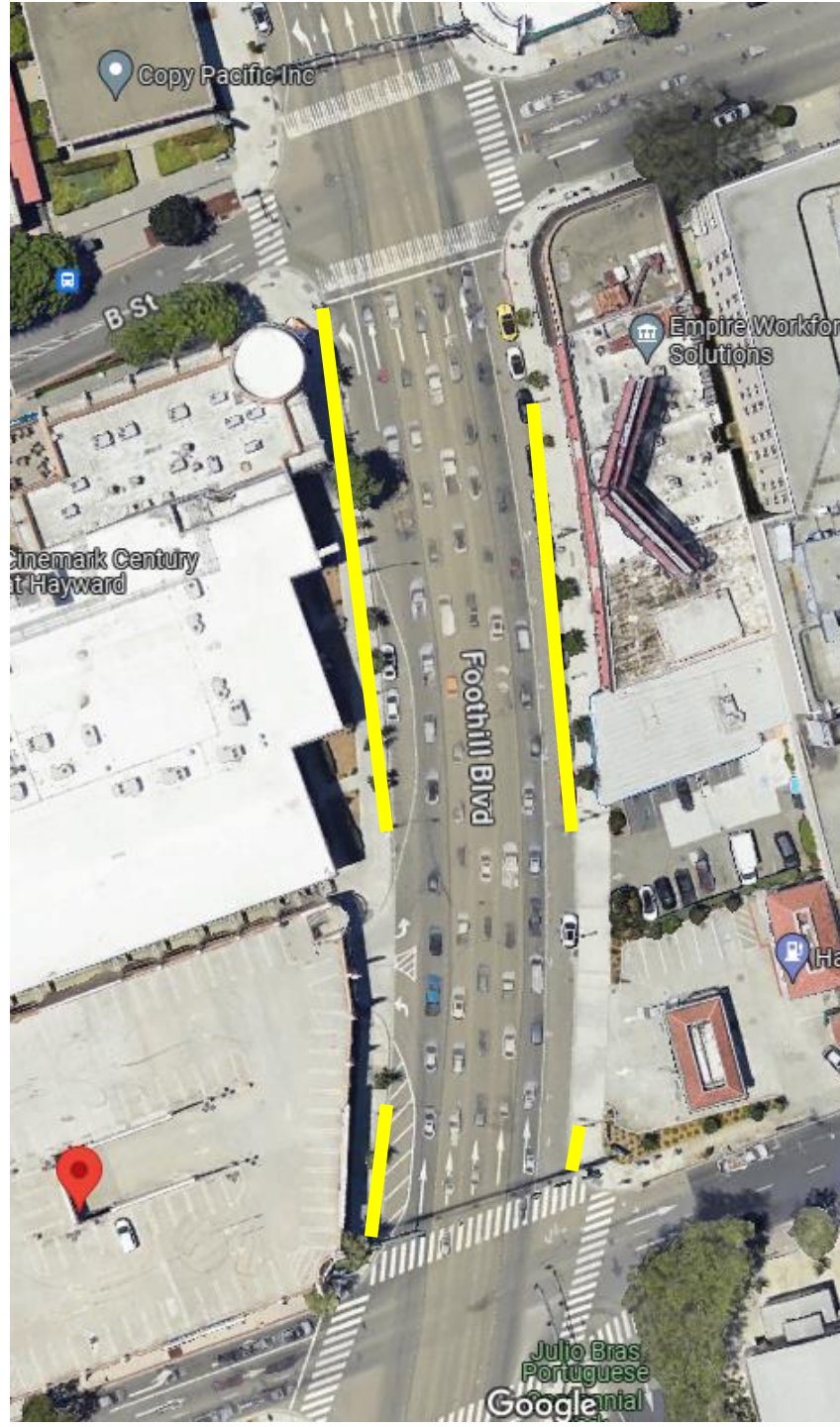


Phase 1:
Permanent bistros on Foothill from B street to C street

Starting at streetlight pole

Stopping at the pole before
the parking garage

Small run from pole to arch



Starting at first small post

Stopping at hayward medical (not
over the parking lot or gas station
driveways)

Small run from pole to arch

Phase 1/ 1A:

Holiday lighting on C street arch – columns only- starting 7’ high to top. Wrap to maintain shape of columns, visible from all sides. Power to come from nearest poles on either side (connect to bistros).



B street parking garage arch- columns only- starting 7’ high to top. Wrap to maintain shape of columns, visible from all sides. Power to come from bistros



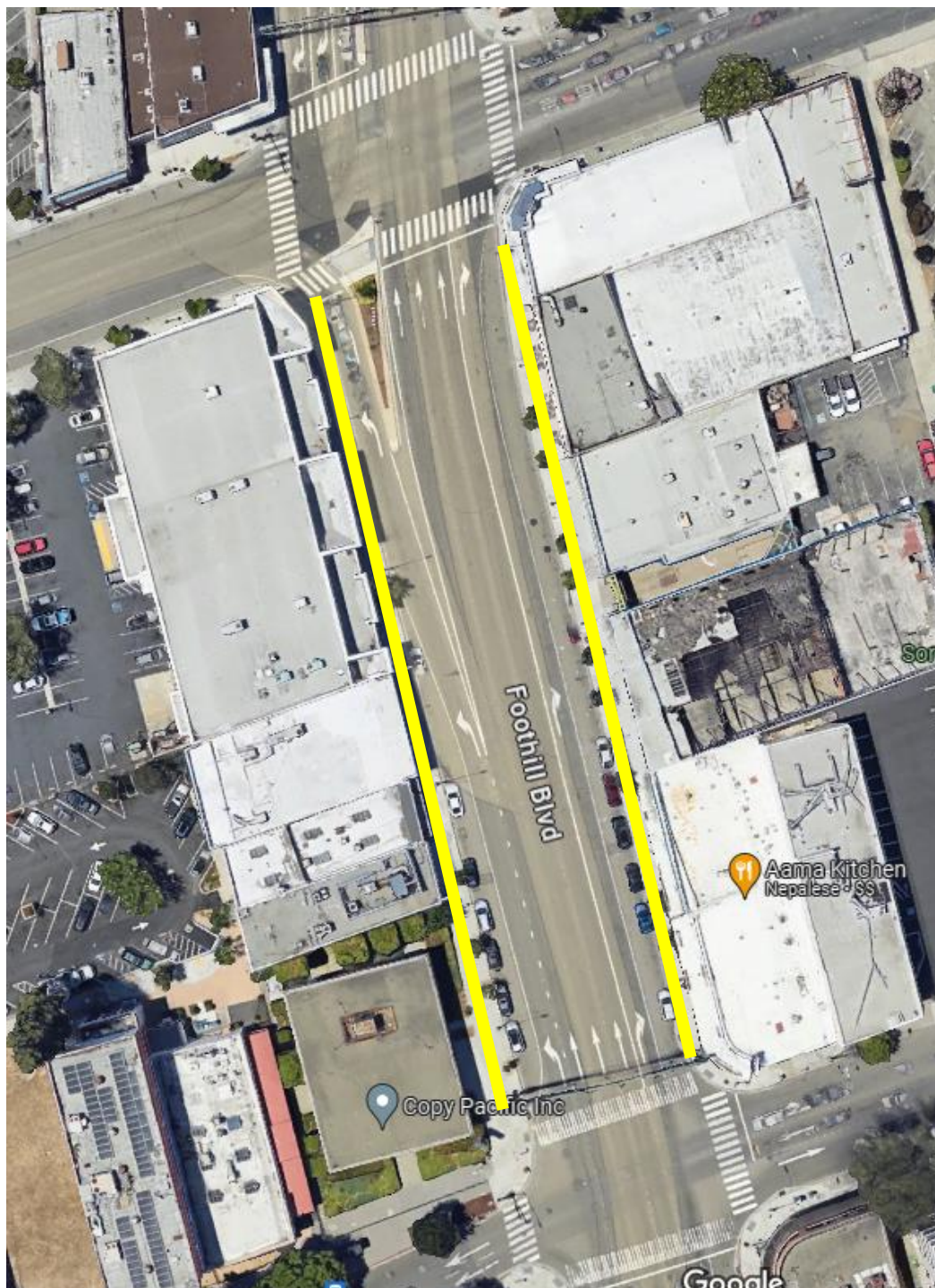
Phase 2:
Permanent bistros on Foothill from A street to B
street

Starting at stoplight pole

Starting at stoplight pole

Ending at arch

Ending at arch



Phase 2 Continued:

Holiday lighting on B street arch – columns only- starting 7' high to top. Wrap to maintain shape of columns, visible from all sides. Power to come from nearest poles on either side (connect to bistros). **14**



Phase 3:
Permanent bistros on Foothill from City Center Dr
to A street

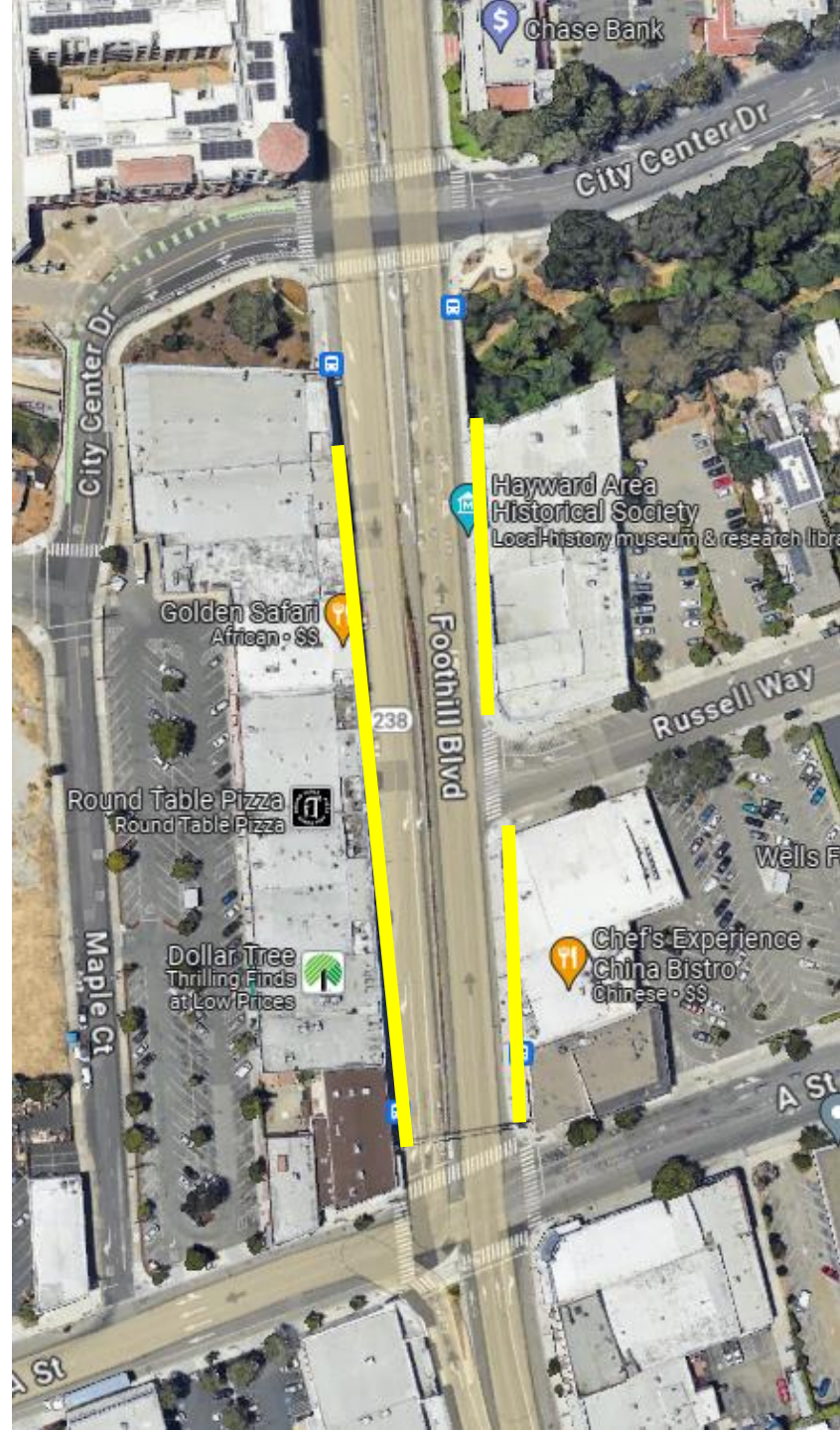
Starting at large pole in front of
Ramos Furniture

Starting at first post after the
bridge

Not over Russel Way

Ending at arch

Ending at arch



Phase 3 Continued:

Holiday lighting on A street arch – columns only- starting 7’ high to top. Wrap to maintain shape of columns, visible from all sides. Power to come from nearest poles on either side (connect to bistros). **16**



San Francisco Holiday Lighting, Inc

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 +1 4156830250
 Charlotte@SFHolidayLighting.com
 www.sfholidaylighting.com



Proposal

ADDRESS

Dominic LiMandri

PROPOSAL # 2514

DATE 08/14/2024

DATE	ACTIVITY	AMOUNT
08/14/2024	<p>Labor and Materials PHASE 1 - Permanent Bistros on Foothill from B St to C St Approx 525' bistro stringer- inline, non-suspended sockets, black 24" spacing, 263 shatterproof s14 bulbs 525' guide wire</p> <p>Install bistros above the sidewalks pole-to-pole on both sides of Foothill. Use guide wire and pull as taut as possible. To be about 12' high, using both the small lampposts and the large lampposts, where the retro lamps stick out.</p> <p>See diagram for start and end points.</p>	9,450.00
08/14/2024	<p>Labor and Materials PHASE 2- Permanent Bistros on Foothill from A St to B St Approx 840' bistro stringer- inline, non-suspended sockets, black 24" spacing 420 shatterproof s14 bulbs 840' guide wire</p> <p>Install bistros above the sidewalks pole-to-pole on both sides of Foothill. Use guide wire and pull as taut as possible. To be about 12' high, using both the small lampposts and the large lampposts, where the retro lamps stick out.</p> <p>See diagram for start and end points.</p>	15,120.00
08/14/2024	<p>Labor and Materials PHASE 3- Permanent Bistros on Foothill from City Center Dr to A St Approx 1030' bistro stringer- inline, non-suspended sockets, black 24" spacing 515 shatterproof s14 bulbs, 1030' guide wire</p> <p>Install bistros above the sidewalks pole-to-pole on both sides of Foothill. Use guide wire and pull as taut as possible. To be about 12' high, using both the small lampposts and the large lampposts, where the retro lamps stick out.</p> <p>See diagram for start and end points.</p>	18,540.00
08/14/2024	<p>Labor and Materials ARCHES - HOLIDAY ONLY 144 strands LED 5mm warm white Approx 20 strands per column on the big arches (40 per arch) Approx 12 strands per column on the parking garage arch (24 total)</p> <p>Wrap the columns on either end of the 4 arches below, starting about 7' high to deter vandalism and going to the top. (Not wrapping center of arches over street).</p> <p>A St Arch B St Arch B St Parking garage Arch C St Arch</p> <p>See diagram and map for details</p>	7,865.00
08/14/2024	<p>Notes</p>	-1,000.00

DATE	ACTIVITY	AMOUNT
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If installation takes place in Sept or Oct 2024, we can apply the discount at right.

TOTAL

\$49,975.00

Accepted By

Accepted Date