



Downtown Hayward Improvement Association – Executive Committee

Friday, October 25, 2024, at 1:30 PM

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

Zoom Virtual Link: <https://us06web.zoom.us/j/87391800396>

Meeting ID: 873 9180 0396 | 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 Minutes from the September 6, 2024 Meeting *Action Item* P. 2 - 5
- 4) Committee Updates:
 - a. FY24 Budget Performance Report: Review P. 6 - 8
 - b. DHIA – District Works Contract Renewal Discussions Supp. Doc
 - c. DHIA – FY25 Maintenance Operations Budget Review *Action Item*
 - d. DHIA Investment Strategies: Update
 - e. DHIA Sponsorship Request: Holiday Giveaway Program *Action Item* P. 9 - 10
 - f. Nominations Task Force Report: DHIA Board Nominations Slate *Action Item* P. 11
- 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 people 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 Executive Committee Meeting Minutes

Date: Friday, September 6, 2024 – 9:00 am

**Location: R. Zaballos & Sons, Inc. (22320 Foothill Boulevard, Suite. 660,
Hayward, CA. 94541)**

PRESENT: Ben Schweng, Sara Buizer, Resti Zaballos, Thomas Leung

STAFF: Dominic LiMandri (zoom), Marco LiMandri (zoom), and Nick Yoo (New City America)

GUESTS: Bill Matheson (R Zaballos & Sons)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Roll Call & Zoom Etiquette	District Manager Dominic Li Mandri called the meeting to order at 9:11 a.m.	No Action Taken.
2. Public Comment	<p>Sara Buizer provided an update from the downtown task force meeting she attended at the City of Hayward. She mentioned the City's "100-day sprint" initiative and shared DHIA's contributions and plans. Sara mentioned that the City of Hayward planned on updating the piano crosswalks, adding designated parking spaces for food delivery drivers and exploring the valet parking for the district.</p> <p>There was discussion about window smashing. Ben Schweng mentioned telling the business owners to add "roll-up gates" for their windows.</p> <p>Ben also asked Sara about Governor Newsom's executive decision dealing with homeless encampments. Discussion</p>	No Action Taken.

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	<p>followed.</p> <p>There was discussion about the management and activation of Heritage Plaza.</p> <p>Marco LiMandri asked about parking meters. Sara mentioned that the City conducted a study a while ago and that the council was not interested at that time in adding parking meters due to a lack of enforcement.</p> <p>Marco also asked about the sidewalk vendor legislation. Sara mentioned that the city does have a sidewalk ordinance that has recently been amended. Sara provided an example and expressed frustration due to the recent state legislation.</p>	
<p>3. Review Of The Meeting Minutes From March 22, 2024</p>	<p>Minutes were reviewed by the Committee Members present.</p>	<p>Motion to approve the minutes from March 22, 2024 was made by Resti Zaballos. Sara Buizer seconded the motion. The motion passed unanimously.</p>
<p>4. Committee Updates</p> <p>a. FY24 Budget Performance Report: Review</p>	<p>a. Dominic went over the FY24 Budget Performance Report on pgs. 5-7 on the packet. Dominic pointed out that the assessment income for this year had a small deficit (around \$42,000). Staff will follow up with the county assessor to see if there are any delinquencies. Dominic mentioned that there was some accounting delays due to the bank account transition from Chase to First Republic at the end of July. Dominic explained that the overall budget is looking very stable and healthy.</p>	<p>a. No Action Taken.</p>

<p>b. DHIA – District Works Contract Renewal Recommendations From SOBO</p>	<p>b. Dominic reported that there was no recommendation from the SOBO Committee regarding the District Works contract renewal. Dominic explained that the committee’s discussions around the contract renewal and augmentation. The primary concern was with the high overall cost increase. Another concern was that the consistency of program management. Dominic explained that the DHIA’s SOBO budget is designed to be 69% of the overall district budget, according to the District Management Plan. At this time, the committee’s recommendation was to not accept the proposal from District Works and to continue with the current contract. Discussion followed.</p> <p>The Committee instructed staff to continue to work with District Works to bring their proposed FY25 contract price in line with the projected SOBO FY25 allocation, as well as prepare alternative options for the Committee to consider.</p>	<p>b. No Action Taken.</p>
<p>c. Proposed FY24 SOBO Budget Amendments</p>	<p>c. Dominic went over the FY24 SOBO Budget Amendments on Pgs. 8-9 on the packet. Dominic explained that \$50,000 was allocated within the SOBO Budget for the string light project on Foothill. Dominic explained that \$36,000 dollars was re-allocated from the “Security” line item to “Landscaping” to pay for the corner planters that have been ordered. There was also discussion about the construction going on at the former “Chalk-It-Up” property on Foothill Blvd.</p>	<p>c. Ben made a motion to accept the amendments in the SOBO budget. Sara seconded the motion. The motion passed unanimously.</p>

<p>d. Proposed FY24 DISI Budget Amendments</p> <p>e. DHIA Investment Strategies: Update</p> <p>f. Anticipated FY25 Budget Allocations For Clean & Safe Programs/Projects</p> <p>g. Proposed FY24 Amended Budget</p>	<p>d. Dominic summarized the proposed FY24 DISI budget amendments on pgs. 10-18 of the packet. The first amendment was to take around \$6,000 from carryforward to the “branding and signage” line item for the new banner bracket installation and printing of the new banners. Dominic pointed out that this budget did not show the budget for the program for the big belly trashcan artwork. The committee recommended a not-to-exceed budget of \$8,000 dollars from the carryforward for a DISI line item for this project.</p> <p>e. Dominic provided an update on the DHIA investment strategy. The committee agreed with using certificates of deposits and using a “ladder” approach.</p> <p>f. Dominic mentioned to the Committee that based on the conversations he had with District Works management, the DHIA should anticipate and budget for an annual increase to the contract in FY25.</p> <p>g. Dominic summarized the proposed FY24 budget with all the amendments explained.</p>	<p>d. Sara made a motion to accept the amended allocations to the overall DISI budget. Resti seconded the motion. The motion passed unanimously.</p> <p>e. No Action Taken.</p> <p>f. No Action Taken.</p> <p>g. Resti made a motion to accept the overall FY24 budget with all of the amendments. Sara seconded the motion. The motion passed unanimously.</p>
<p>5. Other Business</p>	<p>No other business was discussed.</p>	
<p>6. Next Meeting</p>	<p>The next meeting was set for October 11, 2024 at 9 a.m.</p>	
<p>7. Adjournment</p>	<p>Meeting adjourned at 2:10 p.m.</p>	<p>Meeting was adjourned.</p>

Minutes taken by Nicholas Yoo, Assistant District Manager

Downtown Hayward Improvement Association

Balance Sheet

As of October 22, 2024

	Oct 22, 24
ASSETS	
Current Assets	
Checking/Savings	
Chase Checking 937971726	831.50
Checking at First Republic Ban	510,351.00
Total Checking/Savings	511,182.50
Total Current Assets	511,182.50
Fixed Assets	
Accumulated Depreciation	-48,689.00
Fixed Assets	56,287.33
Total Fixed Assets	7,598.33
TOTAL ASSETS	518,780.83
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	124,731.99
Total Equity	518,780.83
TOTAL LIABILITIES & EQUITY	518,780.83

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

September 2024

	Sep 24	Budget	Jan - Sep 24	YTD Budget	Annual Budget
Income					
Assessment Income					
Assessment Income FY25	0.00		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	0.00	0.00	782,942.41	1,027,859.74	1,027,859.74
Total Income	0.00	0.00	782,942.41	1,027,859.74	1,027,859.74
Expense					
Administration					
Accounting Fees	0.00	166.66	1,550.00	1,500.02	2,000.00
Bank Charges	32.50	8.00	277.50	76.00	100.00
Insurance - Liability, D and O	0.00	1,000.00	10,308.04	9,000.00	12,000.00
Legal Fees	0.00	250.00	276.00	2,250.00	3,000.00
Office Supplies	0.00	41.50	0.00	375.50	500.00
Postage, Mailing Service	0.00	16.50	122.30	150.50	200.00
Printing and Copying	0.00		323.07		
Rent	1,200.00	1,200.00	10,800.00	10,800.00	14,400.00
Staff Consulting (New City)	9,500.00	9,500.00	85,500.00	85,500.00	114,000.00
Telephone, Telecommunications	0.00	25.00	4.98	225.00	300.00
Utilities	187.74	250.00	2,543.20	2,250.00	3,000.00
Admin Contingency	0.00	83.00	365.00	751.00	1,000.00
Total Administration	10,920.24	12,540.66	112,070.09	112,878.02	150,500.00
DISI					
Advertising	150.22	583.00	1,697.28	5,251.00	7,000.00
Annual Report	0.00	41.00	0.00	377.00	500.00
Big Belly Call to Artist	0.00	666.00	0.00	6,002.00	8,000.00
Branding & Signage	0.00	1,750.00	1,500.00	15,750.00	21,000.00
PR / Social Media	4,500.00	4,500.00	40,500.00	40,500.00	54,000.00
Seasonal Displays	0.00	833.00	6,451.00	7,501.00	10,000.00
Staff Consulting (New City)	1,000.00	1,500.00	10,000.00	13,500.00	18,000.00
Website	48.34	833.00	4,548.34	7,501.00	10,000.00
DISI Unallocated	0.00	0.00	10,000.00	0.00	0.00
Special Events					
Mariachi Event	5,000.00	0.00	5,000.00	5,000.00	5,000.00
Kumu Hula Assoc of Northern CA	0.00		10,000.00		
Chamber Street Parties	15,000.00	0.00	15,000.00	15,000.00	15,000.00
Latin Jazz Festival	0.00		6,000.00		
Juneteenth Event	0.00	0.00	0.00	10,000.00	10,000.00
Total Special Events	20,000.00	0.00	36,000.00	30,000.00	30,000.00
Total DISI	25,698.56	10,706.00	110,696.62	126,382.00	158,500.00
SOBO					
Staff Consulting (New City)	1,000.00	1,000.00	8,000.00	9,000.00	12,000.00
Capital Improvements	0.00	4,166.00	591.38	37,502.00	50,000.00
Maintenance Contractor	33,285.30	31,250.00	278,387.11	281,250.00	375,000.00
Maintenance and Supplies	0.00	83.00	2,449.41	751.00	1,000.00

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

	<u>Sep 24</u>	<u>Budget</u>	<u>Jan - Sep 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Landscape Supplies & Equipment	13,300.00	3,000.00	19,789.66	27,000.00	36,000.00
Payroll Expenses					
Payroll Workers Comp Ins	<u>0.00</u>		<u>3,977.00</u>		
Total Payroll Expenses	0.00		3,977.00		
Cameras	0.00	4,166.00	0.00	37,502.00	50,000.00
Security	0.00	2,833.00	0.00	25,501.00	34,000.00
Supplies for SOBO	0.00	83.00	0.00	751.00	1,000.00
Vehicle Related					
Pressure Washing	0.00	166.00	379.05	1,502.00	2,000.00
Gas	0.00	250.00	0.00	2,250.00	3,000.00
Vehicle Repair & Maintenance	<u>0.00</u>	<u>83.00</u>	<u>10.00</u>	<u>751.00</u>	<u>1,000.00</u>
Total Vehicle Related	0.00	499.00	389.05	4,503.00	6,000.00
Total SOBO	<u>47,585.30</u>	<u>47,080.00</u>	<u>313,583.61</u>	<u>423,760.00</u>	<u>565,000.00</u>
Total Expense	<u>84,204.10</u>	<u>70,326.66</u>	<u>536,350.32</u>	<u>663,020.02</u>	<u>874,000.00</u>
Net Income	<u>-84,204.10</u>	<u>-70,326.66</u>	<u>246,592.09</u>	<u>364,839.72</u>	<u>153,859.74</u>

Books on B

Valley Antiques

Minuteman Print

Hayward Medical Mart

Osorio Boxing

Chef's Experience

Ristorante di Parma

Aama's Kitchen

Susie Q's Pizza

Blend It

Craft Eatery

Sector 19

Golden Safari

Casablanca Bridal

The Cobblers

Ghazni Kabobs

Copy Pacific

Khao Hom Thai

Once Tea

Atlas Cafe

Hinata Sushi

Metro Taquero

Blue Crown

Rockit Char Grill

Buffalo Bill's

Casa del Toro

Vintage Alley

Acai Skin Studio

Nice Salon

Wine Time

The Bistro

Acqua e Farina

Nine Two Five Salon

Nomi's Cafe

Aranea Craft Studio

Yuki Hana Sushi

Los Compadres

Soheila Bakery

Falafel Flame

Le Paradis

Tacos El Gordo

Wing Fiesta
Miva Salon
Gurkha Kitchen
Erik's Deli
A & A Billiards
Stacks Records
Sugarplum Studio
Dirty Bird
Music Depot
Ska Dog Records
Revere Tattoo
Eden Loan
Stack Cutz
Kansai Sushi
Yoga Sociale
Sky Salon
Cut Up and Dye Salon
Sapporo Sushi
Fresh Prince Salon
Turf Club
Mujiri
Funky Monkey
Snappy's Cafe
Buon Appetito



Downtown Hayward Improvement Association – Nominations Task Force

Friday, October 25th, 2024, at 1:00 p.m.

Zoom Virtual Link: <https://us06web.zoom.us/j/82361422899>

Meeting ID: 823 6142 2899 | Passcode: 22654 | Call-In: +1 (669) 444-9171

1. Introductions and Meeting Etiquette/Resti Zaballos, Jr., Board President
2. Public Comment & Announcements (3 Minutes Max Per Person)
3. Report to the Nominations Committee for open seats to the Board, determination of qualifications by staff:
 - a. Nominations and recommendations from the Committee for appointment to the Board:
 - I. Property Owner Directors Nominated: *Action Item*
 - i. Alfred Antonini (1004 B Street)
 - ii. Thomas Leung (938 B Street)
 - iii. Alexander Husary (22650 Main Street)
 - iv. Daniel Mao (777 B Street)
 - II. Community At Large Directors Nominated: *Action Item*
 - i. N/A
4. Other New Business
5. Adjournment *Action Item*