



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
February 23, 2017

I. Call to Order

Meeting called to order by Chair Hogan at 7:00 p.m.

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Member Gayle.

III. Roll Call:

City Council & Staff: Todd Rullman, Maintenance Services Director; Kimberly DeLand, Administrative Secretary; Brianne Elizarrey, Administrative Clerk

Task Force Members Present: Angela Andrews, Blytha Bowers, Lynne Clifton, Linda Dobb, Horner, Arti Garg, Suzanne Gayle, Jillian Hogan, Chuck Horner, Hasieb Lemar, Janet Livingston, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Tawana Smith, Dwight Turner, Lauren Macmadu

Task Force Members Absent: Darrelle Demps, Sharon Eva, Angelica Moore, Anjani Varma, Wandra Williams

Youth Commission Liaison: Gerado Barcenas, Jr.

Guest (Visitor Sign-In): Marcell Sarkes

IV. Public Comments:

None at this time.

V. Approval of Summary Notes from January 26, 2017 Meeting:

It was motioned/seconded Task Force Member Andrews/Task Force Members Bowers and Romano-Pugh and passed by majority vote to approve the January 26, 2017 meeting notes 15:0:2 abstain Task Force Members Smith and Vance) (5 absent)

VI. Financial Reports:

None at this time.

VII. **Presentations:**

a) **Ugliest Yard Contest**

Task Force Member Ochoa: we want the contest to promote a positive perspective that identifies Bay Friendly landscape.

- The City of Pasadena website was shown as an example of their program and 2016 winners.
- Identifying contest winners by canvassing the neighborhoods, send mailers to the winner of the contest, and placing a lawn sign.
- Acknowledge contest winners with a gift card to a nursery or Home Depot

Vice Chair Clifton: Maybe the Task Force can promote the contest at the summer Street Fairs, provide sample photos of a Bay Friendly yard, and how to submit contestant's yard/project.

Task Force Member Macmadu: Maybe the Task Force can announce the contest and give participants time to make upgrades to his/her yard.

Task Force Member Horner: We can promote through the news or newspaper.

Task Force Member Ochoa: we want to start small and expand the contest. We can use social media, advertise at the Clean Up events, and Tree City USA.

Task Force Member Garg: We should think about the sustainability of the yard.

Task Force Member Gayle: Maybe start promoting the contest at the next Street Fair, engage the adults, and vote for the winner at the last Street Fair.

b) **Earth Team Collaboration on “Hayward Garden Day”**

Earth Team Member Jenna Topper provided an overview of the “Garden in a Day” program where an area is transformed in a day. Participants will edge, work on irrigation, convert sprinkler head, install mulch and plant material. The San Lorenzo Earth Team helps design, facilitate, and provide outreach. Participants will gain experience in project management, community involvement, and public speaking.

- Earth Team will work with KHCG Task force on the “Hayward Garden in a Day” project between City Hall and the townhomes (5,000 square foot area). Sheet mulch will be used to conserve water.

Task Force Member Macmadu: Do you work with the Hayward schools? Yes.

Task Force Member Macmadu: Is mulch still given out? No, compost is given out twice a year

Task Force Member Garg: What is the budget? Earth Team will provide resources.

Task Force Member Macmadu: Maybe reach out the high schools in Hayward.

Task Force Member Smith: Why was the project selected in Hayward and not in San Lorenzo? San Lorenzo is in the County and not really a community

Task Force Member Bowers: Has Earth Team installed sheet mulch before? No.

Task Force Member Bowers: What about the funding? Earth Team will provide \$2,500. The Hayward in a Day project will cost between \$3,500 to \$4,000 total (including \$2,500), so any assistance in this area is welcome. **Chair Hogan** indicated that budget was not previously discussed because a site had not been identified. **Maintenance Services Director Rullman** the City work with the Task Force to make this project happen.

Task Force Member Bower: Is there a water system in place? Yes, it will be converted so it will be feasible with landscaper(?)

c) **Hayward Mural Support**

Task Force Member Garg is in support of the Hayward Mural program and would like to use some of the Task Force budget to support the muralists in purchasing anti-graffiti materials when painting murals on the utility boxes.

Task Force Member Gayle: primer and paint costs are paid from budget given to muralist.

Task Force Member Garg: Muralist pays for material cost out of budget.

Task Force Member Macmadu: Can the anti-graffiti material get purchased in quantity and shared among the muralists? **Task Force Member Gayle:** there is a shelf-life for the material and the mixture is good for a limited period. Many times, the shelf life of the material will expire or go bad before the next application. For instance, the weather will delay the next application, so the material cannot get purchased until the time of application.

Task Force Member Garg: The City has requirements to use the best material to preserve the longevity of the mural.

Task Force Member Gayle: I use a specific adhesive primer, two coats are required, and this primer cost \$50/gallon.

Task Force Member Gayle: The City gives a stipend of \$500 per box. Some agencies give up to \$1,000 per box.

Administrative Clerk Elizarrey: Some of the funding for murals are through grants, which affects how much is distributed to the muralists.

Chair Hogan: Maybe we can allocate a flat amount per utility box.

Vice Chair Clifton: Who pays for the anti-graffiti material now? **Maintenance Services Director Rullman:** The City pays for the material.

Vice Chair Clifton: The Task Force should pay for material the Task Force does as a team.

Task Force Member Gayle: The budget for large murals are more in line with the project. It will be helpful to get more money to cover the material costs for the utility boxes.

Task Force Member Horner: What type of coating is used?

Task Force Member Gayle: I use TSW. Sometimes I use Rust-Oleum.

Task Force Member Romano-Pugh: How much of the budget gets spent? Is there a surplus? **Vice Chair Clifton:** It depends, some projects cost more, there is a surplus.

Task Force Member Macmadu: How many utility boxes are done each year? **Task Force Member Gayle:** Cecelia will now, but typically the City asks for two utilities boxes per grouping.

Task Force Member Macmadu: How much does it cost for anti-graffiti coating per box?

Task Force Member Bowers: There are many unknowns (i.e., the cost per box). How does the City ensure that the boxes are done with quality? **Task Force Member Gayle:** The contracts have specific suggestions, colors, City asks for seven years of workmanship, and three to four coats of anti-graffiti coats. Sometimes the City will pay for time if the repair/touch-up is extensive.

Task Force Member Horner: I'd like to provide prep services for community service hours. **Task Force Member Gayle:** I have concerns about anyone putting on primer and how it may affect the quality of the mural.

Task Force Member Horner: CSL had 15-year life. **Task Force Member Gayle:** silicone can attract dirt.

VIII. Action Items

a) Community Resilience Challenge

Task Force Member Lemar: This challenge is where an individuals, groups, or businesses take specific action to save water, grow food, conserve energy, reduce waste and build community.

Administrative Clerk Elizarrey: The Task Force may want to get in touch with the Sustainability Group since there are similar goals and tasks.

Chair Hogan: I wanted to bring this up with the Task Force want to donate funds and incorporate City departments.

Vice Chair Clifton: We should utilize ways to involve students and school groups.

Task Force Member Lemar: San Ramon sponsored a group. The task force can sponsor a group.

Task Force Member Garg: The task force should have better understanding, join, and evaluate. Maybe target and promote next year.

Task Force Member Smith: I am unsure of the action for this program.

Chair Hogan: This is to provide information to the group and for the Task Force use as marketing tool.

Task Force Member Garg: This can be used expand our network.

Task Force Member Macmadu: Maybe we can get more information about this program. This is a lot of information to think about and I'm worried the Task Force is going spread themselves thin. Maybe we can bring this back to the group with the benefits.

Chair Hogan: Do we want to table this for next time? What new information will be brought back to us?

Task Force Member Macmadu: Is anyone familiar with these organizations? How much exposure will this bring to the Task Force?

Task Force Member Ochoa: The Task Force can use this group as another resource. Probably not much extra work. Maybe the Task Force will consider this program to see if we want to get involved.

Task Force Member Bowers: Maybe we can ask the Sustainability Group if they are familiar with this group.

b) **Logo Discussion & Approval**

Maintenance Services Director Rullman: presented two logos to the Task Force. The second logo is preferred.

Administrative Clerk Elizarrey: I like how the second logo looks with the City of Hayward map.

Task Force Member Gayle: I like the three points on the second logo

Task Force Member Horner: Maybe we can format for a bumper sticker.

Task Force Member Macmadu: Will the logo be horizontal or vertical? The logo can go either way, with or without the words, or just the logo.

Task Force Members submitted the logo he/she liked. Chair Hogan announced that the second logo is the winner.

c) **Re-Branding Purchasing Items**

Administrative Clerk Elizarrey: I would like to have a budget allocated for purchases of promotional items, t-shirts, etc. with the new logo and a list of which items are priority.

It was motioned/seconded (Andrews/Romano-Pugh/Vance) to allocate \$1,500 for promotional items with the new KHCG Task Force logo. (17:0:0 abstain) (5 absent)

IX. Marketing Items

Task Force Member Dobbs: Can we get a Velcro applique with the new logo and apply it to the vests?

Task Force Member Horner: Maybe we can have the new logo silkscreen on the vests.

Task Force Member Macmadu: I'd like new badges, vest, and window clings (potential in mailings).

Chair Hogan: No mailings.

Task Force Member Macmadu: start with Adopt-a-Block groups.

Task Force Member Romano-Pugh: I'd like t-shirts or polos.

Task Force Member Macmadu: I like all new t-shirts for the Task Force, not the volunteers, so there is a united look.

Task Force Member Smith: How about give away items?

Chair Hogan: Maybe only T-shirts for the Task Force.

Task Force Member Salpekar: Maybe we can get a banner to hang across the canopy.

Chair Hogan: Talk to Rod and make this internal.

Task Force Member Bowers: We need XS for other members.

Task Force Member Smith: T-shirts are ok, but I like jackets or fleece pull-overs.

Task Force Member Horner: I like safety vests.

Task Force Member Garg: Hats.

Task Force Member Dobb: Vests are important. I am ok with chipping in on the t-shirts.

Task Force Member Horner: Someone mentioned hats, I like the idea of hats.

Vice Chair Clifton: Who needs a vest and what size?

Task Force Member Macmadu: We all need vest. Maybe the funds will be better spent on vests and hats since the logo on the shirts will be hidden under the vest.

Task Force Member Bowers: Why do we need to get vest for all members. Maybe we can conserve some of our funds since some of the members have vests.

Administrative Clerk Elizarrey: Vest cost about \$25 to \$30 per vest.

Task Force Member Bowers: Maybe we can get name tags. I prefer T-shirts.

Task Force Member Romano-Pugh: Maybe we can revisit the T-shirts at a future date.

Task Force Member Garg: Hats vary in price. I am inclined to wear the hat if it is a nicer hat.

Task Force Member Gayle: Anyone interested in visors?

Vice Chair Clifton: Maybe we can think about t-shirts and hats.

It was motioned/seconded (Andrews/Garg) to order window clings, vest, and name tags for all Task Force members with the same logo. (17:0:0 abstain) (5 absent).

Administrative Clerk Elizarrey: I will send an email requesting vest size.

X. Community/Clean Ups and Upcoming Events

Chair Hogan: January clean up went well. The signup sheet is going around to members to select event tasks/time slots. Task Force Member Livingston needs a partner for the cleanup. The truck will get loaded Friday night starting at 5:30 p.m. and will get taken to Ruus Park Saturday morning.

Task Force Members Ochoa and Romano-Pugh: March cleanup.

XI. Announcements/Updates

Chair Hogan: Is there any interest from the group to reach out before the cleanup to let the community know the goal of the cleanup and encourage volunteers to assist in the cleanup.

Task Force Members Garg: I have been inviting my friends, but I am finding it difficult to get them to come out. Maybe we need a new message.

Chair Hogan: We need more participation and go to various places.

Task Force Members Gayle: Can we get the suggested list with the packet?

Administrative Clerk Elizarrey: The list is pulled from the City's GIS. Technology Services is still working on the list.

Task Force Members Bowers: Suggest getting together and go businesses and groups, before the cleanup.

Task Force Members Garg: I am unable to get participation just by talking to people.

Vice Chair Clifton: The churches and schools may be a better option. Maybe get the Chamber of Commerce involved.

Director of Maintenance Services Rullman: The City hired a new PIO, Chuck Finney, to replace Frank and we talked about illegal dumping. Maybe we can have Chuck talk to the group about reaching out the community.

Task Force Member Andrews: Maybe we can invite Chuck to the April or May meeting.

Task Force Members Horner: The "Hayward All America Festival" will be 07/01/17 from 10:00 AM to 2:00 PM at Mt. Eden Park

Task Force Members Garg: California Representative Eric Swalwell will be at Ekko Coffee on 02/25/17 at 10:00 AM

XII. Adjournment (8:51 PM)