

**MINUTES  
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**REGULAR MEETING  
July 6, 2016**

**ATTENDANCE:**

| <b><u>BIA Member</u></b> | <b><u>Present</u></b> | <b><u>Absent</u></b> |
|--------------------------|-----------------------|----------------------|
| Alfredo Rodriguez Jr.*   | X                     |                      |
| Sid Hamadeh              | X                     |                      |
| Syed Karim               |                       | X                    |
| Rui Li (Resigned)        |                       |                      |
| Benjamin Schweng         | X                     |                      |

*\*Chair*

**VISITORS:** Kim Huggett, Hayward Chamber of Commerce, AT Stephens, Hayward Area Historical Society; Chad Bojorquez and Jade Millourn, Downtown Streets Team

**STAFF:** Micah Hinkle, Economic Development Manager; Ramona Thomas, Economic Development Specialist; Lt. Jim Denholm and Sgt. Jose Banuelos from Hayward Police; Suzanne Philis, Senior Secretary

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**I. Call to Order**

Chair Rodriguez called the meeting to order at 8:02 a.m.

**II. Roll Call**

All present with acknowledgement of Member Davis' resignation effective April 30, 2016. Member Li announced that she would also be resigning due to family obligations that would move her out of the area.

**III. Public Comments**

Chad Bojorquez, Hayward Project Director of Downtown Streets Team, gave background on the mission of the organization and current activities in Hayward.

Chair Rodriguez asked how long the Team had been working in Hayward and Mr. Bojorquez explained that groundwork started in February and that the Hayward Team had been active for two weeks and already had 13 volunteers. He noted the Hayward Team was conducting their first major clean-up of a local creek.

Member Hamadeh asked how volunteers could find more information and if Mr. Bojorquez worked with Hayward Police. Mr. Bojorquez explained that volunteers were recruited via word-of-mouth and by talking to people on the street. He noted that police representatives came to Team meetings to keep lines of communication open, but they tried to keep

themselves separate from police so homeless wouldn't associate the two or think the Team was the police.

Chair Rodriguez asked what was the best way to learn more about the Downtown Streets Team and Mr. Bojorquez suggested coming to meeting and visiting the new website [streetsteam.org](http://streetsteam.org).

Hayward Area Historical Society Executive Director AT Stevens, representing the Hayward Rotary Club, provided responses and more information related to the funding request submitted at the last meeting for two Hayward Rotary Club welcome banners.

Member Hamadeh asked several questions about the banners and the logistics of hanging them which Mr. Stevens answered. Chair Rodriguez said he liked the new color choices.

Chair Rodriguez asked police representatives if they had anything to report. He said activity in the downtown had increased with the absence of the downtown bike patrol. Lt. Denholm noted calls for service in the downtown had actually been declining for the last three months, but officers were still conducting regular checks.

Member Schweng said enforcement of laws prohibiting the use of shopping carts by the homeless had made a huge difference. Lt. Denholm mentioned that since July of 2014, over 300 shopping carts had been collected.

Kim Huggett, President of the Hayward Chamber of Commerce, reported on Mayor Halliday's State of the City address at Chabot College on June 23<sup>rd</sup> and the Downtown Street Party on June 16<sup>th</sup>. He noted in the past 16 years the Chamber had never been asked to pay an encroachment permit fee for the Downtown Street Parties until this year and that the cost caught him off-guard. Mr. Huggett said he would be requesting more funding from the DBIA to cover the cost. He also mentioned that the Bike Festival wasn't as successful as they had hoped and next year he was considering rolling the event into the June Downtown Street Party and use the funding to help cover the cost of the permit.

Member Hamadeh asked staff if they knew the Chamber would be charged for an encroachment permit fee and Economic Development Manager Hinkle explained that Mr. Huggett had been warned the fee was coming and noted the cost to the City to close downtown streets was expensive. Mr. Hinkle also mentioned that Mr. Huggett had submitted a letter requesting the fee be waived, but the City Manager had said no.

Member Hamadeh asked if the fee could be waived since it was new and the DBIA didn't know about it when they made the funding recommendations. Mr. Hinkle explained that the item wasn't on the agenda and suggested Mr. Huggett bring a proposal to the next DBIA meeting since there was room in the budget to increase funding.

Member Schweng said he was still experiencing problems with people accessing his large trash bins. He said he'd tried a number of solutions, including some at his own expense, and complained Waste Management was not being responsive and was not being forthcoming about available solution options.

Sgt. Banuelos noted that a new downtown bicycle officer, a replacement for Officer Fovel, was starting that day.

IV. **Approval of Minutes of Special Meeting held April 6, 2016**

Member Hamadeh made the motion to approve the minutes, Member Schweng seconded, and the motion carried with Member Karim absent.

V. **DBIA Budget Update**

Economic Development Manager Hinkle noted the DBIA's budget recommendations had been approved by Council. He said Improvement Area fees were still not being collected and he noted with the resignation of Public and Media Relations Officer Frank Holland, no progress had been made in the formation of the Community Benefits District. Mr. Hinkle said the budget attached to the DBIA staff report outlined that spending primarily focused on funding special events.

Member Hamadeh asked if new and replacement members were being recruited for the DBIA and Mr. Hinkle said yes. Member Hamadeh asked if anyone could apply and Mr. Hinkle explained that potential members still needed to have businesses in the Improvement Area since the funds being spent down had been paid by those businesses.

Staff clarified the process for recruiting new members and mentioned the deadline to apply was July 15<sup>th</sup>.

Member Schweng asked about sidewalk cleaning and Mr. Hinkle confirmed drought restrictions had been lifted, but questioned whether City maintenance staff would be willing to clean the entire improvement area. Member Schweng said he wanted sidewalk cleaning with gum removal for the entire district at least once a year. Mr. Hinkle said staff would come back with that cost and Maintenance Services' routine cleaning schedule.

Economic Development Specialist Thomas noted the Board still had \$15,000 in the budget put aside for "beautification" and Member Schweng said he thought the cost would be closer to \$50,000.

Member Schweng asked who was responsible for cleaning sidewalks when a restaurant had outside seating. Economic Development Manager Hinkle said the City had no regulations in place, but would need to generate some as more and more restaurants come in.

Member Hamadeh asked what happened to the \$7,000 set aside for the Holiday Decoration program and staff said that money was rolled back into the DBIA budget. Member Hamadeh asked if anyone participated and staff said no.

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

None.

VI. **Adjournment**

The meeting was adjourned at 8:54 a.m.

| STAFF    | ACTION ITEMS                                                                                                             |
|----------|--------------------------------------------------------------------------------------------------------------------------|
| Econ Dev | Notify DBIA Board of any upcoming Downtown Specific Plan Update community meetings.                                      |
| Econ Dev | Attendance counts for recurring events and financial information including costs versus revenues and/or event guidelines |