



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
June 13, 2019

I. Call to Order

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

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Jacquelyn Young.

III. Roll Call:

City Council & Staff: Council Member Márquez; Todd Rullman, Director of Maintenance Services; Rod Affonso, Streets Maintenance Manager; Kimberly DeLand, Administrative Supervisor; and Cecilia Melero, Senior Secretary

Task Force Members Present: Blytha Bowers, Ginny Delaney, Alison Divine, Sharon Eva, Jeffrey Haman, Sarah Low, Bert Manzo, Tim Romano-Pugh, Scott Schroder, Lenora Taylor, and Jacquelyn Young

Task Force Members Absent: Suzanne Gayle, Chuck Horner, Adithya Naresh, Anika Patterson, Megha Salpekar, and Tawana Smith

Youth Commission Liaison: N/A

Guest (Visitor Sign-In): None

IV. Public Comments:

None.

V. Approval of Meeting Minutes from March 21, 2019

It was motioned/seconded by Vice Chairs Delaney and Haman and passed by majority vote to approve the March 21, 2019 meeting minutes 10:0:1 (6 absent).

VI. Approval of Meeting Minutes from April 25, 2019

It was motioned/seconded by Task Force Members Manzo and Taylor and passed by majority vote to approve the April 25, 2019 meeting minutes 11:0:0 (6 absent).

VII. Approval of Meeting Minutes from May 23, 2019

It was motioned/seconded by Task Force Member Low and Vice Chair Delaney and passed by majority vote to approve the May 23, 2019 meeting minutes 11:0:0 (6 absent).

VIII. Presentations

a. Financial Report

Kimberly DeLand: I purchased the seed packets from American Meadows since it was under the \$500 threshold. The seeds will be used as part of the “thank you” bag for the Annual Garage Sale participants. I purchased the 6-pack sandbags from Amazon for the canopy.

IX. Action Items

Chair Divine: We have some purchases to approve for the Garage Sale.

Kimberly DeLand: The first item I want to present are the aluminum water bottles. The cost for the water bottle increase from last month, so it will cost \$1,690.12 for 250 water bottles.

The next item is the Izzy Jute Bag, which will cost \$1,508.25 for 250 bags. The vendor recommends this bag because the color logo will print on the cotton fabric on the front of the bag better than the one on the textured fabric from the Jute Bag with black trim.

The next item is the Jute Bag with black trim and the cost is \$2,362.01 for 250 quantity. The vendor does not recommend printing the color logo on this bag because the logo will not be crisp. If you decide to go with bag, they recommend print in one color.

Discussion: The picture that is shown on the screen shows this bag with the color logo. The photo that is shown is a digital image of your logo on the bag, but the actual print will not be as nice as the digital photo.

The last bag that I want to present is the cotton bag that cost \$987.75 for 250 quantity. This is the bag we purchased last year.

Vice Chair Delaney: These items will primarily be used to give away to those who participate in the Citywide Garage Sale and it will be our way of saying “thank you” to them.

Chair Divine: Our remaining budget for the year is \$3,244. Aside from the garage sale purchases, what other items would we have to make with this budget?

Kimberly De Land: Many of the other items that we placed in the bag last year are in the shed. For example, the bumper stickers, leaf logo, pens and pencils.

I want to show you the Financial Report account balance if you purchased the aluminum water bottle and Izzy Jute bag, you will have the balance to cover these items with about \$45 balance.

Discussion: Are there any other items we need to purchase before the end of the year?

Kimberly DeLand: I purchased all the items that was requested for the Downtown Street Party. I will make these purchases out of next year’s budget.

Discussion: Will the remaining budget from this year rollover to next year? No.

For the quantity that we are purchasing, how many garage sale participants did we have for last year? About 150 participants.

a. Approval to purchase Aluminum Water Bottles, 250 quantity

It was motioned/seconded by Task Force Member Romano-Pugh and Vice Chair Haman and passed by majority vote to purchase 250 aluminum water bottles for \$1,690.12 11:00 (6 absent).

b. Izzy Jute Bags, Qty 250 for \$1,508.25

Discussion: These bags are good for shopping. Some of the other bags are not that great in quality, but this bag is a nice quality. This bag will be good advertisement for us. There was a suggestion to have the leaf logo larger and centered on the front panel, KEEP HAYWARD CLEAN & GREEN, and #HaywardBeautiful below the logo.

It was motioned/seconded by Task Force Members Taylor and Manzo and passed by majority vote to purchase 250 Izzy Jute Bags for \$1,508.25 with modification to make the logo larger and centered on the bag and move “Keep Hayward Clean & Green” below the logo 11:00 (6 absent).

c. 2020 Meeting & Event Calendar

Director Rullman: The calendar shows 2019 locations and we have dates and potential 2020 locations. I talked to staff and the chairs, so I want to have a conversation with the group to propose a pilot program for 2020 to reduce the number of events. The biggest challenge is turning events month after month and try to adequately advertise and promote the event. We seem to get a larger turnout with the events that have music, food, and coincide with Make a Difference Day or Freshman Day of Service.

One of the concerns we had is the amount of trash accumulation that would've other been picked. One reason we may want to consider and pivot to fewer events is because the Adopt-A-Block program has added 16 groups in the last three to four months. Maintenance Services has added four positions that will come aboard in July. This is something I'd like for you to consider. We will continue to do the monthly meeting, but we are thinking of doing four events per year so we can build out a strategy to promote the events.

Some of the legacy members may remember that we used to take the event flyers for the following month, canvas the area to distribute flyers, and promote the upcoming event. The group has change over the years. We do not have many retired members and we don't have extra time to promote the events. From the City's perspective, we want to continue with what works well, but better utilize everyone's time. I'd like to open the discussion to the group.

Vice Chair Delaney: The reason we can consider pivoting like this is because of the hard work of the long-serving task force members. I want to make clear is that the work of the Task Force over the past 10 - 12 years has brought us to a point where we can consider not having monthly events and better engage the community. It is important to me to honor the past and it is because of the hard work from the Task Force that we are here now.

Chair Divine: I agree. The pilot program will allow us to build the events into a beautification project. By having more time between events, we can engage the community and invite them to the events.

Discussion: We are proposing to go from ten events to four? Four events seem low.

Chair Divine: We will still do the Downtown Street Parties, Science in the Park, and community other community events. I want to take a larger role in the Citywide Cleanup Event. We are used to getting up at 7:00 AM, handing out grabbers, and helping pick up trash to keep Hayward Clean & Green, so there is no reason why we shouldn't be at the Citywide event helping to distribute grabbers, vests, and bags. This will give us an opportunity to partner with the City and have a larger role.

Discussion: Do we need to change the charter?

Director Rullman: I talked to the City Manager about the charter, but I will consult with the City Attorney's Office. The City Manager's position is that since this is a pilot program, she didn't think we had to change the charter. After the pilot program, if we decide to continue with fewer events, we will change the charter.

Discussion: Four events seems low and there was a suggestion to have five events, scheduled every other month. By having fewer events we will have more time to plan for each event, have other groups table at our event, arrange for music, and have a larger event.

If you look at the numbers for the past year, there are three events with low attendance. How many "other" events are there? There are three Downtown Streets Parties.

It seems like the summer months has a lower volunteer turnout. If we do five cleanup events, what are the other events do we get involved with? There are three Downtown Street Parties and these events are a great opportunity to connect with the community since a large group attends these events.

The summer months and even September has low volunteer attendance. October seems to have a larger attendance. Some of what drove the attendance higher is that October is Make a Difference Day and April is the Citywide Cleanup Day. January had a large attendance, but we also had a planting event that coincided with the cleanup event.

Director Rullman: Make a Difference Day is always in October?

Yes, it is always in October because it is a national event. Freshman Day of Service is mandatory. Patrick says that Make a Difference have fewer participants for October and he may limit the number of events...possibly only having KHCG event for Make A Difference Day. He is having difficulty recruiting participation for Make a Difference Day. The previous person, Andrea, always coordinated larger events.

CSUEB may have an event in the spring where they need to engage in an event. We can also engage the sororities and fraternities. Some of the sororities and fraternities have adopted a block also.

Jeff Krump: I would like to see Citywide Cleanup Event stay in April. This year we move the event up one month and it helped with the attendance. We had the posters in the Community Center. We would welcome a partnership with KHCG on this event. We have pre-planning meeting and plan the event well in advance. I understand that most of the Task Force members work and it may not be easy to attend our meeting, but we can arrange a conference call to get your input on the event.

Discussion: Do we have the date for next year's Citywide Clean up Event? No, but based on the calendar, looks like the suggested date is April 25, 2020. Also, the Freshmen Day of Service was that day, so that helped attendance.

Jeff Krump: The way we arranged the Freshmen Day of Service, we allowed the freshmen choose the Citywide Cleanup Event as one of many events they can participate in.

Discussion: Palma Ceia Park cleanup, Sharon's daughter was the DJ, and make it like a party. We had CSUEB students at this event and it was energizing. We can do outreach, build relationships with businesses.

Director Rullman: When we chose July on the 2020 calendar, we wanted to spread out the events to allow for planning the event, but we are not committed to July. However, June and July consistently have low turnout. One idea we discussed is possibly moving the event earlier if you don't want to have a long break.

Discussion: We are not technically on break, since we will be at the Downtown Street Parties and we will be visible and engaging the community. Maybe can have a May event and focus on the Street Parties during the summer months.

We talk about doing community outreach and promoting the events, but we need to do the outreach. By reducing the number of events, we can focus on community outreach when we do not have an event. We need to create collateral and talking point when we go out to the businesses.

Chair Divine: If we are reaching out to the business, maybe we can have food vendors sponsor the event and possibly bring food. We can collaborate with the community.

Director Rullman: Back to the point of beautification events for 2020, the January event is a beautification event. The October event is back at the Tennyson Corridor at Patrick Avenue, near Kentucky Fried Chicken. This will be the last median before we move over I-880. Both, the January and October, events can move to another month.

Discussion: Every now and then, the March event is Freshman Day of Service, but it may depend on when Easter is.

The last year, weather played role in our events. For example, we canceled one of our events because of the last big fire and there was ash in the air. When the weather is pleasant, it is easier to get volunteers to attend. The summer may have hot weather and when you get into September or October, you don't know what natural disaster may change our plans.

We may want to keep September open to train new members and that is why we moved the calendar to this month, so the new members are not overwhelmed with the calendar their first month.

Chair Divine: Do we want to drop it down from 10 events to five events or leave it at four events?

Discussion: Does that mean that less trash will be picked up if we have fewer events?

Director Rullman: I think our additional employees will fully offset the amount of trash. We can track our progress.

Discussion: We can see what if the community wants us to do more. We can focus on the locations we want to do the cleanup events, then evaluate if we want to do four or five events.

Chair Divine: The events that are set are: Hesperian, Community Engagement Fair, and Tennyson & Patrick.

Director Rullman: Hesperian is a suggestion of where we can do a beautification, but it can move to another month. If there is another location you want, we will plan a beautification around that location.

Chair Divine: We will pass around the volunteer attendance for the past year for you to look at.

Director Rullman: When you look at the map that shows where the bulk of our “hot spots,” there is lots of activity in the downtown area. We had a good turn out when we were downtown earlier in the year. There was not as much trash near Southgate. There is lots of trash in downtown and along the tracks near Huntwood, Whitman, and Mission.

Discussion: There was discussion on various location, staging areas, and use of restrooms. Since we are talking about larger events, are we extending the time of our events? Yes, we can extend the event time. The cleanup portion will be the same time, but we can extend the time to accommodate food, music, and have others table at our event.

Director Rullman: We might be able to use the plaza across from the new Library as a staging area for the downtown event. Something to consider for staging, we will need an area for the tent, food tables, and music.

Discussion: There was further discussion on the event locations and incorporating the “hot spots” on the 2020 calendar.

X. Community Cleanups and Upcoming Events

a. Southgate Community Center 05/25/19 – Task Force Member Low & Patterson

Task Force Member Low: The event was successful. There were some people walking by and they decided to volunteer for our event.

Discussion: We picked up lots of trash when we drove around in the truck. Task Force Member Delaney walked with some of the minors.

Council Member Márquez: It was a success. I saw some people stop by because they saw the canopy.

Chair Divine: We had 41 grabbers checked out and we collected 291 items.

b. Jackson St @ Barnes Court (Animal Control) 06/22/19 – Chair Divine

Chair Divine: This will be our first caravan style event. This event will look like we had a caravan of volunteers start at one end of the street and cleaned to the other end of the street.

c. Downtown Street Party 06/20/19

Chair Divine: This is our first Downtown Street Party of the year. This is not a required event, but it can be used to make up for an absence. The event is from 5:30 PM – 8:30 PM, but we should get to the booth by 4:00 PM. City staff will bring the truck and set up the canopy. We will have a game for the kids and a seed bomb as a prize for the game. They are colorful balls, the kids can plant them, and it will grow.

Vice Chair Haman: I met with Tri-Ced to find out way to reduce trash that is mixed with recyclable. We will have bean bags and the kids will take a grabber and place the item in the correct recycle bin: organic, landfill, or recycling.

Discussion: We had Task Force Member sign up for the June Downtown Street Party.

d. Downtown Street Party 07/18/19

Discussion: We had Task Force Member sign up for the July Downtown Street Party. Kimberly will email the group for the July signups.

e. Matt Jimenez Community Center 07/27/19 – Vice Chair Haman

XI. Announcements/Updates

a. Council Member Updates

Council Member Márquez: If you are interested in joining another Board & Commission, the deadline to apply is Friday, July 5th. Interviews for Planning, Library, and Personnel Commission is Tuesday, July 23rd.

We have Community Calendar. For those who are involved in other organization, you can post/publish events on the Community Calendar 3 to 4 weeks prior to event.

Next Tuesday we will have an agenda item on Rent Stabilization Ordinance. If you are unable to attend the meeting, you can contact the Mayor, Council, and City Manager, by emailing us at: List-Mayor-Council@hayward-ca.gov

The All-American Festival is Saturday, June 29th from 11:00 AM – 3:00 PM at Mt. Eden Mansion at the corner of Tennyson & Hesperian. This is a partnership with Tennyson Committee, which are the volunteers, and H.A.R.D. There will be free entertainment and food vendors.

Vice Chair Delaney: The interviews for the new Commission and Task Force is July 23rd?

No, not for the Keep Hayward Clean & Green. Planning and Personnel Commission will be on Tuesday, July 23rd. We will confirm the interview date/time for Keep Hayward Clean & Green.

b. Staff Update

Director Rullman: The KHCG trailer I ready and staff will pick it up tomorrow from the graphic designer. We will install the shelving and it will be ready for the June event.

Street Maintenance Manager Rod Affonso: Yes, we will have it ready by the June event. We made two holders for the grabbers where we mounted a plywood to a dolly, we mounted tool hooks to hold the grabbers, and you can wheel the grabbers to and from the trailer. Each one will hold about 30 grabbers.

Chair Divine: Since this event is near the Corporation Yard, we can run to the shed to grab items that we need.

c. Chair Updates:

Chair Divine: We will use the orange bags for recycle and the white bags for trash.

Task Force Member Romano-Pugh: I received the condolence card from the TF and I want to thank you for the card. It means a lot to me and my mom.

Streets Manager Rod Affonso: We increased our game with Waste Management. I'd have email Waste Management to arrange bulky pickups and we have about 5-6 bulky pickups per week.

Kimberly DeLand: I found some clean bags in the shed, so I'll swap out the orange bag for the clean one, then we can go back to the orange bags.

XII. Adjournment (8:17 PM)