



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
City Hall, 2A Conference Room
November 21, 2024

I. Call to Order

The meeting was called to order by Vice Chair Tom Ferreira at 7:00p.m.

II. Pledge of Allegiance

The Pledge of Allegiance led by Task Force Member George Villamil

III. AB 2449 Teleconference Notifications and Consideration: None

IV. Roll Call

City Council & Staff: Todd Rullman, Director Maintenance Services; John Sanders, Streets Maintenance Manager; Colleen Kamai, Administrative Supervisor; Cecilia Melero, Senior Secretary; Victoria Sira, Temporary Administrative Clerk.

Task Force Members Present: Blytha Bowers, Ceila Ching Chung, Gwenda Dossey, Mohammed Elwali, Tom Ferreira, Sandra Frost, Douglas Mansel, Sergey Melnikov, Melissa Millman, Debra Patton, George Villamil.

Task Force Members Remote per AB2449: None

Task Force Members Absent: Lucas Banks, Leah Martinez, Vikram Gautham, Chandrakala Siramdas.

Task Force Members Present After Roll Call: Shingo Nagae.

Public Attendees: None

V. Public Comments: None

VI. Presentations: None

VII. Action Items:

2025 Hearts of Hayward Nomination (Oral Report): Staff talked about the history of the Hearts of Hayward event and previous KHCG nominees. The event is scheduled for April 24, 2025.

There were no public comments.

Vice Chair Elect Sergey Melnikov, on behalf of Chair Elect Melissa Milleman and Vice Chair Elect Doug Mansel, nominated Adopt-a-Block participant Jeff Syrop for his notable participation in the Adopt-a-Block program. Several TF members commented that they have seen Mr. Syrop cleaning the streets along Carlos B.

Task Force Member Gwen Dossey nominated former Vice Chair Leah Martinez, for her work while serving on KHCG. TF members said Ms. Martinez always goes above and beyond and dedicated many hours and effort to KHCG activities and programs, particularly leading the Senior Front Yard Assistance Program.

After a brief discussion period, Vice Chair Tom Ferreira called for a motion.

It was motioned/seconded by Task Force members Sergey Melnikov and Debra Patton and passed by majority vote, to nominate Mr. Jeff Syrop for the 2025 Hearts of Hayward. (12:0:0:4)

KHCG Priorities and Mission Review (Oral Report)

Vice Chair Ferreria presented the item that was brought forward by TF member Blytha Bowers at the October meeting. Task Force Member Blytha Bowers reviewed the proposed changes identifying key points tying KHCG activities such as litter collection, illegal dumping prevention, and community preservation, to the City Strategic Roadmap. She talked about implementing strategies around community outreach to encourage cleanup event participation and return participants. Ms. Bowers talked about identify strategies that KHCG can implement to address community preservation, including support of and community education around City Ordinances. She also talked about starting an illegal dumping campaign.

There were no public comments.

Task Force Member Sandra Frost commented on support for the revisions but has concerns around supporting Executive Order N-1-24. She would like KHCG to explore strategies that the TF can implement to support the unhoused population getting off the streets and into permanent housing.

Task Force Member Bowers read Newsom's Executive Order N-1-24 in response to comments from some TF members who are unfamiliar with the order.

Director Rullman talked briefly about steps staff take to mitigate unhoused encampments, including offering services to unhoused individuals, providing a 72-hour notice, and storing personal items up to thirty-days. He also remarked that TF members and community volunteers, for safety reasons, are never asked to clean unhoused encampments.

Task Force Member Bowers recommended removing the reference to Executive Order N-1-24 from the proposed revisions.

Task Force Member Debra Patton talked about the importance of educating the community on how to recycle and discard items properly and look at other cities that are having success with mitigating illegal dumping.

Task Force Member Ceilia Ching Chung expressed support for implementing increased outreach and education.

Vice Chair Ferreira called for a motion on this item.

It was motioned/seconded by Task Force Members Douglas Mansel and Gwen Dossey and passed by majority vote to approve the revised KHCG Priorities and Mission striking out the reference to Support Executive Order N-1-24. (12:0:0:4)

Meeting Minutes from October 17, 2024:

There were no public or task force comments on this item.

It was motioned/seconded by Task Force members George Villamil and Doug Mansel and passed by majority vote, to approve the October 17, 2024, minutes. (12:0:0:4)

VIII. Informational Items:

Financial Report: The Financial report was reviewed. There were no public or TF member comments.

Attendance Report: The Attendance report was reviewed. There were no public or Task Force member comments.

Subcommittee Reports/ Updates:

Policy Subcommittee – Vice Chair Elect Doug Mansel reports the subcommittee met on November 19th to discuss feedback from the Council Ad Hoc Committee on Commissions meeting of November 13th. He reported that the Council Ad Hoc Committee accepted the Task Force letter approved by the TF on October 17th. Among other things, the letter asked the Council Ad Hoc Committee to consider changing the TF to a commission. Mr. Mansel said the Policy Subcommittee discussed some of the key changes of becoming a commission including, term limits for membership, term limits for chair/vice chair, and the fundamental differences in operations and structure of the TF compared to other City commissions.

Chair Elect Melissa Milleman remarked any changes the Council implement would start in 2026. She shared concerns about the TF accomplishing its goals and talked about the importance of TF members being involved in subcommittees and participating in events and activities.

Task Force Member Bowers asked why the topic of changing to a commission came up. She remarked it has come up many times in previous years for various reasons. She also talked about the TF being a catalyst for advancing to other commission opportunities, mentioning former members who have gone on to serve on various committees, commissions, and City Council. Ms. Bowers remarked that unless the TF thinks they can do a better job of fulfilling its goals and priorities by being a commission, she doesn't know why the TF would think about changing. She expressed support for remaining a task force.

Vice Chair Ferreria expressed support for changing to a commission, remarking that being a commission, may bring more ideas, have a higher level of commitment from membership, and draw in more future candidates interested in serving.

Vice Chair Elect Melnikov remarked that it was the TF who proposed to change to a commission in its letter to the Council Ad Hoc Committee. The TF approved the letter at the October 17th meeting. He said originally, the Council Ad Hoc Committee was created to review the membership size, meeting frequency, and aligning TF work with City Council priorities.

Vice Chair Elect Mansel remarked about the benefit of changing to a commission, it's not about prestige or advancement opportunities, it's about how the TF is structured. He remarked that the TF has two vice chairs that are the leads of the Adopt-a-Block and Events subcommittees; there are other leads of subcommittees, why are those subcommittee leads not TF vice chairs too. He talked about the chair and vice chair focusing on running the meetings like committees and commissions. Subcommittee leads can take on a more active role on planning events, education, other activities, so that those responsibilities do not have to be the sole responsibility of the chair or vice chair. He said either way a task force or a commission, we're going to continue to do the same work.

Task Force Member Bowers remarked that the original role of the chair including running the meeting was to also be the spokesperson of the TF and took a lead role on outreach. The vice chair would take over for the chair should the chair not be available and took a lead role on event planning. The adopt-a-block vice chair was put in place when the program was first started to help oversee the implementation of the program with staff. Ms. Bowers is in favor of a majority recommendation on this item and not in favor of TF members voicing individual recommendations. She'd like to consider remaining a TF for now and revisit changing to a commission in the future.

Chair Elect Melissa Milleman mentioned that the Council Ad Hoc Committee was not created to consider changing the TF to a Commission, they were looking at goals and mission creep; focusing on issues outside the task force scope prevents the TF from accomplishing KHCG specific goals. As Chair, she wants to reevaluate and redefine the roles of the subcommittees to streamline efforts and make sure the TF is focused on TF work.

Task Force members talked more about the pros and cons of changing to a commission and expressed concern needing more time to discuss and form a majority recommendation. TF members request that staff schedule an action item on the January agenda to discuss and act on a formal recommendation to the Council Ad Hoc Committee. The Policy Subcommittee will work with staff to prepare a staff report on this item.

Education Subcommittee – There were no updates.

Beautification Subcommittee – There were no updates.

Adopt-a-Block – There were no updates.

Special Events Planning- There were no updates.

Mapping Subcommittee- There were no updates.

Media Subcommittee- There were no updates.

IX. KHCG Cleanup Events (TF Member Attendance Required)

Vice Chair Ferreira reviewed the list of 2025 cleanup events as listed on the agenda.

There were no public or TF member comments.

X. X. Community Events & Activities (TF Member Volunteer Attendance & Makeup Opportunities)

Vice Chair Ferreira reviewed the list of 2025 community events as listed on the agenda.

There were no public comments.

TF Member Debra Patton asked where the KHCG meeting dates were listed. TF members noted that the meeting dates are not listed on the agenda but can be found on the attendance report. Staff offered to send the adopted meeting calendar to TF members.

XI. Announcements/Updates:

Council Member Updates: Director Rullman reports that CM Andrews sent her apologies, she is attending the Bay Area Water Supply & Conservation Agency (BAWSCA) meeting.

Staff Update: Director Rullman announced that Maintenance Services is assigning a new fully electric truck to the TF, it is currently being outfitted and should be available within the next 2-3 months.

Chair Updates: There were no Chair updates.

XII. Future Agenda Action Items

There were no future agenda items discussed.

Adjournment: Vice Chair Tom Ferreira adjourned the meeting at 8:49 p.m.