

# **CITY OF HAYWARD**

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)



CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **Agenda**

**Thursday, November 16, 2017**

**7:00 PM**

**City Hall, Conference Room 2A**

**Keep Hayward Clean and Green Task Force**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**PUBLIC COMMENTS:**

*The Public Comment section provides an opportunity to address the Task Force on items not listed on the agenda. The Board welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the Board or are within the jurisdiction of the Board as the Board is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.*

**APPROVAL OF MINUTES**

1. [MIN 17-154](#) Meeting Minutes from October 26, 2017

**Attachments:** [Meeting Minutes 10-26-17](#)

**PRESENTATIONS**

2018 KHCG Marketing/Outreach Plan and #HaywardBeautiful Initiative - Chuck Finnie

2018 Meeting & Beautification Event Dates & Locations

Ad Hoc Committees

Policy Ad Hoc Committee

Summer/Spring Ad Hoc Committee

Financial Report

**ACTION ITEMS**

Downtown Streets Team \$1,000 Donation - Interim Chiar Andrews

Pizza Purchase \$1,328.52 for Make A Difference Day 10/28/17

**COMMUNITY CLEANUPS AND UPCOMING EVENTS**

Palma Ceia Park 10/28/17 - Task Force Members Salpekar & Eva

Leidig Court 11/18/17 - Interim Chair Andrews & Task Force Member Horner

**ANNOUNCEMENTS AND UPDATES**

Council Member Mendall Updates

Director Rullman Updates

Interim Chair Andrews Updates

Loading and Unloading the Truck

Roles and Responsibilities

Meeting at KHCG Shed

**ADJOURNMENT**

**NEXT MEETING – To be announced**

*Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Manager at (510) 583-4300 or TDD (510) 247-3340.*



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**File #:** MIN 17-154

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**DATE:** November 16, 2017

**TO:** Keep Hayward Clean and Green Task Force

**FROM:** Todd Rullman, Director of Maintenance Services

**SUBJECT**

Meeting Minutes from October 26, 2017

**RECOMMENDATION**

Approve the October 26, 2017 Regular Meeting Minutes

**ATTACHMENTS**

Meeting Minutes from October 26, 2017



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
October 26, 2017

**I. Call to Order**

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

**II. Pledge of Allegiance:**

Pledge of Allegiance led by Task Force Member Alison Divine.

**III. Roll Call:**

*City Council & Staff:* Todd Rullman, Director of Maintenance Services; Rod Affonso, Streets Maintenance Manager; and Kimberly DeLand, Administrative Secretary

*Task Force Members Present:* Angela Andrews, Blytha Bowers, Ginny Delaney, Alison Divine, Sharon Eva, Arti Garg, Suzanne Gayle, Jeffrey Haman, Hasieb Lemar, Lauren Macmadu, Stephen Ochoa, Tim Romano-Pugh, Scott Schroder, Tawana Smith, and Dwight Turner

*Task Force Members Absent:* Lynne Clifton, Jillian Hogan, Chuck Horner, Megha Salpekar, Rick Solis, and Wandra Williams

*Youth Commission Liaison:* None

*Guest (Visitor Sign-In):* Eric Cortes and Dianell Cortes

**IV. Public Comments:**

- a. **Administrative Secretary DeLand** displayed a draft of the Keep Hayward Clean & Green business card with the 2018 Beautification Schedule on the back. After the 2018 beautification schedule is finalized, I will have the business cards printed.
- b. **Task Force Member Ochoa** provided an update on the Beautiful Yard Contest. We had our first round of homes nominated for the Beautiful Yard Contest.

**Vice Chair Andrews:** Kimberly made posters of the finalist for the Beautiful Yard Contest. Ballots were distributed to the Task Forces Members. The first-place winner will receive a \$100 Home Depot gift card; second-place winner will receive a \$50 Home Depot gift card; and the third-place winner will receive a \$25 Home Depot gift card.

**Director Rullman:** Each member will vote for one property, right?

**Vice Chair Andrews:** Yes. The property with the highest votes will be the first-place winner, second highest votes will be the second-place winner, and third highest votes will be the third-

place winner. I also want to thank Task Force Members Ochoa, Lemar, and Gayle for pushing this program forward.

Task Force Members looked at the photos of the Beautiful Yard nominees and placed their votes.

**V. Approval of Meeting Minutes from September 21, 2017**

It was motioned/seconded by Task Force Members Romano-Pugh and Bowers and passed by majority vote to approve the September 21, 2017 meeting minutes 15:0:0 (6 absent).

**VI. Presentations**

- a. None**

**VII. Action Items**

- a. Finalize 2018 Cleanup Schedule, Locations, Beautification Events**

**Vice Chair Andrews:**

**01/27/18** Five Flags Beautification at Mission/Foothill/Jackson. The theme is New Year's Resolution that will be around fitness and workouts.

**02/24/18** Second Street & Walpert Street. This will be a mural dedication for Lloyd Clifton, one of the founding members of the Task Force.

**03/24/18** Ruus Park 1451 Folsom Avenue, Freshmen Day of Service, and the theme is egg hunt.

**Council Member Mendall:** You may want to rethink the theme of egg hunt, since this is a busy event with lots of volunteers. An egg hunt may add extra work for everyone.

**Discussion:** There was discussion on finding garden gnomes instead of preparing lots of plastic eggs for the egg hunt.

**04/28/18** Longwood Elementary School, 850 Longwood Avenue, Freshmen Day of Services, and the theme will be Earth Day. We do not have a theme for this event. The Community Engagement Ad Hoc Committee discussed having an event honoring our Adopt-A-Block groups. Do we want to do this at the April event at Longwood Elementary or at another event, like Bay Hill Community Church?

**Discussion:** There was discussion that April is a Freshmen Day of Services so there will be lots of volunteers at this event. Since this event is close to Earth Day, maybe we can theme the April event around Earth Day and the Task Force agreed to the Earth Day theme.

**05/12/18** Community Engagement Fair at Weekes Park, no regular cleanup event.

**06/23/18** Hayward Community Gardens, 25051 Whitman Street. The June meeting that is scheduled for June 21, 2018 conflicts with the Downtown Street Party. How do we want to handle the meeting before the beautification event? Do we want to change the meeting date?

**Discussion:** Having the meeting at the Street Fair may be difficult. Has the Task Force discussed the benefits of having a presence at the Street Fairs?

**Vice Chair Andrews:** The data does not show if we had an increase in volunteers at our beautification events due to the Downtown Street Parties. However, we did get interest in the Beautiful Yard contest. Maybe some of the veterans can provide feedback on our presence at the Street Fair, but I feel it has been a tradition for the Task Force to be at the Street Party.

**Discussion:** We may not have increased our attendance at the beautification events, but it is important to engage with the community. Other groups are represented at the Street Fair so it may be nice for the Task Force to have representation also. In the past, we have had adopt-a-block groups join.

**Council Member Mendall:** In past years or at this year's Street Fairs?

**Director Rullman:** When we are set up the Street Fairs, are we active advertising the Adopt-A-Block program?

**Discussion:** This year we were focused on the Beautiful Yard contest. We were also trying to figure out the coordinators for the Adopt-A-Block groups.

**Vice Chair Andrews:** I feel we should be at the Street Fair. Do we want to push the meeting out a week or meet on a Wednesday instead?

**Discussion:** There was further discussion if we moved the meeting to a Wednesday, can the City accommodate the group for a conference room? The City will make accommodation if the Task Force wants to meet on a different day. This year the June meeting was held a week later, which was after the cleanup event. If the Task Force decides not to have a meeting before the beautification event, maybe we can have veterans leading the events to ensure that the event runs smoothly.

**Vice Chair Andrews:** This year we did not have a meeting prior to the Street Fair and it did not work so well. If the Task Force decides not to have a meeting prior to the event, I am fine with it.

**Discussion:** Will we have the meeting a week later June 28, 2018?

**Council Member Mendall:** Why don't you cancel the meeting all together and have the Task Force Members work at the Street Fair instead?

The Task Force agreed to cancel the June meeting, volunteer at the Street Party on 06/21/18, and have the beautification event on 06/23/17.

**Council Member Mendall:** If you have most of the Task Force Members working at the Street Fair recruiting for the upcoming events and you do not see an increase in volunteers at the event, it may not be as critical for you to be at the Street Fair.

**Discussion:** The Street Fairs can be used as a great marketing tool for the Task Force. We should come up with a marketing strategy to promote the Task Force at the Street Fairs. The Beautiful Yard contest was a good program to promote during the summer. We need to think through how we engage with the community at the Street Fairs and possibly have something interactive with the kids. Others felt that the Task Force interacted more with the adults when there was no activity for the kids.

**Vice Chair Andrews:** There are lots of good ideas for summer, so maybe we can discuss this further in the Spring and we can form an Ad-Hoc committee closer to that time.

**07/28/18** Bay Hill Community Church, 25830 Gading Road. The Task Force agreed to honor the Adopt-A-Block groups at the July event. We should also engage all the churches in the area since there are so many in the area.

**August 2018** No meeting or beautification event.

**09/22/18** Leidig Court @ Tennyson Road. For the Back to School theme we can have school supplies and collect donations for charity

**10/27/18** Tennyson High School, 27035 Whitman Street; Make a Difference Day

**11/17/18** Palma Ceia Park, 27600 Decatur Way; Thanksgiving theme – collect can food.

**Discussion:** Do we have a charity to donate the can food? Maybe Task Force Horner will have some ideas on where to donate the can food. The Task Force can donate to any food bank.

**Council Member Mendall:** The Fire Fighters collect food and there are many organization to donate towards.

**Discussion:** There was discussion on the Back to School theme for the September event. Maybe we can collect small school supplies like crayons and pencils and place them in a Keep Hayward Clean & Green bag for the kids. The Task Force will have a give-away bag versus collecting items? Some liked the idea of a give-away bag and others like the collection of items.

**Vice Chair Andrews:** We can discuss these ideas as we get closer to the event. Meanwhile, we need Team Leaders for the 2018 Events. I will pass around my sheet so you can sign up as the Leader for an event. Keep in mind we are here as a group to support the event leaders.

b. **Elect Interim Chair**

It was motioned/seconded by Task Force Members Garg and Delaney and passed by majority vote to nominate and elect Angela Andrews as the Interim Chair 15:0:0 (6 absent).

c. **Elect Vice Chair**

It was motioned/seconded by Vice Chair Andrews and Task Force Members Macmadu and passed by majority vote to nominate and elect Stephen Ochoa as Vice Chair 15:0:0 (6 absent).

d. **Financial Report**

**Administrative Secretary Deland:** The Task Force recently purchased round badges with the logo in the center and #HaywardBeautiful around the top edge; pencils with logo and #HaywardBeautiful; name tags for the new members; bumpers stickers of the logo only; bumpers stickers with the logo and #HaywardBeautiful; and there were reimbursements for food items for the meetings/beautification events.

**Director Rullman:** For the Make a Difference beautification event on Saturday, October 28, 2017 it will be one of the largest events of the year. We anticipate 200-300 people at this event. We made a commitment to provide food so we are ordering pizza for this event. The total number of



volunteers is fluctuating and we will finalize tomorrow morning. Since we are still finalizing the number of volunteers, we will bring an item to the Task Force in November to approve the purchase of the pizza.

**Council Member Mendall:** You will have the pizza available for the volunteers after they work?

**Director Rullman:** Yes, we purchased wrist bands that will be given to the volunteers at the start of the event and the volunteers with a wrist band will be allowed to have pizza at the end of the event.

## **VIII. Community Cleanups and Upcoming Events**

### **a. Longwood Elementary School on 09/23/17 - Task Force Members Gayle**

**Task Force Member Gayle:** The event went well. Fed-X employees come out to help. This was a nice beautification event.

### **b. Palma Ceia Park 10/28/17 - Task Force Members Salpekar & Eva**

**Vice Chair Andrews:** Task Force Members Salpekar & Eva are the leads for this event. As you know this is a big event so we will have all hands-on-deck. Todd will discuss the other tasks that will take place at this event.

**Director Rullman:** The mural around the restroom has started. The muralist will have brushes, and an area numbered so the volunteers can help paint a section of the mural. We have open holes around the park to plant trees. We started with 30 holes, but now we have 41 holes for tree planting around the perimeter of the park. There will be eight trees planted within the park that we are partnering with H.A.R.D. to plant these trees. There is a playground area with some safety concerns where the bark is very low. There will be a pile of bark dropped near the and it will get spread around the playground area. There will be painting of the bell in the park, the benches, and tables. There will be litter removal, some hand landscaping, planter beds in the park. We need to distribute the volunteers so we don't have an overload of individuals doing one task and no one doing another task. City staff will be there in bucket truck trimming some of the existing trees.

**Vice Chair Andrews:** We will have music at the event by Task Force Member Eva's daughter.

**Discussion:** Is there a guide on how many volunteers should be assigned to each task?

**Vice Chair Andrews:** Task Force Bowers provide us with a layout of our previous event so we know how to setup for this event.

**Director Rullman:** As of this afternoon we were still finalizing some of the tasks. Vice Chair Andrews and I will discuss how to allocate the volunteers at each station.

**Discussion:** There was suggestion Task Force Members should be assigned to the various task for the event on Saturday. The Task Force Members volunteered for registration, map distribution, painting, landscaping (glove distribution), grabbers, wrist bands (at check in), music and CSUEB registration. Task Force Member Haman has been trained on the driving the truck, so he will drive truck to and from the event.

Loading the truck needs to take place the night before or the morning of the event. Several Task Force Members volunteered to show up at 7:00 AM on Saturday to load the truck.  
Community Service Forms: there are some in the shed, but Administrative Secretary DeLand will print some Community Service Forms and place them in the shed on Friday.

Promotional Items: will we take promotional item? There are pencils, pens, and window clings in the shed. We will take some buttons, bumper stickers, and any other items that are in the shed.

c. **Leidig Court on 11/18/17 – Task Force Members Horner & Interim Chair Andrews**

**Vice Chair Andrews:** We will have lots of volunteers at the November event as well. We will not have a beautification project for November, so it will be strictly a cleanup event.

**IX. Announcements/Updates**

**Vice Chair Andrews:** Downtown Streets Team met their goal of \$30,000 and they will be coming to South Hayward. Last month we mentioned a donation of \$1,000 to the Downtown Streets Team. Although they met their goal, they are unable to work on Saturdays. If we want to donation \$1,000 they can come out to work a few Saturdays, we can put it as an agenda item for November.

**Director Rullman:** I have been doing this for a few years and this group is starting to build some momentum there is an increased number of calls during the past 60-90 days. It has been nice to see the activity.

**Task Force Member Ochoa:** Thank you for the nomination and electing me as Vice Chair.

**Task Force Member Bowers:** Congratulations to Steve and Angela for their new positions with the Task Force.

**Task Force Member Garg:** For our programs to be successful, we should start our planning earlier. Maybe we can consider an Ad Hoc Committee to plan our summer events.

**Vice Chair Andrews:** Will that Ad-Hoc committee tack onto the Community Engagement Ad Hoc or will it be a separate committee?

**Task Force Member Garg:** The Community Engagement came out of the Beautiful Yard project, but if you want to plan an event, a committee should plan the event.

**Vice Chair Andrews:** Next month we will need to discuss the various Ad Hoc Committees for next year.

**Task Force Member Smith:** The mural dedication in February and Second and Walpert Streets will be cleanup event also? That area is close to the Fairview District.

**Director Rullman:** We will have a cleanup event as well that surrounds the unveiling of the mural for Lloyd Clifton.

**Discussion:** There was discussion about the safety in the area the narrow sidewalks. There was discussion about using another intersection in the area for staging and the possibility of using Hayward High's new parking lot. There are the businesses on Mission Boulevard that have parking lots behind the business that could be used for the staging site (Muni Lot D) or the H.A.R.D. site.

**Director Rullman:** Attempt to stage by the school and send volunteers to Second Street, Walpert Street and the back side of Hayward High School. I am the one who suggested the location. Personally, this was more about the mural dedication for Lloyd Clifton than the cleanup event. However, if the Task Force feels that this location should be moved we can chose another location. I will look at the site to see if we can work out a staging site. If we decide to move the location, I want to make the change early.

**Beautiful Yard Contest Winners**

First Place Winner is #8 – 509 Lagunitas Lane

Second Place Winner is #6 – 680 Panjon Street

Third Place Winner is #4 – 720 Panjon Street

**Vice Chair Andrews:** The Beautiful Yard Ad Hoc Committee should meet again to discuss the things that went well and the things that need improvements.

For the new members, I will explain how the contest works. During the cleanup event, we walked in the neighborhood, identified the nominees, we knock on the door and explain that they are nominated for the Beautiful Yard contest, and ask if they interested in putting the sign in their yard. We indicate in the letter if a sign was left at the property and the reasons we nominated the property. If they are not home, we mail them a letter and the recipient calls Kimberly to confirm if they want to participate in the contest and put a sign in the yard.

**X.     Adjournment (7:57 PM)**

# FY2018 Financial Report as of November 2017

## KHCG expenditures

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
07/01/17	<b>Credit:</b> Budget Allocation			\$10,000.00	\$10,000.00
07/01/16	Verizon Wireless	Annual Charge for Data Service for iPad \$38/mon.	\$456.00		\$9,544.00
07/12/17	Kim's Kustom Embroidery	T-Shirts for Councilmembers	\$368.10		\$9,175.90
08/02/17	Linda Dobb	Coffee/Food for 07/22/17 Cleanup Event	\$32.72		\$9,143.18
08/14/17	Target	Fitbit Alta for Raffle at Cleanup Event 08/26/17	\$109.70		\$9,033.48
08/15/17	EZ Office Inventory	Silver Plan Annual Fee	\$320.00		\$8,713.48
08/17/17	Angela Andrews	Speakers for KHCG Events	\$104.25		\$8,609.23
09/01/17	Angela Andrews	Food for Cleanup Event 08/26/17	\$30.95		\$8,578.28
09/15/17	Stay Tooned Print	Bumper Stickers w/Logo & #HaywardBeautiful	\$225.00		\$8,353.28
09/20/17	Stay Tooned Print	Bumper Stickers of Logo (Die Cut) 3" x 3"	\$300.00		\$8,053.28
09/26/17	Staples	Various Supplies	\$144.95		\$7,908.33
09/26/17	Hayward Rubber Stamp	Name Tags - New Members	\$98.78		\$7,809.55
09/27/17	Angela Andrews	Food for Meeting on 09/21/17	\$18.98		\$7,790.57
09/29/17	Stay Tooned Print	Pencils with logo & #HaywardBeautiful	\$319.74		\$7,470.83
09/29/17	Stay Tooned Print	1.5" Round Badges with Logo & #HaywardBeautiful	\$235.78		\$7,235.05
10/02/17	Staples	Green Wristbands	\$32.69		\$7,202.36
10/27/17	Mallory Safety & Supply	Vests for New Members + Extra Vests	\$415.16		\$6,787.20
10/27/17	Angela Andrews	Food for Meeting 08/24/17 and Beautification Event 08/26/17	\$32.68		\$6,754.52
10/27/17	Angela Andrews	Food for Beautification Event 09/23/17	\$47.01		\$6,707.51
10/27/17	Angela Andrews	Food for Meeting 10/26/17	\$30.51		\$6,677.00
10/27/17	US Bank	Drinks from Safeway for Beautification Event 10/28/17	\$64.26		\$6,612.74
11/01/17	Staples	Flash Drive (Maps for New Members)	\$76.80		\$6,535.94
		Total Credits:		\$10,000.00	
		Total Expenses:	\$3,464.06		
		<b>Total Remaining in Budget:</b>			<b>\$6,535.94</b>

**NOTE** Expenditures do not include the following:  
Purchases that have not yet been added to the system

***Allocations Made for Specific Projects Fiscal Year 2018***

Date	Individual/Organization	Amount	Comments
	Reimbursements for Coffee and Breakfast Items	\$480.00	\$40 a month max until new budget in July
11/01/17	Bronco Billy's - Pizza 10/21/17 Event	\$1,328.52	
	<b>TOTAL</b>	<b>\$1,808.52</b>	

Remaining Budget	\$6,535.94
Allocations	\$1,808.52
<b>Balance</b>	<b>\$4,727.42</b>