

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

**REGULAR MEETING
October 5, 2016**

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Alfredo Rodriguez Jr.*	X	
Gustavo Barrios		X
Martha Grogg	X	
Sid Hamadeh	X	
Syed Karim		X
Benjamin Schweng	X	

**Chair*

VISITORS: Kim Huggett, Hayward Chamber of Commerce; Chad Bojorquez and Jade Milburn, Downtown Streets Team; Paige Ball, 2525 Vintage Clothing

STAFF: Sean Reinhart; Library & Community Services Director; Ramona Thomas, Economic Development Specialist; Lt. Jim Denholm and Sgt. Jose Banuelos, Hayward Police; Monica Davis, Management Analyst II; Suzanne Philis, Senior Secretary

I. Call to Order

Chair Rodriguez called the meeting to order at 8:03 a.m.

II. Roll Call

Member Gustavo was absent.

III. Public Comments

Kim Huggett, President & CEO of the Hayward Chamber of Commerce, reminded members of the Business Expo happening that night in the Big White Tent at St. Rose Hospital. He mentioned planning had begun for Light Up the Season, happening this year on the first Saturday of December rather than the first Thursday. He also explained that his proposal on the DBIA's agenda to cancel the already-funded 2017 Bike Rodeo would roll money back into DBIA coffers and add activities to the June Downtown Street Party.

Sean Reinhart, Library & Community Services Director and President of the Hayward Rotary Club, thanked members for funding the Rotary's welcome banner near the Masonic Lodge on B Street. He also mentioned that his department oversaw the City's contract with the Downtown Streets Team and that he'd be happy to answer any questions as members considered the Team's request for funding.

Paige Bell, from 2525 Vintage Clothing, reminded members that downtown merchants had requested assistance with printing costs for marketing materials related to the Passport to Downtown shopping program.

Chair Rodriguez mentioned that installation of downtown signage had dropped off and “no smoking” and “no bikes on sidewalks” signs were still needed so Hayward Police could enforce rules that protected customers and pedestrians. He also noted that the lights wrapped around trees were not being maintained and many were getting too tight on the tree and going out.

IV. **Approval of Minutes of Regular Meeting held July 6, 2016**

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

V. **Election of Officers and Approval of DBIA Regular Meeting Schedule**

Member Hamadeh suggested moving this item to the end of the meeting so new members could see the meeting process and determine if new officers should be elected. All members were supportive of the suggestion and the item was continued after members voted on the funding requests.

Chair Rodriguez indicated that he would like to keep his seat.

Member Hamadeh announced that effective immediately, he was resigning from the Board due to other commitments.

Member Schweng said he was supportive of Chair Rodriguez continuing in his current position.

Member Hamadeh made a motion for Chair Rodriguez to keep his seat and to approve the DBIA Regular Meeting Schedule. Member Grogg seconded the motion and the motion passed unanimously.

Chair Rodriguez made a motion to elect Member Karim as Vice Chair. Member Schweng seconded the motion and the motion passed unanimously.

Specialist Thomas thanked Member Hamadeh for his service to the DBIA Advisory Board.

VI. **Downtown Streets Team Request for Funding**

Chad Bojorquez, Hayward Project Director for Downtown Streets Team (DST), reminded members that he had given a general presentation about DST’s mission three months ago. He reiterated that DST provides a work experience training program for homeless and at-risk for homeless individuals and had agreements in place with local employers and housing providers to provide opportunities and subsidies for Team members. The proposal being considered would allow the DST to expand the existing 3-day program to add one or two days of additional downtown cleaning services, he said. Mr. Bojorquez mentioned that in good faith, the Team had started cleaning on Fridays about a month ago.

Member Hamadeh asked how much was being requested. Mr. Bojorquez explained that there were two funding tiers to consider: to add a new 4-hour shift, or add two 4-hour shifts for a total of five days a week, including weekend days if members so desired.

Member Hamadeh thank Mr. Bojorquez and said the Team was doing an excellent job; he could see the improvement in the downtown. He said he was supportive of the request if there was enough in the budget and suggested adding a shift on Monday to clean-up after the weekend.

Chair Rodriguez said he was supportive of funding one additional day of service on the weekend.

Member Karim was said it was more economical to add two days of service.

Member Schweng acknowledged DST was doing a public good, but noted homeless services were in conflict with business. He said his business had experienced problems with trash and shoplifting on Tuesdays when homeless come to the area for the DST weekly meeting. He said DBIA funds should not be used to support the DST without a competitive bidding process that included other vendors.

Specialist Thomas mentioned that, per the Boards' request, she had contacted vendors about sidewalk cleaning and gum removal and the price ranged from \$20,000 to \$40,000 to service the downtown area.

Member Schweng pointed out that range covered three or four sidewalk cleanings per year.

Member Hamadeh said services provided by DST fall under the DBIA's "Beautification" funding category and that he would support an additional day of service, but with the condition that DST provide quarterly reports on what's been cleaned and how many Hayward homeless have been helped. He said the positive was greater than the negative and perhaps Member Schweng was seeing more homeless because the DST meetings were held near his store; other downtown merchants only saw the improved appearance.

Specialist Thomas noted the DBIA had allocated \$15,000 for "Beautification."

Member Karim asked if DST could remove gum from sidewalks and Mr. Bojorquez said yes.

Mr. Bojorquez said he would like to meet with Member Schweng to discuss his concerns noting the community-provided morning meal was unrelated to the DST meeting, but the two together could concentrate services and create problems.

Chair Rodriquez said there were a lot less homeless in downtown than before and that DST was making a difference. He also noted that nothing had been done to address homelessness until Mr. Bojorquez showed up.

Member Hamadeh asked to hear from new member Grogg. Member Grogg said she was divided; DST provided a wonderful service, but brought homeless to the area. She pointed out that if the homeless weren't helped the issue would never be resolved.

Chair Rodriguez made a motion to approve funding for one additional day of service with quarterly reports as requested. Mr. Bojorquez noted DST already provided monthly reports per the contract with Library & Community Services already in place. Member Karim seconded the motion.

The motion passed 4-1 with Member Schweng voting no.

VII. **Hayward Chamber of Commerce Request for Funding**

Hayward Chamber of Commerce President and CEO Kim Huggett explained that as organizer of downtown events, the Chamber had been caught off-guard by encroachment permit fees not previously collected. He understood the City had uncaptured costs, but the Chamber needed assistance with the additional fees. Mr. Huggett also explained that the first two Bicycle Festivals didn't generate the attendance levels hoped for so he wanted to cancel the 2017 event and add successful elements of the Festival to the June Downtown Street Party.

Chair Rodriguez asked if the bicycle maintenance element of the Festival had been successful enough to add to the Street Party. Mr. Huggett said yes, and that noted repair services would be offered on lower B, a section of the street not previously used during the June Street Party.

Member Hamadeh asked if the format of the Street Party would be changed to accommodate the added elements and Mr. Huggett said no, vendors would stop selling beer at 8pm and the Party would end at 8:30pm as usual. Member Hamadeh suggested starting the Street Party at 7:00pm and expand to 9:00pm to make it more of an adult event and to tie into Happy Hour after work. Mr. Huggett explained that different areas of the Street Party filled up at different times, for example, participants that love vintage cars got there at 2:00pm.

Member Karim confirmed the Downtown Street Parties were usually from 5:30-8:30pm.

Chair Rodriguez asked what the cost would be to add the elements of the Bike Festival to the Street Party. Mr. Huggett said the bike maintenance area would cost around \$1,000 and the BMX demonstration around \$800.

Chair Rodriguez suggested adding the Bike Festival elements on a trial basis. Member Hamadeh made a motion to approve the funding request of \$2,500 in encroachment permit fee assistance and \$1,000 to add elements of the Bike Festival to the June 2017 Downtown Street Party, Member Karim seconded, and the motion passed unanimously.

Member Hamadeh asked if the Passport to Downtown shopping program would need a Special DBIA meeting to discuss and Chair Rodriguez explained that downtown merchants were already working with Economic Development staff.

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

None.

VIII. **Adjournment**

The meeting was adjourned at 8:49 a.m.

STAFF	FUTURE AGENDA 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