

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

**REGULAR MEETING  
April 5, 2017**

**ATTENDANCE:**

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

*\*Chair*

**VISITORS:** Kim Huggett, Hayward Chamber of Commerce; Julia Lang and Hayley Benham-Archdeacon, Downtown Streets Team; Felipe Romero

**STAFF:** Ramona Thomas, Economic Development Specialist; Laurel James, Management Analyst; Suzanne Philis, Senior Secretary

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I. **Call to Order**

Chair Rodriguez called the meeting to order at 8:00 a.m.

II. **Roll Call**

Member Gustavo was absent.

III. **Public Comments**

Kim Huggett, President & CEO of the Hayward Chamber of Commerce, said the Chamber was currently working on the next addition of the Hayward Business Directory, which would be distributed throughout the area. He mentioned the City hosted the first of five free workshops offered by the Alameda County Small Business Development Center last week and 60 people attended. He noted that with the workshops offered by the Chamber, there was something every month for small businesses. For example, he mentioned a BioMedical Manufacturing Conference also held last week at City Hall that attracted 150 participants including small businesses wanting to learn from local industry leaders. Mr. Huggett announced future events including a What Restaurants Need to Know in 2017 workshop and an international trade luncheon with the Commercial Counselor from China.

Economic Development Specialist Thomas read an email from April Yamaguchi, the owner of Snappy's Café, requesting \$600 for printing costs associated with the 2017 Passport to Downtown Shopping Program.

Chair Rodriguez said last year was the first time the program culminated on a Saturday. He said the program was successful and merchants, including himself, would like to expand the shopping area and do more activities leading up to the Light Up the Season holiday event.

Member Schweng asked if there would be a presentation and staff said the request could be considered as part of the budget recommendation.

Member Schweng commented that in the last six months, problems associated with the 11-story office building at Centennial Hall had been increasing and were starting to impact businesses even as far down Foothill as his. He said the homeless who had been living in the old Mervyn's building had moved into the building and even police were reluctant to go in without back-up. He said standard code enforcement efforts weren't working and a guard should be stationed there 24/7 just like at the Mervyn's building.

Chair Rodriguez agreed that the downtown police patrol was understaffed and noted he had personally written letters to the police chief about the issues effecting downtown.

Economic Development Specialist Thomas encouraged members to utilize Access Hayward so code enforcement would receive the complaint and the property owner could be notified. Chair Rodriguez noted if more people complained, the issue would receive more attention.

Julia Lang with Downtown Streets Team said the homeless population from Mervyn's was living in the parking structure by the building because the community in the 11-story building won't let them in.

Member Karim asked who would see the Access Hayward case and staff said it depended on the nature of the complaint, but in this case, code enforcement.

IV. **Approval of Minutes of Regular Meeting held October 5, 2016**

Member Karim made the motion to approve the minutes, Chair Rodriguez seconded, and the motion carried with Member Gustavo absent.

V. **Recommendation of 2018 Downtown Business Improvement Area Budget**

Economic Development Specialist Thomas introduced the item. Laurel James, Management Analyst with the City Manager's Office, reviewed spending in the current fiscal year and available funding for fiscal year 2018.

Chair Rodriguez asked how the status of the proposed Community Benefit District (CBD) would impact the DBIA's budget and ability to make funding recommendations. He asked if the DBIA would still be in existence when all the money is spent.

Staff explained that the CBD had been put on hold pending the approval of several major downtown projects.

Member Schweng said it looked like the DBIA would be out of funding by end of 2018. He said it would take the CBD at least a year to form and collect fees so at best there would be a gap year of funding.

Chair Rodriguez commented that with the Downtown Specific Plan being revised, he didn't know what would be prioritized for downtown. He suggested the remaining \$31,000 (after proposed items were funded) be saved for events in 2019.

Member Schweng said he would like funds should be used to perform a deep cleaning of sidewalks. Chair Rodriguez said under the Specific Plan, downtown sidewalks might be torn up. Management Analyst James noted for members that the Downtown Specific Plan was a long-term plan and wouldn't impact short-term requests like steam cleaning sidewalks.

Economic Development Specialist Thomas noted the \$15,000 beautification allotment from the current budget hadn't been spent and would roll back into the budget for 2018. She also noted the funding allocated in 2017 for Downtown Streets Team hadn't been spent yet, but the request was going to Council for approval on April 18<sup>th</sup>.

Member Schweng noted that because of the drought, the Board was unable to get sidewalks cleaned to-date, but asked if the bid information staff had already collected could be used with the \$15,000 to clean sidewalks before the 2017 fiscal year ended. Management Analyst James said staff could check with Maintenance Services to find out if restrictions had been lifted.

Member Karim asked if the Board should spend the money on something else since the rain had already washed the sidewalks. Member Schweng said it was gum removal that was needed.

Management Analyst James noted that there was plan in the Communication & Media Relations office to develop branding for Hayward neighborhoods including downtown so she suggested the Board wait for the full rollout of the program before allocating funding for signage.

Member Karim said the issue for his business was the lack of signage for downtown municipal parking lots. He said one driveway for the lot by him was unmarked and that parking signs should be huge. Economic Development Specialist Thomas said there was a study underway and ultimately all parking signage would be changed.

Members and staff agreed that traffic patterns made accessing parking lots difficult, that there was plenty of parking available, and that because it was free visitors were sometimes confused about who could park there.

Member Rodriguez said he would like more pedestrian-friendly signage downtown so police could enforce no skateboarding and bicycling on the sidewalk ordinances.

Member Karim wanted to allocate funding for signage, but Chair Rodriguez said the City should cover that cost.

Member Schweng made a motion to use the \$15,000 beautification budget from 2017 for deep cleaning/gum removal of downtown sidewalks. Chair Rodriguez seconded the motion.

Member Karim asked if the cleaning could be limited to just the areas that need it and members pointed out that \$15,000 would only cover a limited number of areas.

Member Grogg said the Board should take care of it now because sidewalks would only get worse.

The motion carried with Member Barrios absent.

Economic Development Specialist Thomas asked members to review the list of proposed expenditures for 2018.

Chamber President Huggett noted the proposed funding amounts associated with the Mariachi Festival and Light Up the Season were switched. Member Karim asked if the funding amounts were enough and Mr. Huggett said yes.

Member Schweng suggested adding \$2,000 under Miscellaneous Events to cover requests like the one received for the Passport Program. He also wanted to add another \$15,000 for beautification in 2018. Member Schweng said he assumed the Downtown Streets Team would request funding for 2018.

Member Karim asked if the Downtown Streets Team was still active because he hadn't seen them. Ms. Lang said the Team worked Sunday-Wednesday from 8am-noon. She explained that B Street wasn't as critical as other streets in downtown like Foothill Boulevard.

Chair Rodriguez pointed out that people were using garbage cans on B Street and that the Team had had a big effect on downtown. He suggested keeping \$15,000 in miscellaneous beautification in 2018.

Member Schweng asked Chamber President Huggett if less money should be spent on events in 2018 to leave enough funding for events in 2019, the potential gap year between the DBIA and the CBD. Mr. Huggett said he preferred to conduct business as usual for 2018 and figure out a plan for 2019. He acknowledged he might have to raise vendor rates, but didn't want to change the event when expectations were already in place.

Member Karim suggested raising vendor rates a little now so the increase wouldn't have to be as high in 2019. Mr. Huggett said that was a great idea.

Members discussed the proposal to allocate \$2,000 for miscellaneous events versus holding a special meeting if a request came in.

Member Schweng made a motion to allocate \$15,000 for sidewalk cleaning in 2018, Member Karim seconded the motion and the motion passed with Member Barrios absent.

Member Schweng made a motion to approve the \$600 requested for printing costs associated with the Passport Program and \$39,000 for the events listed in the 2018 Proposed Budget, Chair Rodriguez seconded the motion and the motion passed with Member Barrios absent.

Senior Secretary Philis asked for clarification regarding the line item in the 2018 Proposed Budget for the Downtown Streets Team. Member Schweng said it was his understanding that the line item was a proposed carry forward and members still needed to approve it. He said he wanted to wait for a report back from 2017 and to receive a new proposal for 2018 before making a motion for approval.

Member Schweng reiterated that he felt the 2017 approval by the DBIA was no-bid contract. He pointed out that funding came from a beautification allocation but it was a training program and if it had been a cleaning contract, it should have gone out for bid. For 2018, Member Schweng said for \$15,000 he wanted to see the amount of cleaning the Board was getting. He said the goal of the training was good, but wasn't a DBIA issue.

Ms. Lang asked the Board what information they would like to receive when the Downtown Streets Team came back with a funding proposal. Chair Rodriguez said he would like to see a contract. He also spoke in favor the Downtown Streets Team saying their efforts were helping the community with clean up and public health, and benefitting the homeless by taking them off the street. He said he would hate to see cleaning contract go out for bid.

Member Schweng asked if City staff could get a bid for cleaning. Ms. Lang noted that the money spent went a long way with a 15-member team working four hours, four days a week. Member Schweng said he would like to see the statistics of how much trash was being picked up. Using Oakland's Community Benefit District as an example, Member Schweng said the one street cleaner was probably more efficient than the 15-member team.

Chair Rodriguez said he was results driven; it didn't matter to him who did the work, just that the work got done.

Member Schweng said the DBIA didn't know how much cleaning it could get from a private contractor for \$15,000. Ms. Lang encouraged the Board to gather bids, but pointed out that the Streets Team was also addressing homelessness.

Member Karim commented that the Downtown Streets Team not only provided cleaning services, but by enlisting the previously homeless, they were removing the source of some of the mess by getting people off the street. Ms. Lang acknowledged it was a long-term investment and noted that because they gave opportunities to people with disabilities who weren't the most efficient.

Member Schweng said Downtown Streets Team was funded by the DBIA's beautification allocation so any cleaning services should be the most cost effective. He suggested creating another category of funding if the DBIA wanted to address homelessness. Ms. Lang pointed out the DBIA was only paying for beautification; the funding from the Board did not pay her salary. She said she would provide the information requested in a proposal at the next meeting.

#### VI. **4<sup>th</sup> Annual Vintage Alley Car Show Request for Funding**

This funding request was approved in the previous motion.

VII. **Hayward Chamber of Commerce Request for Funding – Annual Special Events**

This funding request was approved in the previous motion.

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

None.

VIII. **Adjournment**

The meeting was adjourned at 9:18 a.m.

<b>STAFF</b>	<b>FUTURE AGENDA ITEMS</b>
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