



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
August 24, 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 Linda Dobb.

**III. Roll Call:**

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

*Task Force Members Present:* Angela Andrews, Blytha Bowers, Linda Dobb, Sharon Eva, Chuck Horner, Hasieb Lemar, Janet Livingston, Lauren Macmadu, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Tawana Smith, and Dwight Turner

*Task Force Members Absent:* Lynne Clifton, Darrelle Demps, Arti Garg, Suzanne Gayle, Jillian Hogan, and Wandra Williams

*Youth Commission Liaison:* None

*Guest (Visitor Sign-In):* None

**IV. Public Comments:**

- a. None

**V. Presentations**

**a. Cleanup Event Protocol**

**Vice Chair Andrews:** We will start with Cleanup Event Protocol. Todd will speak on this topic.

**Director Rullman:** We had discussions with Angela and Jillian to make sure we have protocol in place so we understand the expectations of the leader and the expectations of City staff. As part of our normal protocol, we provide the packet one month in advance. In doing so, we provided flyers amongst other things. In the past, the leader would take the flyers and canvas the area to advertise the upcoming event. There was some confusion if City staff contacted businesses in the area, which we have not been. It was our understanding that the lead would take ownership of the event. I want to have the discussion to see if there is more expectation on City staff to contact the businesses. As a lead, you can promote the event in any way to get volunteers to attend your event. I know we discussed Community Engagement, this is one way do outreach to the community.

**Vice Chair Andrews:** Any comments about flyer distribution as the lead? Was that done in the past?

**Discussion:** Some members were unfamiliar with process of distributing the flyers prior to the event. There was discussion that the flyers were provided on the back of the registration forms. However, the flyers did not seem effective. The Task Force used the registration forms at the event to register volunteers who showed up the day of the event. Some of the leads used the flyers to promote the event; however, it was not done on a regular basis.

**Director Rullman:** Are there ways that City staff can support the Task Force leading up to the events? There was discussion that Kimberly will contact with the facility initially to ensure that the site is available. We can forward the contact information to the lead to follow up with the facility. Angela contacted the Matt Jimenez Community Center to ensure the facility will be open for the event this weekend. Are there other ideas that you have where City staff can do a better job of supporting the Task Force in outreach with the community?

**Discussion:** We have the support of staff, but we talked about a list of business/organizations in the surrounding areas of the cleanup events. Some Task Force members volunteered to call businesses/organizations prior to the event if there was a list provided in advance.

**Vice Chair Andrews:** Did Brianne get back to us on the list of organizations/businesses?

**Director Rullman:** I do not believe there was a specific list created outside of our regular contacts through the Task Force. I do not believe there was a list created by neighborhood or event location. The areas we often visit (i.e., Leidig, Whitman), we can effectively create a list for those locations. The one-time areas may be a bit more difficult to create a list, but City staff will be happy to help create a list for the Task Force.

**Discussion:** Task Force members volunteered to make calls to businesses. A suggestion was made to contact the property managers in the areas and ask if they will print/post in their newsletter. Multi-family units with 16+ units will have a property manager onsite and they can pass the information to their tenants. The flyers may not be effective because the flyers will get thrown away.

A template email or newsletter will be helpful when we try to contact businesses/organizations. A template will provide a consistent message among the Task Force members who are reaching out to the businesses/organizations. Branding is also important. "KHCG" should be in the subject line.

There were multiple lists maintained by individual Task Force members. The City wanted same message going out to all recipients/organizations/businesses. There was discussion on how "undeliverable" emails are handled, were business/organization contacted to get a better email address, or were the emails removed from the list.

Was the community involvement better when we did email blasts? Some felt that the turnout was better when there was personal contact with the community groups/businesses. When the Task Force members contacted the schools, we had students volunteer for the events.

**Vice Chair Andrews:** How do you track individual contact? We receive lots of suggestions for individuals to contact organizations, how do you manage the contact list? Do you split the list between the Task Force Members?

We had members who contacted specific groups because he/she had a relationship with an organization. Some members contacted a specific school because his/her child attended the school. Some members volunteered to be the point of contact for a specific organization. Contacting organizations will also depend on member's availability.

**Councilmember Mendall:** We have been looking at the attendance lately and it is much lower than in the past. We do not have many of the members going out to recruit groups to attend the events. I suggest that each member identify one group and ask if that group will attend one event per year. There are about 20 Task Forces members and we can have two groups attend each event. I am challenging each of you to recruit one group to attend an event and bring 20-50 people.

**Vice Chair Andrews:** I will pass around a list so each member can identify a group you have an association with and we can track who will manage that group.

**Councilmember Mendall:** We have a new member who has association with the Boy Scouts.

**Director Rullman:** One are we may be missing is the Adopt-A-Block groups. Are we inviting the Adopt-A-Block Groups to the events? They have already shown the initiative that they want to be involved.

**Councilmember Mendall:** We are not.

**Director Rullman:** This is a contact list we will share with the group.

**Councilmember Mendall:** I have an Adopt-A-Block group, but I have not received any emails from the group. The only information I receive is through our secretary as a Councilmember. I am covered, but most of your groups are not.

**Vice Chair Andrews:** I signed up for the email alerts before I joined the Task Force, but I do not see the cleanup events emails often. I see it on Facebook and Nextdoor, but it is usually posted a few days before the event.

**Discussion:** There was discussion on forming an Ad Hoc Committee that can meet on Thursday at 6:30 PM before the Task Force meeting.

**Vice Chair Andrews:** We have a Community Engagement Ad Hoc Committee.

**Discussion:** Since the formation of the committee, some have not been able to move forward with things and any assistance from the other members will be helpful. This may be a good time to see if others want to join the committee to discuss how the Task Force can draw more volunteers to the cleanup events. Tim Romano-Pugh resigned as Community Engagement Ad Hoc Committee lead, but he will continue to be on the committee.

**Vice Chair Andrews:** Who wants to be on the Community Engagement Ad Hoc Committee and meet at 6:30 PM before the Task Force Meeting? We have Blytha, Tim, Chuck, Steve, and Tawana.

**Lead of an event:** We expect the lead of the event be there the whole time of the event. That means setting up, picking up the truck, breaking down at the end of the event, and returning the truck. If you are the lead of the event, you are in charge.

The Task Force members have been talking about trying something new, which is instead of signing up for different shifts of the event, we expect everyone to be at the events. If you are unable

to attend an event, you can write a request to Kimberly and we will look it over and take it into consideration. If there is a time-frame you need to be there, send the request to Kimberly. We found that breaking up the event into shifts is not holding the Task Force accountable to support the leads of the event.

**Discussion:** Task Force Member Horner offered to allow other Task Force members to makeup an event if they want to join him in graffiti abatement and picking up trash.

**Vice Chair Andrews:** It is written in our bylaws that we have special events identified for makeup events, they are City-sponsored events (i.e., Street Party).

Basically, we do not have enough members at the beginning/end of the event. We incorporated a new activity to keep us engaged in the community during the event. We will be delivering yard signs so you are not just sitting at the booth. If you are interested in joining that committee, we hope that breaks up the day. The event is from 8:30 AM to 12:00 PM. If you have an issue with the times, please send your request to Kimberly.

**Councilmember Mendall:** I would like to see everyone hear acknowledge that you are willing to commit to the events (or not). It shouldn't be just the Chair saying this.

**Discussion:** Several Task Force members acknowledged that it is a good idea. In the past, we were required to stay for the whole event. Maybe shifts changed our perspective.

**Vice Chair Andrews:** My apologies for putting this out there, but it is not in our bylaws to split up the events. We were trying to accommodate schedules because we heard from the Task Force members that the duration of the events is too long. However, we are not getting the support we need at the events. Feel free to provide any feedback.

**Director Rullman:** As far as support, I know there are a few folks who are uncomfortable driving the truck, but it comes back to supporting one another. For example, if Tim is the lead of the event and he is responsible for getting the truck to the event, that doesn't mean that Tim can't ask another member to take the truck to the event. Ultimately, it is the lead's responsibility to figure out how to manage the event. City staff will provide support wherever we can, but we need to support each other.

**Task Force Member Horner:** You practice what you preach. I went to the Corp Yard, someone left the light on the truck, the battery was dead, and staff stepped up to take care of the problem. We had a problem with parking and now we have a special parking stall. We have a shed and lights installed on the shed. The City has provided service beyond my expectations. We need to honor and respect them by doing what we are committed to do. These events are not a surprise and we clear it with you before you were sworn in as a member. That is why we have special interviews. None of the other commissions do what we do. We are up front that we do more than just two hours a month. We are a special group, so let's be special.

**Vice Chair Andrews:** With the Street Party, we did email the Task Force because the Street Party is something we do every year. No one volunteered. We did see your email, Linda [Dobb] to volunteer. I did see a response to your email, but I apologize if you did not get a response. We are trying something new. After the June and July Street Party, we saw low attendance from the volunteers at the cleanup events. I want to evaluate if we want to continue to work the Street Parties every year. We decided to offer a raffle prize. For the August Street Party, we obtained email addresses, so they can enter a raffle for a Fitbit. If the volunteer attends the August Cleanup Event,

he/she will be entered into a raffle. We want to see if the Street Party is effective in drawing volunteers to our cleanup events.

**Discussion:** For next year, since the Street Parties are in June, July, and August, maybe we can start soliciting in May to find which members want to volunteer at the Street Parties.

**Vice Chair Andrews:** We mentioned the Street Parties each month and we sent emails each month. We were well staff for the June Street Party, but the community involvement for the Cleanup Events were low. Some of the surveys indicated that individuals are burned out, so we wanted to evaluate if these events are drawing the volunteers. We do not want to over-schedule the Committee to attend the meeting, cleanup events, plus an extra event. We will evaluate the August cleanup event and get back to the Committee when we do the schedule to see if we want to staff the Street Parties.

**Councilmember Mendall:** I am sorry if was negative the last two meetings, so I want to point out some of the positive things. When the Task Force was first established, there was lots of involvement from the Task Force Members and that earned lots of respect from the Councilmembers. When the Task Force came to Council to ask for something, the answer was yes because we members stepping up. If you notice, some of those members are now on other committees. Council saw the Task Force Members as doers. That reputation was swayed a bit when they saw the attendance of the members. If we can get back to that level of participation, then we can restore the level of respect you deserve. Hopefully, next year it will not be a repeat of this year with the low attendance. I am trying to say we will reward you with respect and appreciation when you show up to the events. Hopefully you felt that for the first five or six years.

**Discussion:** Several Task Force Members acknowledged that the respect and appreciation was given by the Council.

**Director Rullman:** I tell people the story when Maintenance Services was working on the Illegal Dumping Ordinance. It was road block, after road block, after road block. When the Task Force became involved with the adoption of the ordinance, it engaged Council, and it was finally when it became smooth sailing. To this day, I believe the only reason the ordinance went through is because of the Task Force's support. We still use the ordinance today. Property Owners will call arguing that they own several units and I should not have to pay the invoice. I believe the Task Force helped to get the ordinance approved by Council

**Councilmember Mendall:** It is. There were Councilmembers who reluctant about the ordinance. When the Task Force attended the Council meeting, the Councilmembers who were reluctant, changed his/her mind.

**Vice Chair Andrews:** We took into consideration your suggestion from the last meeting regarding attendance and we are providing you with your attendance record so you will not be surprised at the end of the year. The attendance record will show which meeting, cleanup event, and special event you attended.

**Discussion:** For the cleanup events at the schools, will Kimberly be the contact person to secure the school? There may be a form that is needed to secure the school site.

**Director Rullman:** Kimberly and I discussed this and she will initially contact with every site once the schedule is established. I will find out what form that is needed for the schools.

**Discussion:** There have been several occasions when the principal of the school was approached and he/she was unaware of that the Task Force was scheduled for a cleanup event at the site. It seems we should have that discussion with the site before we finalize the schedule.

**Vice Chair Andrews:** Our current schedule was set and I believe Brianne contacted each site. When we do the next schedule, we will contact the sites.

## **VI. Approval of Meeting Minutes from July 27, 2017**

It was motioned/seconded by Task Force Members Bowers/Lemar and passed by majority vote to approve the July 27, 2017 meeting minutes 9:0:4 (6 absent).

## **VII. Action Items**

### **a. Financial Report**

**Administrative Secretary DeLand:** There were a few small purchases like coffee and the Fitbit. The Task Force approved the EZ Office Inventory in June. However, I did not get the iPad until late June so I did not purchase or install the EZ Office Inventory until mid-August.

**Vice Chair Andrews:** Did we pay for advertising for the garage sale or was that on the previous year?

**Administrative Secretary DeLand:** The garage sale advertising was free (i.e., Penny Saver and online promotions) and well as the use of our social media.

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

### **a. Downtown Street Party 08/17/17**

**Vice Chair Andrews:** We already discussed the Downtown Street Party for August.

### **b. Matt Jimenez Community Center 08/26/17**

**Vice Chair Andrews:** Chuck and Dwight are the leads for this event.

### **c. Longwood Elementary School 09/23/17**

**Vice Chair Andrews:** Suzanne and Blytha are the leads for Longwood Elementary

## **IX. Announcements/Updates**

**Director Rullman:** The planned October Cleanup Event is also in the Longwood area at Longwood Park. When that was originally planned, we were planning to work with KABOOM and other organizations to install a playground, but it never materialized. Angela has worked with the City Manager's Office to obtain the Neighborhood Improvement grant that will be used for a mural at Palma Ceia Park. The work is beginning now. We had conversation with H.A.R.D. regarding a park cleanup, the mural, and a beautification project at Palma Ceia Park. Angela and I are recommending that we move the October event from Longwood Park to Palma Ceia Park. The current schedule will have us in the Longwood area for two events back to back. With the mural going in at Palma Ceia Park, we can help celebrate the mural.

**Discussion:** October is Make a Difference Day.

**Director Rullman:** We are going to plant trees and put in bark mulch. We have enough work for 20 to 200 people. We will need to get a head count.

**Vice Chair Andrews:** I plan to reach out to the nearby schools: Mt. Eden, Palma Ceia Elementary, Impact). If any of you have a contact at these school, please share the information. Please encourage others to come out to this event.

**Discussion:** Are there flyers for the October event? It will be nice if we can get so we can help promote the event.

**Vice Chair Andrews:** The City will help us with flyers, but the City wanted to get approval with the Task Force to move the event before we proceeded with the flyers. We can get a flyer to the Task Force.

**Discussion:** A digital flyer to post on social media and email will be nice to have so we can promote the event.

**Vice Chair Andrews:** We discussed having a food truck at the event, but we need to look at the budget for the cost of a food truck.

**Director Rullman:** We talked about incentive for individuals to come out to the events. For example, the Beautiful Yard contest. We contacted Home Depot to see if they well donate gift cards to present to the Beautiful Yard recipients. The Beautiful Yard contest is well received. I went to the last cleanup event and walked the area with the members handing out the yard signs. I had a good time seeing the Task Force engage with the community. The community was happy to receive the yard sign and receive recognition for their hard work. Maybe you can think of other ideas on how to get people to come out to the events.

**Discussion:** Sounds like we need a way to track who we are reaching out to and how we are reaching out to the community. Do we have templates we can use, digital flyers? Can we create a Google folder with the tools and templates? Maybe we can create an Excel document for our contacts. This may be a way to centralize our material. It sounds like some are promoting the events on their own, but it is not tracked. However, does this infringe on the Brown Act?

**Councilmember Mendall:** If it is a public directory, it probably not a problem. If you must login, it is a problem.

**Vice Chair Andrews:** I have a list circulating so Task Force Member can list the groups they can contact. We can track on Google Docs, if it is a public document.

**Discussion:** What about the change to the website for the October event? How about the change to the calendar (yellow card)?

**Director Rullman:** The City will make the changes to the website.

**Vice Chair Andrews:** I handed a few out to Starbucks, so I can make the changes to those calendars. If you distributed any and you know where they are located, you can make the change. We can make the change to the one that are in the shed before distributing, but we do not have many available.

**Discussion:** We can hang a flyer at the Longwood Park that the event has been moved. We should place the message board out one week in advance to notify people that the event is moved to Palma Ceia Park.

**Director Rullman:** It will not take us a month to do flyers. I want to get them out as soon as possible.

**Vice Chair Andrews:** The artwork was displayed and shared with the Task Force. The City chose the artwork and the mural will cover the whole building. The building will be covered with leaves, and animals.

**Director Rullman;** The mural will not be completed by the Cleanup Event. We discussed with the muralist and she will have a paint by number on the wall so the students can participate and help paint the mural. The muralist will have one side of the building completed, the side facing the school. This muralist was open to the idea of the color by number and she is the one who presented the idea to the City. Not all muralists are open to this idea of volunteers helping to paint the mural. At the October event, volunteers will have an opportunity to paint, plant, or cleanup.

**Discussion:** Does H.A.R.D. send out email blasts? Maybe they can send an email to their contacts. We can request to have H.A.R.D. to send an email to their volunteers?

**Vice Chair Andrews:** We can send a flyer to H.A.R.D.

**Councilmember Mendall:** H.A.R.D. has a list of volunteers who show up for their events. Who is the lead for the October event? It has been assigned?

**Vice Chair Andrews:** The lead is Megha and Sharon. Are there any other announcements?

#### **After Church – Building Communities of Hope in a Nation Divided**

**Task Force Member Horner:** *After Church – Building Communities of Hope in a Nation Divided* is a rally that is scripted, not open microphone. This event will be on Sunday 08/27/17 at 3:00 PM at the City Hall Plaza, Downtown Hayward, 777 B Street @ Watkins.

**Vice Chair Andrews:** I have been leading the Task Force meetings the past couple of months. Jillian will hopefully be back in September, but she is going through some medical and personal things right now. Keep her in your thoughts. She is okay, but she needs to take some time off from the Task Force.

#### **Shed**

**Streets Manager Affonso:** We should look at the organization of the shed because it is difficult to navigate in in the shed. Maybe a larger shed or organizing the chairs and items in a different manner will help.

#### **Ad-Hoc Committee**

Will Kimberly send a recurring email to the Ad-Hoc Committee to remind us of the time and date of the monthly meeting? The email can have the members in the “required” field and all others in the “optional” field.

#### **X. Adjournment (7:57 PM)**