



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
February 21, 2019

**I. Call to Order**

Meeting called to order by Chair Divine at 7:01 p.m.

**II. Pledge of Allegiance:**

Pledge of Allegiance led by Task Force Member Paterson.

**III. Roll Call:**

*City Council & Staff:* Council Member Márquez; Todd Rullman, Director of Maintenance Services; and Kimberly DeLand, Administrative Supervisor

*Task Force Members Present:* Blytha Bowers, Alison Divine, Sharon Eva, Jeffrey Haman, Chuck Horner, Bert Manzo, Adithya Naresh, Anika Patterson, Tim Romano-Pugh, Scott Schroder, Lenora Taylor, and Jacquelyn Young

*Task Force Members Absent:* Frederica Brewer, Ginny Delaney, Suzanne Gayle, Hasieb Lemar, Sarah Low, Megha Salpekar, and Tawana Smith,

*Youth Commission Liaison:* None

*Guest (Visitor Sign-In):* None

**IV. Public Comments:**

A. None

**V. Approval of Meeting Minutes from January 24, 2019**

It was motioned/seconded by Task Force Members Horner and Taylor and passed by majority vote to approve the January 24, 2018 meeting minutes 12:0:0 (7 absent).

**VI. Presentations**

**a. Financial Report**

**Kimberly DeLand:** The most recent purchases were for the KHCG die cut stickers, business cards with the event calendar on the back, and orange bags for the shed.

**b. Trash Bags with Logo**

**Kimberly DeLand:** I received quotes from three vendors to print KHCG logo, KEEP HAYWARD CLEAN & GREEN, and #HaywardBeautiful on trash bags. There is a minimum order required for printing. The first vendor requires 10,000 minimum bag order; the second vendor requires 5,000 minimum purchase; and the third vendor requires 8,000 minimum order. However, the third vendor, Clean Stream Recycle, cannot print the multi-color logo and asked if we will consider printing the logo in one color.

**Director Rullman:** Maintenance Services has budget to support the Adopt A Block program and the department will purchase the bags to help support this program. We are not looking for spending authority; but we want to get your feedback on the design and use some of the bags to support the Adopt A Block program.

**Chair Divine:** The idea behind the purchase is to have trash bags with our logo, so when we do our cleanup events the community will see our bag with the logo, Keep Hayward Clean & Green, and #HaywardBeautiful, instead of having an orange bag with no identification.

**Discussion:** What is the size of the bags we order now? The vendors are quoting various sizes.

**Kimberly DeLand:** The orange bags are 33" x 39" and I asked the vendor to quote the same size or as close to this size as possible.

Since we are printing a multi-color print, the vendors recommended printing on a white bag. I like your logo on the black background for the canopy, but these vendors do not recommend printing on a black bag because the colors will not show up very well with a dark background.

**Discussion:** How about printing on an orange bag since staff can identify the bags easily. We're not sure how well the green logo will look on an orange background and it may not print well on an orange bag if it does not print well on a black bag. Another option may be a bright green bag with black and white logo and wording.

From the Financial Report, we purchased orange bags for \$499. How many did we purchase?

**Kimberly DeLand:** As a department I ordered 200 cases and I placed as many in the shed that will fit in your shed. As you need more bags, I supply the group with more bags.

**Discussion:** Todd mention the Adopt A Block program. Were you thinking of using these bags for this program?

**Director Rullman:** Yes, we have budget that support this program. We can use the bags for the Adopt A Block program and for Keep Hayward Clean & Green.

**Kimberly DeLand:** The second quote I received was for the same information on one side and Hayward Adopt A Block, 510-881-7745 printed on the back. Because there is additional print, there are additional costs involved.

**Director Rullman:** Next month we can bring a cost comparison of the orange bags vs. the white printed bags. The cost of the bags is expensive because of the mil thickness. We do not purchase thin bags.

**Kimberly DeLand:** I will pass around sample bags from the first two vendors listed to show you the mil thickness of the bags.

**Discussion:** The smaller bags may work because the volunteers do not fill up the bags. Do the thinner bags rip easily? How do these bags compare to the Caltrans bags?

**Director Rullman:** The bags with thinner mil will rip easier, but they also break when sharp items are placed in the bag. I have not reached out to Caltrans to compare bags.

**Discussion:** Other agencies use clear bags. When the group purchased white bags, but they may not have been as thick as the orange bags that were ordered?

**Director Rullman:** The orange bags have always been the thickest mil. Part of the reason we went with all orange bags is because we order so much bulk it made sense for us to order the same bags.

**Discussion:** Why are we ordering bags with the logo if the logo is increasing the cost?

**Chair Divine:** We are trying to get our name out into the community, for more exposure, and the show the community what we are doing.

**Vice Chair Haman:** We try to get all the bags when we are at our events, but we don't always. By having a bag with our logo, City staff can easily identify our bag.

**Discussion:** The Adopt A Block has a separate budget than KHCG? And the purchase of these bags will come out of the Adopt A Block budget?

**Director Rullman:** We have budget in my department to purchase supplies for the Adopt a Block program. As you add Adopt A Block groups, we supply the groups with grabbers, bags, gloves, etc. This budget is separate from KHCG's budget and we will purchase the bags with the logo from the Adopt A Block budget.

**Kimberly DeLand:** The third quote I received was for the same information as above and adding the colorful Hayward map above Hayward Adopt A Block and phone number. Because we are printing multi-colors on the back, the plate price goes up. The plate price is an estimate and will not be the same price as the plate price for the KHCG logo because there are more colors involved. I was unable to confirm exact price with the vendors.

**Chair Divine:** I think the first or second choices will be the best options. We put Hayward Adopt A Block and the phone number on the front, just below the logo, Keep Hayward Clean & Green, and #HaywardBeautiful. What does the group think?

**Discussion:** The group agreed to print the bags on one side with the logo, Keep Hayward Clean & Green, #HaywardBeautiful, Adopt A Block, and 510-881-7745.

**Kimberly DeLand:** Do you have a preference in which vendor? Four Star Plastics requires 10,000 minimum purchase, Plastic Place requires 5,000 minimum purchase, and they have similar pricing.

The group agreed to purchase the bags from Four Star Plastics.

## **VII. Action Items**

- a. None

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

**a. Big 5 on 01/26/19 – Vice Chairs Delaney and Haman**

**Vice Chair Haman:** The last event went well. It would have been nice to work with the Downtown businesses. However, we should plan this a couple of months in advance to see if the businesses can provide coupons as part of our event. We had enough room in the parking lot the layout seemed fine. We picked up lots of trash and Christmas trees.

**Director Rullman:** This was the first time we brought out a portable restroom. Were there any issues with the portable restroom? Cleanliness?

**Discussion:** We liked the portable restroom and the volunteers liked having a restroom available. It was clean. Some liked that there was a hand washing station.

For the setup, we should have the grabbers and registration next to each other, so the volunteer does not have to give their information twice. The person who is giving out the grabbers can get the information from the registration person.

Although we are getting signatures from the parents, we are sending some of the youth with an adult. When we are assigning duties for the events, we can have KHCG members available to go out with the youth.

**Council Member Márquez:** I am available to take the youth; however, I will not be at the events until later in the morning. I agree that there should be a short list of members who are willing to go out with the youth.

**Discussion:** After registration is complete, do we have members who are available to take the youth out? Yes, we will have at least one member and maybe two or three who are available to accompany those who are under 18 years old.

We should have cleaned up the parking lot after the event.

**Council Member Márquez:** For future events in Downtown, it is important to engage the Downtown businesses. We can develop a coupon for the day of the event that allows the volunteer to redeem the coupon at certain businesses. We can engage five business to offer an abbreviated menu (i.e., sandwich, chips, and drink) at a discounted price. The coupon will specify what is offered at the businesses. Another option is to have \$2 off coupon for the volunteers to redeem at the businesses. Some can meet with the businesses to see what they prefer. I would not make it too complicated, maybe go to three to five businesses. Even if volunteers don't use the coupon, it is good for the businesses.

**Chair Divine:** One thing that made it difficult to reach out to the businesses for this last event is that we set our calendar in October and our Downtown Beautification was our first event. As part of my Chair Updates, I want to talk about setting the meeting/events earlier in the year instead of waiting until October to set our events. If we set our calendar early, it will give us an opportunity to establish a relationship with the businesses in the area.

**Discussion:** When is our next event in the Downtown area? We really don't have any other events in the Downtown area for this year.

We also talked about having our events scheduled by our November events. Since this is our last event of the years, we can invite the volunteers to our upcoming events for the following year and hand out the schedule.

The Matt Jimenez Community Center is close to lots of restaurants. We can focus on the July events and build a relationship with the businesses on Tennyson Road.

The bags and promotional items were not packed for the last event.

Who cleans the Downtown area during the Downtown Street Party? The Downtown Street Team. Maybe a few of us can clean up the area the day before and touch base with the businesses and we can get more exposure.

What happen to the Downtown Streets Team at the last event? Since we approved the donation at the meeting right before the event, they may not have been available on such short notice.

**Director Rullman:** We will contact the Downtown Streets Team and we will get a list of events they will be attending.

**b. Longwood Elementary 02/23/19– Vice Chair Haman and Task Force Member Bowers**

**Discussion:** The group went through the position signup for the event.

For the drawing, we let volunteers know that the drawing will take place at 11:30 AM. We wait for the volunteers to return. There were multiple times mentioned to the volunteers when the drawing will take place.

Why is it better to wait for the volunteers to return to have the drawing versus putting your contact information on the form and contact you if you win?

Are we going to continue with the drawings? Is it beneficial to have the drawings? The Starbucks cards are not drawing volunteers to the events, but the volunteers are staying at the events.

There are two different topics related to the drawing. One is related to the benefit of continuing with the drawings and the other is related to how we will distribute the gift if we continue with the drawings.

**Council Member Márquez:** I would like to see drawing for local merchants. We should be promoting “Shop Hayward.” We have multiple coffee shops in Hayward: Dirty Bird, Eko Café, and Eon.

**Chair Divine:** I like the idea of “Shop Hayward” because it starts a conversation with the local businesses. I think we should eliminate the Starbucks gift cards, we should purchase gift cards for local businesses, and have volunteers provide his/her contact information for the drawing so everyone has and equal opportunity to win the drawing. We can contact the person and mail the gift card.

We should add to an agenda item for the next meeting to discuss if we want to continue with the gift card drawings. Are we gaining anything by having a drawing? We are gaining a relationship with the local businesses if we have a drawing for a gift card for a local merchant.

When we purchase coffee and donuts for the events, we should “Shop Hayward” for these items. Is there a local business that sells the bulk coffee? Yes, Eko Coffee has the bulk coffee.

**c. Mt. Eden High School 03/23/19 – Task Force Members Schroder and Patterson**

**Director Rullman:** If we can find a location at Mt. Eden High School, do you prefer having a portable potty at this event vs. using the school restroom?

The group wants to have the portable potty for this event.

**Director Rullman:** I will connect with the two leads for the staging area and where you want the portable potty located.

**IX. Announcements/Updates**

**a. Council Member Updates**

**Council Member Márquez:** At our last Council Meeting we discussed housing policy and more protection for Hayward renters. If you are interested in this topic, I encourage you to watch the Council meeting.

We also talked about forming a Housing & Homeless Committee that will be starting in the next month. This committee will consist of three Council Members. Council Members Lamnin, Salinas, and Wahab will be serving on this committee.

We are accepting applications for Hayward Community Advisory Panel and that is due March 15<sup>th</sup>. I asked the City Clerk's office if current Commissioners can service on this committee, but I have not received a response yet. As soon as I get a response, I will pass the information to Todd to forward to KHCG.

On April 27<sup>th</sup>, when KHCG has the Citywide Cleanup, the Mayor and Council will not be able to attend because have Work Session scheduled the same day.

I am part of the HLAC (Hayward Local Agency Committee), which is committee with the City of Hayward, HARD, and HUSD. I was going to raise the issue I heard last month about the cost to use their restrooms. It sounds like you prefer the use of the portable restroom, so do you want to pursue this with HUSD about the cost of the restrooms?

**Discussion:** If there is a considerably lower or no cost, it may be worth looking into it.

**Council Member Márquez:** I will bring this to HLAC.

**Discussion:** The Hayward Community Advisory Panel with PD....?

**Council Member Márquez:** The Housing & Homeless Committee consist of three Council Members. The meetings will be open to the public.

The Police has the Hayward Community Advisory Panel and we are accepting applications which are due March 15<sup>th</sup>. I am not sure if you can serve on KCHG as well as the other panel.

**b. Staff Update**

**Director Rullman:** The Task Force Name change and changing membership from 30 to 20 will go to Council on March 5<sup>th</sup>. I invite you to attend the Council meeting or watch it on television.

Our grabber truck has a bad steering box and is down. We have the part, someone is staying tonight and will continue to work on it tomorrow. We should be up and running on Saturday. If we are unable to fix the grabber truck by Saturday, I will let Ali know and I am asking that you bring the large items to the Corporation Yard.

**c. Chair Updates:**

**Chair Divine:** I want to set the meeting and event calendar for 2020 earlier in the year.

**Discussion:** Did we approach Annabelle Candy to see if they will hand out candy when we are at their site for our Beautification Event?

**Kimberly DeLand:** I only asked if we can use their site.

**X. Adjournment (7:51 PM)**