



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force

**Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
September 25, 2008**

Agenda

- I. Call to Order
- II. Pledge of Allegiance
- III. Roll Call

Public Comments: (The Public Comments section provides an opportunity to address the Task Force on items not listed on the agenda. The Task Force welcomes your comments and requests that speakers present their remarks in a respectful manner, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration, and may be referred to staff).

- IV. Approval of the Summary Notes from August 28, 2008 Task Force Meeting
- V. Financial Report
- VI. Presentations
- VII. City Status Reports
 - a. Matt McGrath - Graffiti
- VIII. Community Engagement Activities
- IX. Task Force Assignments – Lloyd Clifton / Rich LaPlante
- X. Member Reports:
 - a. PhoneTree solution for calling volunteers
 - b. Daily Review advertisement (sample) – Goulart / Grandt / Steinberger
 - c. Subsidy for wheeled shopping carts www.burbankca.org/license/rebte.htm – Super
 - d. Subsidy for fruit trees – Simpson
 - e. Eastshore Power Plant Q & A – Ron Simpson
 - f. Vests – Horner
 - g. Shoes hanging from electrical lines – Horner
 - h. Strategies to increase effectiveness – Horner
- XI. Director's Report – Lisa Rosenblum, Director of Library and Neighborhood Services Department

- XII. Future Agenda Items
- XIII. Next Meeting – October 16, 2008
- XIV. Turn in volunteer contacts
- XV. Adjournment

Please do not wear scented products to this meeting.

People who have environmental sensitivities may be in attendance.



Assistance will be provided to those requiring accommodations for disabilities in accordance with the Americans with Disabilities Act of 1990.

Please request needed accommodations at least 72 hours in advance of the meeting by calling (510) 583-4248, or by calling the TDD line for those with speech and/or hearing disabilities at (510) 247-3340.



Keep Hayward Clean and Green (KHCG)

Task Force Meeting Notes
 Hayward City Hall, Room 2A
 777 B Street, Hayward
 August 28, 2008

1. **Call to Order.** Meeting called to order at 7:09 PM by Chair Chuck Horner
2. **Pledge of Allegiance**
3. **Roll Call**

Present	Absent	Guests	City Council and Staff
Carolina Abatayo	Roberto Banke	Scott Blakeslee	Lisa Rosenblum, Library and Neighborhood Services Director
Pravin Balram	Blytha Bowers		Matt McGrath, Director of Maintenance Services
Florence Banks	Marilyn Gise		David Korth, Neighborhood Services Manager
Lloyd Clifton	Rich LaPlante		Mary Brown, Sr. Community Preservation Inspector
Frank Goulart	Dee Dee Ligibel		Colleen Kamai, Secretary
Doug Grandt	Kathy Super		
Chuck Horner			
Doug Ligibel			
Laura Oliva			
Rob Simpson			
Gary Steinberger			
J. D. White			

4. Public Comments:

Laura Oliva introduced her Niece who recently moved to Hayward from New Jersey and will be attending school here.

Frank Goulart stated that he is opposed to the Eastshore Power Plant and acknowledged Rob Simpson's efforts to prevent the Power Plant from moving forward. Mr. Goulart requested that the topic of the Eastshore Power Plant be added to next month's Agenda.

Doug Ligibel informed the taskforce that the last of the paint was used at the August 23rd cleanup event. John White reminded the group that paint is available for free through Alameda County as discussed at the June 28th meeting; that Task Force Members will need to make arrangements with Alameda County to start the process. Mr. White reminded the group that someone would have to pick up the paint. Matt McGrath, Director of Maintenance Services for the City of Hayward informed the group that the City will continue to provide paint for KHCG Cleanup and Graffiti removal events.

5. **Approval of Notes from Task Force Meeting of July 24, 2008:** It was moved and seconded (Simpson/White & Horner) and unanimously carried to approve the notes from the Task Force Meeting of July 24, 2008.
6. **Financial Report:** The Financial Report was provided; there were no new expenses to report.
7. **Presentations:**
 - a. **Protocol for Reporting Community Appearance Issues to the City:** Mary Brown, Senior Community Preservation Inspector provided information and answered questions regarding Community Preservation issues related to foreclosures, responding to complaining parties, illegal dumping, and graffiti.

In regards to foreclosures Ms. Brown explained the difficulties involved with locating responsible parties, City Policy and requirements by law to notify responsible parties prior to taking action. Frank Goulart suggested the City access foreclosure information on the Alameda County website as a way to identify potential foreclosures and responsible parties. Ms. Brown replied that staff currently utilizes a similar website to obtain that type of information. Chuck Horner asked that Task Force Members submit their suggestions or ideas in regards to foreclosures in writing to city staff.

Ms. Brown explained that there is a timeline for staff to follow in regards to responding to complaining parties in a timely manner. John White mentioned that he had not received a response to a complaint he made over a month ago but said he may have missed it and would check his emails again.

Ms. Brown explained that Community Preservation is required by law to first notify property owners of violations including graffiti on their properties to allow them time to correct the violations prior to taking action whereas other City Departments due to laws and regulations may be in the position to provide an immediate response to certain types of complaints on public property. David Korth, Neighborhood Services Manager concurred with Ms. Brown stating that in order for Community Preservation Staff to enforce the Ordinance's staff is required by law to notify responsible parties first.

Fran David, Assistant City Manager explained that the City has undergone a reorganization of City Departments and that staff from different departments city wide have begun working closely together to identify and correct these types of issues. Matt McGrath, Director of Maintenance Services concurred with Ms. David.

- b. **Scott Blakeslee, Cleansource:** Mr. Blakeslee provided information and a demonstration of the companies' new line of anti-graffiti products manufactured by SEI Chemical which include coatings, barriers and removers. Mr. Blakeslee explained and demonstrated that the product can be applied to any porous surface that is susceptible to graffiti that once applied it forms a barrier on the surface creating extensive graffiti protection. Graffiti can then be easily removed with a power washer or SEI graffiti remover products. Company and product information materials were provided.
 - c. **KHCG Task Force Member introductions:** At this time Task Force Members and Staff introduced themselves and provided a brief explanation of why they decided to get

involved with KHCG. It was noted that Secretary, Colleen Kamai has accepted a position at the City of Hayward Executive Airport effective September 15, 2008 but will continue to provide clerical support to KHCG until a replacement is found.

8. City Status Reports:

- a. **KHCG Task Force updated membership roster:** An updated member roster was distributed to Task Force Members for review. It was noted that two of the members listed may be high school students from the Hayward Youth Commission. Staff will clarify and update the roster accordingly.
- b. **Graffiti Report – Matt McGrath, Director of Maintenance Services:** Mr. McGrath informed the group that the camera's which the city has recently installed, are not to deter graffiti, that they were installed to deter illegal dumping. Task Force Members expressed their concerns regarding safety and graffiti related to the opening of the movie theater. It was mentioned by Assistant City Manager, Fran David that the Redevelopment Department is working with the Movie Theater to develop a security plan. Mr. McGrath said it may be possible to work with the Movie Theater to supply matching exterior paint to have available to immediately cover graffiti as it occurs. At this time task force member Doug Ligibel expressed his concern for the graffiti problem in downtown Hayward, Mr. McGrath informed the group that staff is taking great efforts to cover graffiti as quickly as they can, and announced that the Maintenance Services Department is in the process of purchasing a new pressure washer as their existing one has been repeatedly breaking down. It was noted that the task force should take advantage of the Movie Theater Grand Opening and the Grand Opening of Lt. Lindblum's new office to set up a KHCG booth as an opportunity to educate the public and recruit volunteers.

9. Community Engagement Activities:

- a. Annual Reading Rodeo September 6, 2008 Main Library – Task Force Member Gary Steinberger volunteered to staff a KHCG booth at the event. Task Force Members were encouraged to email Mr. Steinberger if they are interested in volunteering for the event.
- b. Coastal Cleanup Day September 29, 2008 – Task Force Members are encouraged to attend. Event information was printed on the Agenda.

- 10. Task Force Assignments:** The schedule of future clean up events was reviewed for accuracy, it was noted that Task Force Member Laura Oliva's name was misspelled, staff will make the correction otherwise no other changes are necessary.

11. Members Reports:

- a. **July 26th Cleanup:** John White provided statistics on the number of volunteers, number of garbage bags, shopping carts and other miscellaneous items collected.
- b. **August 21st Street Fair Leads:**
- c. **August 23rd Cleanup:** John White provided statistics on the number of volunteers, number of garbage bags, shopping carts and other miscellaneous items collected.
- d. **Daily Review Advertisement (Sample):** Task Force Member Gary Steinberger informed the group that the Daily Review is undergoing restructuring and he is awaiting a sample of 4 different lay out options. Mr. Steinberger is also looking into other types of advertising including radio.

- e. **Shoes hanging from electrical lines:** Chuck Horner provided task force members with business card size cards to use for logging location and description of shoes hanging on electrical lines. These cards should be turned into or the information can be emailed to Chuck who will then forward to Matt McGrath, Director of Maintenance Services.
- f. **Subsidy for wheeled shopping carts:** No information was provided.
- g. **Use of Chico bags:** Chuck Horner stated that the Chico bags are not to be used as an advertising tool but rather a reward to volunteers for their participation.
- h. **Subsidy for fruit trees:** Rob Simpson presented an idea requiring participation from several agencies including KHCG; each agency would donate approximately \$20,000 to subsidize the cost of fruit trees for City of Hayward residents. Mr. Simpson announced that Arbor Day would be a great opportunity for a community event. It was requested that this item be added to next month's Agenda to allow Mr. Simpson an opportunity to present his idea in more detail.
- i. **Strategies to increase effectiveness:** Chuck Horner informed the group that he is researching the cost of mesh vest and would like to visit the idea of making vest available for purchase to volunteer groups. Task Force Members requested that this item be added to next month's agenda.

12. **Director's Report:** Lisa Rosenblum, Director of Library and Neighborhood Services announced that KHCG cleanup event information is being displayed on the signboards at both the main library and Weeks branch. Ms. Rosenblum asked if she could direct library staff to refer teens to volunteer at KHCG cleanup events. The taskforce agreed that they would welcome teen volunteers.

At this time discussion regarding scheduling conflicts with the Volunteer Dinner and the KHCG October 23, 2008 meeting ensued; it was moved, seconded (Steinberger/White) and unanimously approved to reschedule the October 23, 2008 meeting to October 16, 2008. It was noted that staff will ensure reserving conference room 2A and changing the meeting date on the COH website.

13. **Future Agenda Items:**

- a. Eastshore Power Plant Q & A – Ron Simpson
- b. Daily Review Advertisement Update – Gary Steinberger
- c. Subsidy of Fruit Trees Presentation– Ron Simpson
- d. Vest – Chuck Horner

14. **Next Meeting:** September 25, 2008

15. **Turn in volunteer contacts:** Task Force Members were asked to turn in any new contact information

16. **Adjournment:** 9:16pm