



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
Thursday, January 22, 2009

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 November 20, 2008 Task Force Meeting
 - V. City Financial Update – Mayor Michael Sweeney
 - VI. KHCG Budget – Lisa Rosenblum, Director of Library and Neighborhood Services
 - VII. Financial Report
 - VIII. Presentations
SMASH – Lieutenant Reid Lindblom, HPD
 - IX. City Status Reports
 - a. Graffiti – Matt McGrath, Director of Maintenance Services
 - b. Water Bill Inserts – Lisa Rosenblum, Director of Library & Neighborhood Services
 - X. Clean-Up / Graffiti Removal Events
 - a. February 28th clean up – Rich LaPlante
 - b. March 28th clean up – Chuck Horner
 - c. April 25th clean up – Doug & Dee Dee Ligibel
 - XI. Clean-Up / Graffiti Schedule – Lloyd Clifton / Rich LaPlante / John White
 - XII. Meeting Schedule – Rich LaPlante
 - XIII. Member Reports:
 - A. October 25th clean up – Laura Oliva
 - B. November 15th clean up – Gary Steinberger
 - C. Daily Review advertisement update - Steinberger
 - D. Newspaper Post-it Advertising update – Bowers
 - E. Library Fountain update – Dee Dee Ligibel

F. Review KHCG Purpose. Mission, goals, participation – Banks / LaPlante

XIV. Director's Report – Lisa Rosenblum, Director of Library and Neighborhood Services Department

XV. Future Agenda Items

XVI. Next Meeting – February 26, 2009

XVII. Turn in volunteer contacts

XVIII. 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
 November 20, 2008

1. **Call to Order.** Meeting called to order at 7:00 PM by Chair Chuck Horner
2. **Pledge of Allegiance**
3. **Roll Call**

Present	Absent	Guests	City Council and Staff
Carolina Abatayo	Pravin Balram	Moses Sullivan	Lisa Rosenblum, Director of Library and Neighborhood Services
Florine Banks	Marilyn Gise	Val Joyner, HUSD	
Blytha Bowers	Glen Hubahib		Matt McGrath, Director of Maintenance Services
Rich LaPlante			
Lloyd Clifton			Erik Pearson, Senior Planner
Frank Goulart			
Douglas Grandt			Stacey Sorensen, Neighborhood Partnership Manager
Chuck Horner			
Dee Dee Ligibel			Colleen Kamai, Secretary
Doug Ligibel			
Laura Oliva			
Rob Simpson			
Gary Steinberger			
Kathy Super			
J. D. White			

4. **Public Comments:**

Chuck Horner introduced Ms. Val Joyner, Public Information Officer for the Hayward Unified School District. Ms. Joyner looks forward to working with KHCG.

Chuck Horner read an article about a teacher from Caesar Chavez Middle School who recently passed away. Mr. Horner asked task force members to provide him with names of individuals who have made contributions in the community, in order to acknowledge them by sending them thank you letters.

Frank Goulart expressed concerns regarding styrofoam containers, which are not recyclable. Mr. Goulart commented that these types of styrofoam products should be banned. It was noted that the City will begin a program to collect food scrapes in January. It was suggested that this issue be added to the next meeting Agenda.

Rob Simpson advised the task force that City Council will be presenting a Green Building Ordinance. Mr. Simpson and Mr. Grandt encouraged task force members to show support by attending the next City Council Meeting.

Chuck Horner passed out flyers announcing the Neighborhood Alert Holiday Party.

A calendar of Neighborhood Partnership Meetings was distributed, Task Force Members are encouraged to attend.

Doug Ligibel expressed his appreciation to Frank Goulart for addressing City Council at their last meeting regarding the downtown loop.

Chuck Horner shared a brief account of the Volunteer Recognition & Awards Dinner. The Keep Hayward Clean and Green Task Force were awarded the Mayor's Award and received recognition certificates from Pete Stark, Ellen Corbit and Mary Hayashi.

5. **Approval of Notes from Task Force Meeting of October 16, 2008:** It was **motioned**, moved, seconded (Horner/LaPlante/Ligibel) and carried to approve the notes from the Task Force Meeting of October 16, 2008.
6. **Financial Report:** The Financial Report was provided, with one new expense to report (mileage reimbursement – John White).
7. **Presentations:**
 - a. **Erik Pearson, Senior Planner – Planning Survey:** Mr. Pearson provided background information and delivered an informative presentation about the City's current greenhouse gas emissions, and the City's plan to prepare a Climate Action Plan (CAP). Mr. Pearson responded to task force members questions, and provided a Draft Strategies & Proposed Actions Feedback Worksheet to those in attendance. Task Force Members are encouraged to make comments on the worksheet and return the completed forms to Erik Pearson.
 - b. **Stacey Sorensen, Neighborhood Partnership Manager:** Ms. Sorensen provided a brief account of her previous experiences working for Alameda County in the Planning Department, Redevelopment Agency and in Community Preservation as a Senior Inspector. Ms. Sorensen explained her roles and responsibilities as Neighborhood Partnership Manager. She provided a summary of the various programs and projects that she and staff are currently working on. Ms. Sorensen responded to task force members questions and provided Community Preservation related handouts.
8. **Downtown Library Fountain Proposal: Downtown Library Fountain Proposal:** Dee Dee Ligibel presented a proposal to refurbish the existing inoperable Downtown Library Fountain by using it as a planter for various types of drought tolerant plants. She provided information related to materials, labor, irrigation and on-going upkeep of the planter. The project requires partnerships with local home owners associations, business owners, the Keep Hayward Clean and Green Task Force and the City. It was **motioned**, seconded (Simpson/Steinberger) and carried to support Dee Dee Ligibel in moving forward with the proposed project.
9. **Neighborhood Associations:** Frank Goulart believes that the most effective way to optimize neighborhood participation when planning clean-up events is to target existing neighborhood associations and organizations. It was noted that community leaders sometimes face many challenges and difficulties when organizing neighborhood associations. Mr. Goulart commented on the importance of identifying community leaders and providing on-going organizational support to communities who want to organize a neighborhood association. Mr. Goulart made mention of what other cities have done such as, identifying neighborhoods and having a city wide plan to organize. It was noted that City Staff will be working on this

type of plan in the future. It was suggested that the task force look for opportunities such as the Neighborhood Partnership Meetings, as a way to identify potential leaders and to coordinate cleanup efforts.

10. City Status Reports:

a. Graffiti Report – Matt McGrath, Director of Maintenance Services: Mr. McGrath commented on the high volume of graffiti complaints he receives on a daily basis and his continued efforts to utilize all available resources to clean it up. Mr. McGrath responded to task force member questions, it was noted that the City has recently paid out the first \$500 reward to an individual who provided a tip which lead to a successful prosecution of a graffiti vandal.

In response to Mr. Goularts request for staff to identify who is responsible for the Alameda Flood Control Channel, Mr. McGrath reported that HPD will respond to reports of graffiti vandals in the Alameda Flood Control; however it is the responsibility of Alameda Flood Control to clean it up.

b. SMASH – Update: It was noted that SMASH activities to date have been very successful. Task Force Members discussed the pros and cons of reporting SMASH activities to the public both before and after the activity takes place. Ms. Rosenblum advised the group that she will forward them any public information she receives related to SMASH activities.

c. Cameras – Update: No new information was provided.

d. Shopping Cart Ordinance – Update: Mr. McGrath responded to task force member questions and will follow up regarding what actions if any can be taken regarding abandoned carts from neighboring cities. Mr. McGrath informed the group that in response to letters sent notifying stores of the Ordinance, the California Grocers Association advised him that the ordinance is in violation of California State Law. It was noted that abandoned carts will continue to be picked up on a regular basis. Stores will be notified and required to retrieve their carts from the City within 3 days or they will be subject to a fine.

It was suggested by Gary Steinberger that the task force send a letter to state legislators requesting them to consider amending the law. Mr. Steinberger was asked to prepare a draft letter and present it at a future meeting.

e. Water Bill Inserts – Lisa Rosenblum, Director of Library and Neighborhood Services: It was noted that the first insert distribution will only indicate cleanups from January through April. An updated schedule of cleanup events will need to be provided for the second insert distribution.

11. Members Reports: In the interest of time all Member Reports will be put on the December Agenda.

- a. **Daily Review Advertisement – Update Steinberger:**
- b. **Post-it Advertising – Update Blytha Bowers:**
- c. **October 25th clean up – Laura Oliva:**
- d. **November 15th clean up – Gary Steinberger:**
- e. **HPD vs. Los Chilonos de Hayward basketball November 15 funding graffiti abatement - Horner**

12. Director's Report - Lisa Rosenblum, Director of Library and Neighborhood Services: Ms. Rosenblum provided an update regarding the water bill inserts during City Status Reports.

13. Future Agenda Items:

14. Next Meeting: January 22, 2008

15. Turn in volunteer contacts:

16. Adjournment: 9:00pm