



## PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force  
Hayward City Hall, Room 2A  
Regular Meeting - 7:00 PM  
September 23, 2010

### Agenda

- I. Call to Order (7:00pm)
- II. Pledge of Allegiance (7:02pm)
- III. Roll Call (7:05pm)
- IV. 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).* (7:05pm – 7:15pm)
- V. New Member Introductions (7:05 – 7:35)
- VI. Approval of the Summary Notes from August 26, 2010 Task Force Meeting (7:35pm – 7:40pm)
- VII. Financial Report (7:40pm – 7:45pm)
- VIII. Presentations / Speakers (7:45pm – 7:50pm)
  - a. Task Force Priority “Owners” (Bowers)
- IX. Clean Up (7:50pm – 8:10pm)
  - a. August 28, 2010 - John Muir Elementary School (Rich LaPlante)
  - b. September 25, 2010 – Tennyson High School (Horner)
  - c. Assignments for Future Clean Ups (All)
  - d. Adopt-a-Street Process Status (Bowers / McGrath)
  - e. Partnerships – Union City Clean Up Program (Ong)
- X. Education and Marketing (8:10pm - 8:25pm)
  - a. Tri-CED Funding (Super)
  - b. September 18, 2010 Street Party (Oliva)
  - c. Ambassador Program (Ligibel)
  - d. Bowman School Presentation (Oliva/Ong)
  - e. Door Hangers / Flyers Update (Ong / McGee)
- XI. Action Items and Issues (8:25pm – 8:40pm)

- a. Action Items
    - a. New Member Checklist (McGee)
    - b. New Member Name Tags / Vests (Horner)
    - c. Bumper Stickers (Horner)
  - b. Chair Report - Volunteer Recognition and Rewards Dinner, Dan Henriques, Oct. 5<sup>th</sup>, 6PM, St. Rose / Task Force Recognition
  - c. Roundtable
- XII. City Status Reports/Updates (8:40pm – 8:45)
- a. Liability of Community Service Assignments (McGrath)
  - b. Annual Volunteer Dinner 10/5/10 (Sorenson)
- XIII. Review Future Agenda / Action Items (8:45pm – 8:50pm)
- a. Partners in Education (Horner)
  - b. Brown Act (Bowers)
  - c. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
- XIV. Next Meeting October 28, 2010
- 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 25, 2010

1. **Call to Order:** Meeting called to order at 7:00 PM by Chair Blytha Bowers
2. **Pledge of Allegiance**
3. **Roll Call**  
**City Council & Staff:** Michael Sweeney, Mayor; Lorenzo Smith, Landscape Maintenance Manager; Todd Rullman, Streets Maintenance Supervisor  
**Task Force Members Present:** Carolina Abatayo, Florine Banks, Blytha Bowers, Lloyd Clifton, Douglas Grandt, Rich LaPlante, Doug Ligibel, Laura Oliva, Jennifer Ong  
**Task Force Members Absent:** Chuck Horner, William McGee, Rob Simpson, Kathy Super  
**Guests:** Ricky Gomez, Aaron Clara
4. **Public Comments:** There were no public comments
5. **Approval of Notes from Task Force Meeting of July 22, 2010:** It was unanimously accepted to approve the notes from the Task Force Meeting of July 22, 2010, with one correction under item number five "Officer Nominations/Elections" it was noted that Co-Chair should read Vice-Chair.
6. **Financial Report:** The financial report was reviewed. At this time Blytha Bowers showed task force members the promotional items that were purchased.
7. **Presentations / Speakers:** Blytha Bowers provided copies of the proposed KHCG Priorities; it was **motioned/seconded** and unanimously approved to accept the KHCG Priorities document as presented.
8. **Upcoming Clean-up / Graffiti Removal Events:**  
**July 24, 2010 – Upper Hayward, 2<sup>nd</sup> & B (Florine Banks & Jennifer Ong)** - Florine Banks reported that there were approximately twenty-six volunteers, and ten task force members in attendance. Doug Ligibel reported that there is a billboard adjacent to the BART and Railroad tracks on Jackson Street that is regularly "tagged", and request that staff report the problem to the billboard owner.

Jennifer Ong reported that several of the volunteers were from "Inter-Act" of Union City; they are in the process of developing a program similar to KHCG.

It was also reported that the film crew videotaped clips of the clean-up which will be posted on KHRT channel 15.

**August 28, 2010 - Soto Rd – Orchard Ave / Jackson St / Harder Rd** - Logistics, administrative, and safety procedures were discussed. Rich LaPlante reported that he has distributed flyers throughout the neighborhood, and has received one inquiry. Mr. LaPlante also reported that several areas, in need of graffiti abatement and liter removal, have been identified.

At this time Blytha Bowers informed the group that the City Attorney's Office has advised her that a "wet/liquid" signature is required on the registration forms, therefore electronic on-line registrations cannot be accepted.

**September 25, 2010 – Whiteman – Jackson to Tennyson (Tennyson High School)** - Staff will make arrangements to provide the clean-up registration/flyers, maps, etc... to Chuck Horner.

**Adopt-A-Street** – Blytha Bowers provided a brief report on the process of developing an "adopt-a-street/block" program. Ms. Bowers reported that the proposed program will be implemented on a trial bases. An update on the process will be given at the September meeting.

#### 9. **Education and Marketing:**

**Tri-CED Funding** - This item will be placed on the September agenda.

**August 19, 2010 Street Party** - Florine Banks reported that the promotional items arrived in time for the street party. Ms. Banks reported that six people signed up to be contacted for future clean-up events.

**September 18, 2010 Street Party** –Blytha Bowers reminded members that the September street party will be on a Saturday, and commented that she will only be able to staff the booth for a short time, and that Florine will not be available to help. Laura Oliva volunteered to staff the KHCG booth in response to Ms. Bowers request for help.

**Door Hangers / Flyers Update** – Jennifer Ong reported that the wording for the proposed door hangers has been outlined, and that William McGee provided a draft to staff for review. A sample will be forthcoming at the September meeting.

#### 10. **Action Items and Issues:**

**TF Applicants** – Blytha Bowers reported that six new members will be officially appointed by City Council on September 14.

**New Member Checklist** – Blytha Bowers reported that William McGee is in the process of drafting a "New Member Checklist". Ms. Bowers commented that the "checklist" will include a review of KHCG Priorities, Contact List, Current and Future Activities, etc...

Discussion took place about ongoing concerns that applicants are not being fully informed about the level of member participation and expectations during the recruitment process.

Blytha Bowers reported that she plans on attending the September 14, 2010 council meeting to observe the appointments, and welcome new members.

Blytha Bowers commented that she would like staff to schedule a meeting to review the Brown Act Rules, for new, and existing members.

Task force members agreed to allocate time on the September meeting agenda to provide new members with a brief orientation, and an opportunity for new members to introduce themselves.

At this time discussion took place about modifying the language on clean-up event literature to specify that persons with disabilities are welcome to participate regardless of their disability.

**Chair Report – Agenda / City Manager Report / Recognition** – Blytha Bowers reported that she has revised the format of the Agenda to reflect KHCG Priorities; she provided a brief explanation as to how the format will streamline the meeting process. Ms. Bowers remarked that she will begin to implement a “Recognition” process to acknowledge individuals who have supported KHCG efforts.

Blytha Bowers read a section of the July 22 City Manager Report, which provided an update about KHCG activities, and recognized the efforts of KHCG members.

**Round table:** Task Force Members were given an opportunity to comment on any suggestions/ideas they may have.

Carolina Abatayo reported that she is actively working with the Parent Center at Schafer Park Elementary School, and that she is working to develop a Youth Soccer League. Ms. Abatayo also, spoke about the problem with gang activity in our neighborhoods and how our residents need to work together to address the issues in our community.

Doug Grandt reported, that discussion took place at the July 7 Sustainability Committee meeting about a proposal to ban Styrofoam food containers. He reported that the item will be presented to City Council for consideration at the September 21, 2010 City Council meeting. Task Force members were encouraged to attend the meeting, and/or to review the report which will be posted on the cities website the week prior to the meeting.

Mr. Grandt also reported on the “10, 10, 10” event taking place on October 10, 2010, the event is to be an international day of action, to draw attention to negotiators in Copenhagen, of the need to have effective climate legislation. There will be events all across the country encouraging people to participate. Mr. Grandt reported that he has been contacted by Sandra Frost from the Hayward Community Gardens who would like to help plan something for this event. Task Force members were directed to the event website [350.org](http://350.org) and encouraged to participate.

Jennifer Ong reported that students who are part of "Inter-Act" in Union City have been coordinating efforts with Tri-CED and will present a proposal to implement a program in Union City modeling KHCG efforts to the Union City, City Council.

Laura Oliva reported that she and Jennifer Ong met with the principal of Bowman Elementary School, and two Tri-CED representatives to coordinate efforts. They are planning to attend an upcoming parent meeting at Bowman Elementary School to give a presentation about KHCG efforts and how parents and students can get involved. Ms. Oliva also reported that they will give a presentation to the students as well, and would like to purchase promotional items like pencils, erasers etc...to give to the students.

Blytha Bowers reported that HUSD has put together, what they are calling, their "Action Plan", she reported that one of the pieces of the plan, talks about collaboration, and implementing parent centers to encourage community involvement.

Doug Ligibel reported on efforts to maintain graffiti abatement near the Lucky shopping center on Santa Clara Ave., and commented that graffiti reward signs have been posted, and it seems to be helping. Mr. Ligibel reported that he is currently coordinate efforts to obtain private funding to purchase new uniforms for the Downtown Ambassador program, and commented on how he has presented a proposal to city council to implement a fast food tax, similar to what the City of Oakland has in place, to fund on-going efforts to remove litter through-out the city, from fast food restaurant customers.

11. **City Status Reports / Updates:** At this time Todd Rullman, Streets Maintenance Supervisor, introduced himself, and provided a brief background on his responsibility, and tasks within the city.

Lorenzo Smith, on behalf of Matt McGrath, Director of Street Maintenance, requested that the task force consider allocating funding for the cost of repairs to the digital mobile trailer. After discussion task force members decided to consider the item at the September meeting. Mr. Smith reported that the repair costs were approximately \$1,400.00.

12. **Future Agenda Items:** Task force member clean-up event sign-ups; adopt-a-street/block program update; funding for repairs of the mobile digital sign trailer.
13. **Next Meeting:** September 23, 2010.
14. **Turn in volunteer contacts.**
15. **The meeting was adjourned at 9:00pm.**



**Allocations Made for Specific Projects Fiscal Year 2011**

Date	Individual/Organization	Amount	Comments
6/24/2010	Dee Dee & Doug Ligibel	\$ 200.00	As of 9/1 still pending (Mr. Ligibel will need to submit receipts for reimbursement). Funding Request - replacement plants for library fountain.
6/24/2010	Street Party "give-away" items	\$ 1,000.00	Items received and paid
7/22/2010	Increase Street Party "give-away" items	\$ 200.00	Items received and paid
<b>TOTAL</b>		\$ 1,400.00	