



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
October 28, 2010

Revised 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. Approval of the Summary Notes from September 23, 2010 Task Force Meeting (7:05pm – 7:10pm)
- VI. Financial Report (7:10pm – 7:15pm)
- VII. Presentations / Speakers (7:15pm – 7:30pm)
 - a. Brown Act Intent / Getting Your Items on the Agenda (Bowers)
 - b. ‘Spots’ (Mini-Clean Ups) Proposal (Bowers)
- VIII. Clean Up (7:30pm – 7:45pm)
 - a. October 23, 2010 – Glassbrook Elementary School (Ong)
 - b. November 20, 2010 – Foothill Blvd. and Maple Ct. (Clifton / Super)
 - c. Adopt-a-Block Program Status Report (Bowers / McGrath)
- IX. Education and Marketing (7:45pm - 8:00pm)
 - a. Ambassador Program (Ligibel)
 - b. Bowman School Presentation (Oliva/Ong)
 - c. Flyer Proposal (Bowers)
- X. Action Items and Issues (8:00pm – 8:40pm)
 - a. Action Items (8:00 – 8:20)
 - a. 2011 Meeting Schedule – Approval
 - b. Water Bill Inserts Expense – Approval
 - c. Business Card Expense - Approval

- d. Authorize Appropriations for Repair of Message Board (McGrath)
 - e. New Member Checklist (McGee)
 - f. New Member Name Tags / Vests – Update (Horner)
 - g. Clean-Up Sign (McGee)
 - b. Chair Report
 - c. Roundtable (8:25-8:40)
- XI. City Status Reports/Updates (8:40pm – 8:50)
- a. Liability of Community Service Assignments (McGrath)
- XII. Review Future Agenda / Action Items (8:50pm – 8:55pm)
- a. Partners in Education (Horner)
 - b. Brown Act (Staff)
 - c. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
 - d. Bumper Stickers – Update (Bowers/Horner)
 - e. Partnerships – Union City Clean Up Program (Ong)
- XIII. Next Meeting November 18, 2010 (Moved from 4th Thursday, to 3rd Thursday due to Thanksgiving Holiday) Note: There is no meeting scheduled for December 2010
- XIV. Adjournment



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 People who have environmental sensitivities may be in attendance.
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 disabilities in accordance with the Americans with Disabilities Act of 1990.
 Please request needed accommodations at least 72 hours in advance
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 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

September 23, 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; Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager

Task Force Members Present: Carolina Abatayo, Ryan Belden, Blytha Bowers, Lloyd Clifton, Douglas Grandt, Chuck Horner, Rich LaPlante, Doug Ligibel, Laura Oliva, Carole Bates Peck, Monica Ruiz, Frances Sagapolu, Rob Simpson, Kathy Super, Saleacia Taylor

Task Force Members Absent: Florine Banks, Werner Heisserer, William McGee, Jennifer Ong

Guests:

4. **Public Comments:** There were no public comments

5. It was motioned/seconded and unanimously approved to move agenda item XI-b, Chair Report, regarding volunteer recognition to the beginning of the agenda.

At this time Blytha Bowers, on behalf of the KHCG Task Force, presented Matt McGrath, and Chuck Horner with a Certificate of Commendation. Mr. McGrath thanked the task force for recognizing his efforts, and took the opportunity to thank task force members for all of their hard work. Mr. Horner echoed Mr. McGrath's sentiment, and added that he is excited about the direction of KHCG's new strategy.

6. **New Member Introductions:** Newly appointed task force members and returning members were given an opportunity to introduce themselves. Task force members provided a brief background about their interests, and explained why they decided to join the KHCG Task Force.

7. **Approval of Notes from Task Force Meeting of August 26, 2010:** Staff advised task force members that the August 26, 2010 Meeting Notes were published with an incorrect date of August 25, 2010. Noting the necessary correction to the date, it was accepted to approve the notes from the Task Force Meeting of August 26, 2010. (13:0:2)

8. **Financial Report:** The financial report was reviewed. Blytha requested clarification from staff regarding the posting of the expense for promotional items purchased. Subsequently, staff confirmed that the expense was posted against FY2011, and was reported under "Allocations Made for Specific Projects Fiscal Year 2011" on the Financial Report distributed at the July 22, 2010 meeting.

9. **Presentations / Speakers:** Blytha Bowers asked task force members to volunteer to serve as the "Main Point of Contact" for specific KHCG Priorities. Task force members discussed what their duties and responsibilities would be, and how to engage community members and organizations, and promote partnerships; those who were interested selected the "Priority" item for which they wanted to help with. An outline of KHCG Priority Contacts is attached as attachment I.

10. **Upcoming Clean-up / Graffiti Removal Events:**

August 28, 2010 - Soto Rd – Orchard Ave / Jackson St / Harder Rd - Rich LaPlante reported that despite the fact that there was a low turnout, the event went well and volunteers were able to complete graffiti abatement on several buildings and sound walls in the clean-up area.

September 25, 2010 – Whiteman – Jackson to Tennyson (Tennyson High School) – Chuck Horner reported that he has surveyed the area and has identified several locations in need of graffiti abatement. Logistics, administrative, and safety procedures were discussed.

Assignments for future Clean Ups - The clean-up schedule and TF Member assignments for January 2011 through November 2011 were reviewed and finalized and is attached as attachment II.

Adopt-A-Street – Blytha Bowers provided an outline of the "Adopt-a-Block" program and the process for applicants. Matt McGrath described the process for signage. Ms. Bowers reported that there is currently an applicant in the queue to participate in the "Adopt-a-Block" program. Ms. Bowers request task force approval of the proposed program. After discussion it was **motioned/seconded** (Horner/Grandt) and passed, to approve the "Adopt-a-Block" program as proposed. (14.0.1)

Partnerships – Union City Clean Up Program – Jennifer Ong, presenter of this item, was absent; therefore, this item will be placed on the October agenda.

11. **Education and Marketing:**

Tri-CED Funding – Kathy Super provided a brief background of this item for new members. Ms. Super asked that the task force consider allocating funds in support of the program. It was reported that the Hayward Unified School District did not have plans to support the program. After discussion it was suggested that those interested in supporting the program attend a Hayward Unified school District Board Meeting to speak in support of the Tri-CED program during the public comment section. Task force members were also encouraged to visit Tri-CED to learn more about the program.

September 18, 2010 Street Party – Blytha Bowers reported that nine people signed up to be contacted for future clean-up events. It was reported that the overall turnout was minimal, possibly because it was the first time it was held on a Saturday.

Ambassador Program – Doug Ligibel provided a brief background about the program, and requested that KHCG consider a funding request in the amount of \$200 to \$300 for uniform replacement costs. Mr. Ligibel request that this item be postponed until October to allow time to determine exact cost.

Bowman School Presentation – Laura Oliva reported that she, Jennifer Ong, and Blytha Bowers gave a presentation about KHCG at Bowman Elementary School; Ms. Oliva reported that the presentation was well received by parents. They are currently coordinating efforts with the school principal to come back to give the presentation to students in grades third to sixth.

Door Hangers / Flyers Update - Jennifer Ong, presenter of this item, was absent; therefore, this item will be placed on the October agenda

12. **Action Items and Issues:**

New Member Checklist – No discussion on this item took place.

New Member Name Tags / Vests – Name tags will be ordered for newly appointed members and existing members that need them.

Bumper Stickers – Blytha Bowers reported that she researched pricing; however, this item will be postponed until October.

Chair Report – Agenda / City Manager Report / Recognition – Blytha Bowers reported that KHCG nominated Mr. Dan Henriques for the 2011 Annual Volunteer Recognition Award, and encouraged task force members to attend the annual dinner on Tuesday, October 5, 2010 at St. Rose Hospital.

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

13. **City Status Reports / Updates:**

Liability of Community Service Assignments – Matt McGrath request this item be postponed until October, as some additional information needs to be clarified.

Annual Volunteer Dinner 10/5/2010 – Stacey Sorensen reported that the Annual Volunteer Recognition Dinner will be held on Tuesday, October 5, 2010.

14. **Future Agenda Items:** Ambassador Program (Ligibel); Bowman Elementary Update (Ong/Oliva); Liability of Community Service Assignments (McGrath); Authorize appropriations for repair of Message Board (McGrath); Billboard – Clear Channel (Ligibel); Partnerships -

Union City (Ong); Bumper Stickers (Bowers); Door Hangers / Flyers (Ong); Brown Act Information

At this time Chuck Horner suggested that the Registration forms be printed without the date and location information so that that extra's can be used for other events, or consider reducing the quantity printed from 75 copies to 20 per event.

Rich Laplante would like to address the subject of residents that are fearful to report issues in their community due to retribution. Mr. LaPlante would like to invite staff from the Hayward Police Department responsible for specific neighborhoods/communities to attend a KHCG meeting to provide information to help address the problem.

Chuck Horner and Doug Ligibel reported that these types of issues have been addressed through Neighborhood Alert; task force members were encouraged to attend the next meeting, taking place on September 29 at 7:00p.m. at Southland Mall. Neighborhood Alert meets the last Wednesday of each month.

Doug Grandt made a motion for KHCG to attend/participate 350.org, 10/10/10 event taking place at the Hayward Community Garden on Sunday, October 10, from 10:00am – 2:00pm. After clarification the motion was withdrawn, as it was not included on the agenda; the Task Force is prohibited by State law from discussing items not listed on the agenda.

Doug Grandt encouraged task force members to attend the event.

15. **Next Meeting:** October 28, 2010.
16. **Turn in volunteer contacts.**
17. **The meeting was adjourned at 9:12pm.**



Keep Hayward Clean and Green Task Force Priority Owners

EDUCATION AND MARKETING

Utilize education and outreach to ensure individuals, volunteer groups, businesses, and municipal resources are involved and participate in keeping our city clean and green

Task Force Priorities

Marketing and Media Design and Implementation
Neighborhood Partnership Program
HUSD Involvement
Hayward Street Parties
Neighborhood Alert
Chamber of Commerce
Community Engagement Activities
Youth Organizations

Task Force Owners

All (Blytha)
Lloyd
Laura / Jennifer / Chuck / Blytha
Florine / Kathy / Blytha / Frances / Monica
Lloyd / Chuck / Doug L.
Chuck / Blytha
Doug G.
Doug L.

Owners are responsible for the oversight of their priorities.

All TF Members are responsible for 'Clean Up' priorities.

Ownership:

- ensures focus on each priority
- helps avoid overlapping efforts
- utilizes the skills / strengths of TF members
- provides a learning experience for the team (TF)

B. A. Bowers
Oct. 2010

KEEP HAYWARD CLEAN & GREEN

Clean-Up / Graffiti Removal Schedule 2011- draft

Check the City of Hayward website for additional information www.Hayward-CA.gov
 Click on **KHCG** then click on **KHCG Task Force Clean-up Events**
 or contact **Blytha Bowers 510-303-7924** or blytha@aol.com

January 22, 2011 – Jackson “triangle” Area

Area: Jackson Triangle area including Whitman Street

Meet at: Whitman St. & Mardie St., adjacent to UPRR tracks.

Contact: Doug Grandt 510-432-1452 doug.grandt@comcast.net; Ryan Belden 510-852-7164 ryanbelden85@gmail.com

February 26, 2011 – Huntwood Ave. Area

Area: Huntwood Ave., Tennyson Rd. to Harder Rd.

Meet at: Huntwood Ave. & Schafer Rd. (Church parking lot)

Contact: Chuck Horner 510-589-9677 churck@comcast.net; Monica Ruiz 510-846-3014 amiga@earthlink.net

March 26, 2011 – Longwood Elementary School Area

Area: A St. / South Garden area, Hesperian Blvd. to Santa Clara St.

Meet at: Longwood Ave. (In front of school)

Contact: Blytha Bowers 510-303-7924, blytha@aol.com; Frances Sagapolu 510-303-7893 fsagapolu@mofo.com

April 23, 2011 – Tennyson Ave. Area

Area: Tennyson Rd., Mission Blvd. to I-880 (include neighborhoods adjacent to Tennyson Rd.)

Meet at: Tennyson Rd. & Leidig Ct., adjacent to active UPRR tracks.

Contact: Chuck Horner 510-589-9677 churck@comcast.net; Carole Bates Peck 510-305-9893 peckhayward@gmail.com

May 14, 2011 – 8:00am – 1:00 pm Weekes Park, 27182 Patrick Ave

Area: City Wide Clean Up Event

Contact: Kimberly De Land 510-881-7745 Kimberly.DeLand@hayward-ca.gov

June 25, 2011 – Soto Road Area

Area: Soto Rd. / Orchard Ave. area

Meet at: Soto Rd. & Berry Ave. (PG&E Greenway)

Contact: Kathy Super KathySuper@gmail.com 510-537-6498; Rich LaPlante 510-886-4193 TheOldDog1@aol.com

July 23, 2011 – Industrial Parkway Area

Area: Industrial Parkway, Mission Blvd. to I-880 (include Dixon St. area and Mission Blvd., Tennyson Rd. to Fairway St)

Meet at: Industrial Pkwy end of Huntwood Ave (H.A.R.D. Park)

Contact: Laura Oliva 510-908-3654 Idloliva@sbcglobal.net; Monica Ruiz 510-846-3014 amiga@earthlink.net

August 27, 2011 - Eden Gardens Area

Area: Eden Gardens

Meet at: TBD

Contact: Doug Grandt 510-432-1452 doug.grandt@comcast.net; Ryan Belden 510-852-7164 ryanbelden85@gmail.com

September 24, 2011 – Tyrrell Ave Area

Area: Tyrrell Ave.

Meet at: Tyrrell Ave. & Shepherd Ave.

Contact: Lloyd Clifton 510-384-7327 TFGpers2@aol.com; Saleacia Taylor 510-593-9122 saleacia@yahoo.com

October 22, 2011 – A Street / Mission Blvd. Area

Area: Foothill to Meekland, D St. to Maple.

Meet at: Mission & A St.

Contact: Lloyd Clifton 510-384-7327 TFGpers2@aol.com; Kathy Super KathySuper@gmail.com 510-537-6498

November 19, 2011 – Schafer Park Area

Area: Schafer Park Neighborhood

Meet at: Cascade Street between Bishop Ave. & Regal Ave. (PG&E greenway)

Contact: Blytha Bowers 510-303-7924 blytha@aol.com; Carole Bates Peck 510-305-9893 peckhayward@gmail.com

December – NO CLEANUP EVENT

Allocations Made for Specific Projects Fiscal Year 2011

Date	Individual/Organization	Amount	Comments
6/24/2010	Dee Dee & Doug Ligibel	\$ 200.00	As of 10/1 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
TOTAL		\$ 1,400.00	