



## PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force  
Hayward City Hall, Room 2A  
Regular Meeting - 7:00 PM  
January 27, 2011

### 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 November 18, 2010 Task Force Meeting (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:35pm)
  - a. Review Future Expenses (Ong)
  - b. Promotional Products (Oliva / Super)
- VII. Wow Green (Philip Carey / Cindy Carey) (7:35pm – 7:45pm)
- VIII. Inventory - Equipment Check In Proposal (Clifton) (7:45pm – 7:50pm)
- IX. Clean Up (7:50pm – 8:10pm)
  - a. January 22, 2011 - Jackson “triangle” Area (Grandt / Belden)
  - b. February 26, 2011 - Huntwood Ave. Area (Horner / Ruiz)
  - c. Graffiti Detection Device (Horner)
  - d. HPD Photo Data Base (Horner)
  - e. StopUG.org Report (Horner)
  - f. Adopt-a-Block Program Status Report (Bowers / McGrath)
  - g. Spots (All)
- X. Education and Marketing (8:10pm - 8:25pm)
  - a. Ambassador Program (Ligibel)
  - b. Hayward Community Gardens – Support/Partnership (Oliva)
  - c. KHCG Documentary (Sorensen)

- XI. Action Items and Issues (8:25pm – 8:50pm)
  - a. Chair Report (8:25-8:30)
  - b. Roundtable (8:30-8:50)
  
- XII. City Status Reports/Updates (8:50pm – 8:55)
  - a. Assistance to DK – NPPM Flyers/distribution
  
- XIII. Review Future Agenda / Action Items (8:55pm – 9:00pm)
  - a. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
  - b. KHCG TF Priorities Owners Update
  - c. Finance Committee Process Review (?)
  
- XIV. Next Meeting February 24, 2011
  
- 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  
November 18, 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:** Kelly Morariu, Assistant City Manager; Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager

**Task Force Members Present:** Carolina Abatayo, Florine Banks, Blytha Bowers, Lloyd Clifton, Werner Heisserer, Rich LaPlante, Doug Ligibel, William McGee, Laura Oliva, Jennifer Ong, Frances Sagapolu, Kathy Super

**Task Force Members Absent:** Ryan Belden, Douglas Grandt, Chuck Horner, Carole Bates Peck; Monica Ruiz, Rob Simpson, Saleacia Taylor

**Guests:** Steven Chu, Elmer Beltran, Nicole Hernandez, Zohal Amiri

4. **Public Comments:** Elmer Beltran, Youth Commission Vice President, introduced himself.

Cal State East Bay students were in attendance to observe the meeting, as part of a class assignment to write an article about the Keep Hayward Clean and Green Task Force.

Doug Ligibel commented on his frustrations about the continuing vandalism of a billboard owned by Clear Channel, and its affect on his property values. Mr. Ligibel encouraged task force members to write a letter of concern to Mr. Mike Mays, CEO of Clear Channel, to encourage him to take responsibility and resolve the matter. Mr. Ligibel provided the contact information for Mr. Mays.

5. **Approval of Notes from Task Force Meeting of October 28, 2010:** It was **motioned/seconded** and passed to approve the notes from the Task Force Meeting of October 28, 2010. (12:0:0)
6. **Financial Report:** The financial report was reviewed.
7. **Upcoming Clean-up / Graffiti Removal Events:**

**November 20, 2010 – Foothill Blvd. and Maple Ct. (Clifton / Super)** – Lloyd Clifton reported that he and Kathy Super have canvassed the area and have identified several dumping sites. Mr. Clifton commented that they are expecting a large group of students under 18 to participate, so there will be a need for task force members to serve as chaperones. It was noted that most of the student volunteers are from “Inter-Act” of Union City; the KHCG clean-up schedule is posted on their website.

**January 22, 2011 – Jackson “Triangle” Area** - Doug Ligibel suggests that Doug Grandt make contact with the Church located on Silva to advise them of the event, and to request that they inform their

parishioners of the opportunity to participate. It was also noted that the Jackson Triangle Neighborhood Partnership meetings would be a great opportunity to reach out to residents in that area.

**Adopt-A-Block** – Matt McGrath reported that he is pleased with the effort, progress and participation of the program. Mr. McGrath reported that the program has been introduced, and well received, at recent Neighborhood Partnership Meetings.

Mr. McGrath reported that the signage will be silk screened aluminum with a blank area for a removable name of the Adopt-a-Block group; the signs would be attached to existing poles.

Lloyd Clifton reported that he has spoken with Sandy Frost of the Community Garden Group, and she is interested in participating in the Adopt-a-Block program, she is trying to coordinate efforts with the principal of Harder Elementary School.

Stacey Sorensen commented that neighborhood groups are being referred to the Neighborhood Initiative Grant opportunity for funding through David Korth, Neighborhood Services Department. The application is available on the city website.

Ms. Sorensen reported that the participant/volunteer release forms for photos are now available.

Blytha Bowers reported that Carol Bates-Peck is scheduled to participate in the Adopt-a-Block program. Ms. Bowers also reported that program flyers are still being worked on.

**Spots** – Blytha Bowers commented that “Spots” will be a recurring item on the agenda, allowing task force members an opportunity to report on “Spot” activities.

Jennifer Ong reported that she and Doug Ligibel are organizing a graffiti ‘Spot’ clean-up for Friday, December 10, along with Cal State University East Bay students.

**Event Participation “Blanket Approval”** – Blytha Bowers provided a summarization of the discussion that took place at the September meeting. After discussion and clarification, it was **motioned/seconded** that the KHCG provide a blanket approval for KHCG participation at any event sponsored by the City of Hayward, HUSD, public colleges, such as Chabot and CSUEB, and events organized by HARD, provided the task force has the ability to participate logistically, and that there are no required fees for participation. After a vote the motion was passed (12:0:0)

Logistic requirements and guidelines are described below.

1. The KHCG TF member who is interested in participating in the event will notify the rest of the Task Force via email to request assistance and resource materials (a minimum of three people will most likely be necessary to set up the materials and staff the table)
2. A vote will be required if there is a fee to participate at the event.
3. Members who are participating at these events also need to report on the remaining inventory of supplies after the event.

## **8. Education and Marketing:**

**Ambassador Program (Ligibel)** – Doug Ligibel request that the item be postponed until January, as he is coordinating efforts with the City Manager’s Office. Mr. Ligibel will provide an update at the January meeting.

**Hayward Community Gardens – Support/Partnership** – Laura Oliva reported that she will discuss more details with Sandy Frost and report back in January. Lloyd Clifton suggests forming an Ad-Hoc Committee.

**KHCG Documentary** - Stacey Sorensen reported that the film crew will be filming parts of the November clean-up, and the January TF meeting for the documentary. Ms. Sorensen asked task force members to advise Blytha Bowers, at least one week in advance, of any events/activities they would like to have considered for the documentary. Ms. Sorensen would like to complete this project by February.

9. **Action Items and Issues:**

Laura Oliva reported that about 30 Chico bags were given out to the parents who attended a recent KHCG informational meeting.

Discussion took place about purchasing additional promotional items and what types of items to order.

Ms. Oliva made a **motion** to allocate \$210.00 for the purchase of 1000 magnets for hand outs at future school events. Additional discussion took place. An amendment was made to the motion to allocate \$800 for the purchase of promotional items; 1000 coloring books and 1000 magnets. The motion was put on hold pending discussion of the next agenda item.

**Chico Bags vs. Alternative Style of Bag** – Kathy Super reported on the cost difference of ordering more Chico bags versus purchasing an alternative style bag. Discussion took place; task force members considered cost, quality, and expressed concern for using a vendor located within the United States, as well as making sure the products are made in the United States.

After discussion task force members returned to the motion pending; it was **motioned/seconded** to budget up to \$800.00 for the purchase of magnets and coloring books. The motioned passed (12:0:0).

Jennifer Ong suggested that the task force review future expenses for the coming year along with the intended program activities as a future agenda item.

It was **motioned/seconded** to allocate \$2,500 for the purchase of promotional “grocery tote” style bags, the motioned passed (the vote count was unclear on the recording). It was noted that a decision of what type of bag to order is still pending.

**New Member Checklist (McGee)**: William McGee created a “New Member Checklist” including contact information, birthday recognition, name tags, roster, policies, attendance policy, and suggest requesting a letter of recognition, or certificate of appreciation from the Mayor and City council for member’s when/if the resign.

**New Member Vest / Name Tags (Horner)** – Matt McGrath asked Blytha Bowers to provide staff a list of members who need name tags.

**Chair Report** – Blytha Bowers reported that several people have expressed an interest in the Adopt-a-Block program, and that she is hopeful to have the program up and fully running by the first of the year.

**Roundtable** - Task force members were given an opportunity to comment on any suggestions/ideas they may have.

William McGee reported that the Kids Breakfast Club will hold an open house on December 2 from 5:00 p.m. to 8:00 p.m. Mr. McGee suggested putting together a KHCG promotional backpack to be given to volunteers who frequently participate in KHCG clean-up events.

Jennifer Ong provided an update regarding the efforts of establishing a task force in Union City.

Doug Ligibel commented about the ongoing litter problem and inquired about city policies. Mr. Ligibel remarked that he will research information about implementing a reward program to report public dumping, which has already been implemented in other cities. Mr. Ligibel also congratulated William McGee on his recent appointment to the school board.

Florine Banks agrees that there is an ongoing problem with public dumping and commented that something needs to be done to put a stop to it.

Elmer Beltran commented that the Youth Commission meets the first and third Mondays of the Month from 7:00pm-8:30pm, and invited task force members to attend. Mr. Beltran remarked that one of the main priorities of the Youth Commission is to keep schools clean and clear of litter and vandalism.

Lloyd Clifton reported that two and a half dump truck loads of garbage were collected at the October clean-up. Mr. Clifton remarked that there is a huge problem with public dumping and that about a dozen sofas and a dozen mattresses among other things were picked up that day.

At this time discussion took place regarding the problem of public dumping and steps that are being taken to hold property owners responsible. Staff was asked to provide a status update on the process to develop/implement an ordinance addressing public dumping.

Carolina Abatayo reported that she continues to organize efforts at Schafer Park Elementary School including, after school programs and community service. Ms. Abatayo commented that she is in the process of recruiting volunteers.

Werner Heisserer commented that she is looking forward to seeing everyone at the November clean-up.

Laura Oliva commented that she is in the process of starting a Neighborhood Watch Group in her neighborhood.

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

Stacey Sorensen thanked Lloyd Clifton for his KHCG presentation at the Neighborhood Partnership meeting. Ms. Sorensen announced that City Hall and other non-emergency service departments will be on furlough the week of Thanksgiving. Ms. Sorensen also reported that the water bill inserts have been received.

Matt McGrath commented that the previously authorized allocation of \$700.00 for the repairs to the digital sign trailer has not yet posted. Mr. McGrath announced that he will be checking his emails over the furlough week, and commented that the two and a half truck loads of garbage collected at the October clean-up equals about 40 cubic yards of debris removed from city streets.

**11. Future Agenda Items:** Future Agenda Items were not reviewed.

**12. Next Meeting:** January 27, 2011.

**13. The meeting was adjourned at 9:03pm.**

# Financial Report As of January 14, 2011 *KHCG Expenditures*

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
7/1/2010	Credit: Budget Alloction	N/A		\$10,000.00	\$10,000.00
8/31/2010	Crestline Promotional Products	Seed packets, buttons, table cover, coloring books (total includes shipping \$86.75, does not include tax)	\$1,222.29		\$8,777.71
8/31/2010	State Tax (Crestline Items)	State tax less shipping (1,135.54 x 9.75%=110.72)	\$110.72		\$8,666.99
9/10/2010	Postage	Charge for meeting packets mailed to two members	\$2.61		\$8,664.38
9/10/2010	Staples	Purchase of mailing lables used for coloring books	\$12.38		\$8,652.00
10/1/2010	Home Depot	Lysol Wipes, 14" Ties, 8 Pack Bounty Paper Towels	\$74.62		\$8,577.38
10/15/2010	H&L International	Purchase of Gloves	\$65.87		\$8,511.51
10/15/2010	Staples	Purchase of pack of tent cards for name cards	\$8.55		\$8,502.96
10/31/2010	Postage	Charge for meeting packets mailed to two members	\$1.66		\$8,501.30
11/30/2010	Postage	Charge for meeting packets mailed to two members	\$1.70		\$8,499.60
12/17/2010	CEC Print Solutions	Printing charges for business cards (Bowers/Clifton)	\$109.31		\$8,390.29
1/7/2011	Folger Graphics	Printing of water bill inserts	\$1,675.88		\$6,714.41
1/14/2011	Petty Cash - Fleet Management	Purchase of ziplock bags	\$2.73		\$6,711.68
1/14/2011	Tri-City Engravers	Purchase of new member name tags	\$54.33		\$6,657.35
			<b>Total Credits:</b>	<b>\$10,000.00</b>	
			<b>Total Expenses:</b>	<b>\$3,342.65</b>	
			<b>Total Remaining in Budget:</b>		<b>\$6,657.35</b>

**NOTE** Expenditures do not include the following: Purchases that have not yet been added to the system

**Allocations Made for Specific Projects Fiscal Year 2011 Not Yet Posted**

Date	Individual/Organization	Amount	Comments
6/24/2010	Dee Dee & Doug Ligibel	\$ 200.00	As of January 2011, still pending (Mr. Ligibel will need to submit receipts for reimbursement). Funding Request - replacement plants for library fountain.
10/28/2010	Reimbursement to Maintenance Services	\$ 1,400.00	For repairs of the digital message board/trailer
11/18/2010	Purchase of magnets and coloring books	\$ 800.00	
11/18/2010	Purchase of promotional grocery tote bags	\$ 2,500.00	
	<b>TOTAL</b>	<b>\$ 4,900.00</b>	

Total FY11 Budget	\$	10,000.00
Expenditures to date	\$	3,342.65
Allocations made FY11	\$	4,900.00
Balance after allocations and expenditures	\$	1,757.35