



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
July 28, 2011

REVISED #2

Agenda

Please note meeting has been moved back to Conference Room 2A

Please note meeting has been moved to Conference Room 1C

- 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 June 23, 2011 Task Force Meeting (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Attendance Report (7:25pm – 7:30pm)
- VIII. Hayward Community Action Network, Sara Lamnin (7:30pm – 7:50pm)
- IX. Clean Up (7:50pm – 8:10pm)
 - a. Clean Up Focus Group Update (Clifton / Super)
 - b. Graffiti Documentation Focus Group Update (Horner / Irizarry)
Camera / Data Index Cards – Purchase (Discussion / Approval)
 - c. June 25, 2011 (Bowers)
 - d. July 23, 2011 (Clifton / Ruiz)
 - e. August 27, 2011 (Bowers)
 - f. Adopt-a-Block Program Status Report (Bowers / McGrath)
 - g. Spots (All)
- X. Education and Marketing (8:10pm – 8:30pm)
 - a. Environmental Education Focus Group Update / Engage 360 (Bowers / Ong)
 - b. Street Party - July 21, Aug. 18, Sept. 17 (Banks)

- c. Youth Commission (Beltran / Ligibel)
- d. Sustainability (Oliva / Bowers)

- XI. Action Items and Issues (8:30pm –8:45 pm)
 - a. Chair Report (Bowers)
 - b. Roundtable (all)

- XII. City Status Reports/Updates (8:45 pm– 8:55pm)

- XIII. Review Future Agenda / Action Items (8:55pm – 9:00pm)
 - a. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
 - b. Access Hayward Presentation/Training

- XIV. Next Meeting August 25, 2011

- XV. Adjournment



Please do not wear scented products to this meeting.
People who have environmental sensitivities may be in attendance.
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Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
June 23, 2011

- I. **Call to Order:** Meeting called to order at 7:00 p.m. by Chair Blytha Bowers
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by TF Member Chuck Horner
- III. **Roll Call:**

City Council & Staff: Mayor Michael Sweeney; Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager; Colleen Kamai, Senior Secretary

Task Force Members Present: Carolina Abatayo, Blytha Bowers, Lloyd Clifton, Chuck Horner, Rich LaPlante, Doug Ligibel, Laura Oliva, Jennifer Ong, Monica Ruiz, Kathy Super

Task Force Members Absent: Florine Banks, Ryan Belden, Douglas Grandt, Werner Heisserer, William McGee, Frances Sagapolu, Rob Simpson; Saleacia Taylor

Youth Commission Liaison: Elmer Beltran

Guests (Visitor Sign-In): David Haines; Nicole Nowak
- IV. **Public Comments:** Lloyd Clifton introduced David Haines and Patricia (last name inaudible) both whom are residents of Hayward dedicated to the liter removal and graffiti abatement efforts within their neighborhood.

Chuck Horner announced and invited TF members and visitors to the “[Haywallkru](#)” Ribbon Cutting Ceremony on July 4, 12:00 p.m. at Calvary Baptist Church on Ruus Road. The “[Haywallkru](#)” is a wall surrounding the Calvary Baptist Church property that has been designated as a “safe and legal” place for graffiti artists to do graffiti art. Mr. Horner also commented that “[Soulciety](#)” an organization that empowers youth through creativity, leadership and community service, is developing a youth employment program for summer; part of the program will be to focus on clean-up efforts in the South Hayward area.

Doug Ligibel reported on a recent news article about garbage collected along the shoreline; the report described the types and amount of garbage that gets into the bay. Mr. Ligibel also commented on the continued problem of discarded fast food restaurant and convenient store garbage throughout the city, specifically in the downtown area.
- V. **Approval of Notes from Task Force Meeting of May 26, 2011:** It was **motioned/seconded** and unanimously passed to approve the notes from the Task Force Meeting of May 26, 2011 (10:0:0)
- VI. **Financial Report:** The financial report was reviewed.
- VII. **Attendance Report:** TF member attendance at meetings, clean-up, and other events were reported and reviewed; upcoming opportunities for TF member participation were announced.
- VIII. **Engage 360, Smart Energy, Nicole Nowak:** Ms. Nicole Nowak introduced herself and provided a brief synopsis about Engage 360, a smart-energy movement and educational campaign to educate communities, change habits, save energy, and save money. Engage 360 is funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission (you can find additional information at www.engage360.com). Ms. Nowak would like to partner efforts with KHCG by recruiting volunteers and participating together at city and KHCG events. Ms. Nowak explained how Hayward is the “Pilot City” for the program in the East Bay and hopes the efforts in Hayward will be a success that will be modeled in other cities.

IX. Clean Up Events/Activities:

- a. June 25 – Soto Rd. / Orchard Ave. - Logistics and administrative procedures were discussed.
- b. July 23 – Industrial Parkway Area – Logistics and administrative procedures were discussed. TF Member Laura Oliva reported that she will be unable to attend the July clean-up. Vice-Chair Lloyd Clifton offered to switch events; Ms. Oliva will be one of the contacts for the September event and Mr. Clifton will be one of the contacts for July.
- c. Adopt-a-Block Program Status Report – Chair Bowers reported that there are two new Adopt-a-block participants; Heald Business College has adopted a portion of Industrial Blvd., and Hayward Residents Saling and Bickford have adopted the 2600 block of Hawthorn.

X. Education and Marketing:

- a. June 16 Street Party – It was reported that there was a good turnout at the KHCG booth. TF members were encouraged to participate at the July 21 Street Party.
- b. Youth Commission – No new information on this item.
- c. Sustainability – No new information on this item.

XI. Action Items and Issues:

- a. Chair Report – Chair Bowers reported about the KHCG Newsletter would like to issue a monthly newsletter provided there is enough monthly content to publish. Suggested Highlighting Adopt-a-block participants and other community groups making a difference within their neighborhoods.

At this time TF Member Doug Ligibel request that staff follow-up on whether a letter of recognition/appreciation was sent to the vendor, Urban Brothers Painting, who donated a substantial amount of paint to KHCG.

- XII. City Status Reports/Updates:** Stacey Sorensen reported that the KHCG documentary video clip is near completion.

XIII. Review Future Agenda Items:

- XIV. Next Meeting:** July 28, 2011

- XV.** The meeting was adjourned at 8:56 p.m.

