



## PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force  
**Hayward City Hall, Room 2A**  
**Regular Meeting - 7:00 PM**  
**August 25, 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 ó 7:15pm)
- V. Approval of the Summary Notes from July 28, 2011 Task Force Meeting (7:15pm ó 7:20pm)
- VI. Financial Report (7:20pm ó 7:25pm)
- VII. Attendance Report (7:25pm ó 7:30pm)
- VIII. Graffiti Documentation Process, Sukh Sangha, Hayward Police Department (7:30pm ó 8:10pm)
- IX. Clean Up (8:10pm ó 8:20pm)
  - a. Clean Up Focus Group Update (Clifton/Super)
  - b. August 27, 2011 (Bowers)
  - c. September 24, 2011 (Oliva)
  - d. 2012 Clean-up Schedule (Clifton / LaPlante)
  - e. Adopt-a-Block Program Status Report (Bowers / McGrath)
  - f. Spots (All)
- X. Education and Marketing (8:20pm ó 8:30pm)
  - a. Environmental Education Focus Group Update / Engage 360 (Oliva / Ong)
  - b. Street Party - Aug. 18, Sept. 17 (Banks)
  - c. Youth Commission (Beltran / Ligibel)
  - d. Sustainability (Oliva)

- XI. Action Items and Issues (8:30pm ó 8:45pm)
  - a. New Member Appointments/Reappointments Swearing in Ceremony (September 20)
  - b. Chair Report (Bowers)
  - c. Roundtable (all)
  
- XII. City Status Reports/Updates (8:45 pmó 8:55pm)
  
- XIII. Review Future Agenda / Action Items (8:55pm ó 9:00pm)
  - a. City Ordinances ó Business/ Residence Clean Up Requirements (Sorensen)
  - b. Access Hayward/GIS/CRM Presentation/Training - September (Priest)
  - c. 2012 Clean-Up Schedule/Locations ó Discussion / Approval - September
  - d. 2012 Clean-Up Assignments (event õownersö) ó September/October
  - e. 2012 Meeting Schedule ó September/October
  - f. 2012 Water Bill Inserts ó September/October
  
- XIV. Next Meeting September 22, 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 (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
July 28, 2011

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

**City Council & Staff:** Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager; Angela Irizarry, District Command Officer - Southern Division; Colleen Kamai, Senior Secretary Redevelopment

**Task Force Members Present:** Carolina Abatayo; Florine Banks; Blytha Bowers; Lloyd Clifton; Werner Heisserer; Chuck Horner; Rich LaPlante; Doug Ligibel; Jennifer Ong; Kathy Super; Saleacia Taylor

**Task Force Members Absent:** Ryan Belden; Douglas Grandt; William McGee; Laura Oliva; Monica Ruiz; Frances Sagapolu; Rob Simpson

**Youth Commission Liaison:** Elmer Beltran

**Guests (Visitor Sign-In):** Sara Lamnin; Socrates Arriola; Chris Catlow; Alise Smith; Jesse Garrett; Jerry Correia; Anjanette Joachico; Nicole Nowak
- IV. **Public Comments:** Jesse Garrett from the Coalition for Healthy Youth (HCHY) introduced himself and two students, Jerry Correia and Anjanette Joachico, who are actively involved in the Coalition. Mr. Garrett spoke about the coalition's "Hayward Butts Campaign"; volunteers will be picking up discarded tobacco litter throughout the City to bring visibility to the need for stronger tobacco ordinances. The Coalition would like the City to adopt a Tobacco Retailers Licensing Fee requiring tobacco retailers to obtain a license from the City to sell tobacco products; the fees paid would be dedicated to funding HPD enforcement of youth access to tobacco. Mr. Correia and Ms. Joachico commented about their involvement in the coalition and their efforts to bring this issue to the attention of members of the community.
- V. **Approval of Notes from Task Force Meeting of June 23, 2011:** It was **motioned/seconded** and unanimously passed to approve the notes from the Task Force Meeting of June 23, 2011 noting one correction as indicated below: (11:0:0)

Ms. Oliva will be one of the contacts for the October event (not September).
- 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. **Hayward Community Action Network (CAN) Sara Lamnin:** Ms. Lamnin gave a power point presentation about the history, purpose, and mission of the Hayward Community Action Network; a collaboration of individuals who are homeless and members of the faith, business, law enforcement, and social service communities who are working together to develop sustainable solutions. Ms. Lamnin answered TF member questions and encouraged them to contact her if they have any comments or to report any concerns.

## **IX. Clean Up Events/Activities:**

- a. Clean Up Focus Group Update (Clifton / Super) ó TF Member Super reported that City staff has been and will continue to place the digital mobile sign in the clean-up areas about two to three days in advance to advertise the clean-up event. Additionally, Ms. Super reported that she is pending a response from the appropriate staff person regarding advertising on the reader board at Southland Mall. TF Member Banks reported that the TF has received approval to have a small table at the Farmers Market to distribute TF information. TF Member Clifton commented that the group has been working on identifying potential staging areas that provide more visibility for clean-up events.
- b. Graffiti Documentation Focus Group Update (Horner / Irizarry) Camera / Data Index Cards ó Purchase (Discussion / Approval) ó Officer Irizarry reported that she will be providing TF members with training on data collection. Staff provided price estimates on the purchase of the data index cards and a camera with accessories.

It was **motioned/seconded** and unanimously approved to allocate up to \$100 for the cost of printing data collection index cards. (11:0:0)

It was **motioned/seconded** and unanimously approved to allocate up to \$300 for the purchase of one digital camera, memory cards and accessories. (11:0:0)

- c. June 25, 2011 Soto Road and Orchard Ave. Area ó Chair Bowers provided statistics for the event, 11 TF members; 26 volunteers, 84 bags full of discarded garbage and 72 miscellaneous items for a total of 156 items collected.
- d. July 23, 2011 (Clifton / Ruiz) - Chair Bowers provided statistics for the event 9 TF members; 42 volunteers many of which were from the Lincoln Child Center; 40 bags full of discarded garbage and 33 miscellaneous items for a total of 73 items collected.
- e. August 27, 2011 Eden Gardens (Bowers) ó Logistics and administrative procedures were discussed.
- f. September 24, 2011 Tyrell Neighborhood (Clifton) ó Logistics and administrative procedures were discussed.
- g. Adopt-a-Block Program Status Report ó Chair Bowers reported that Lincoln Child Center is interested in participating and is expected to submit an application soon.
- h. Spots ó No new information was reported.

## **X. Education and Marketing:**

- a. Environmental Education Focus Group Update/Engage 360 (Bowers/Ong) ó TF member Ong reported that the educational presentation begins with KHCG, followed by interactive activities led by Tri-CED, and ends with a brief presentation by Nicole Nowak from Engage 360. Ms. Ong reported that the idea is to give the presentation to every elementary school citywide within the current school year; the challenge is that there are twenty-two elementary schools; so they will be working to train parents and volunteers to help with the presentations. TF member Ong also reported that they want to expand the presentations to middle schools and high schools and will look to student leaders to help with the presentations.
- b. July 21 Street Party óIt was reported that there was a good turnout at the KHCG booth, and there was a significant level of interest in the Adopt-a-block program. TF members were encouraged to participate at the August 18 Street Party.
- c. Youth Commission ó No new information on this item as the Youth Commission is on summer break.

- d. Sustainability ó No new information on this item. It was noted that TF Member Doug Grandt has resigned from the Sustainability Committee and TF Member Laura Oliva is the new Liaison.

**XI. Action Items and Issues:**

- a. Chair Report - Chair Bowers spoke about an upcoming event óScience in the Parkö and encouraged TF members who may be interested in participating to contact her.
- b. Roundtable (all) ó TF Member Ligibel reported that the Downtown Neighborhood Watch along with the Downtown Home Owners Association is working with the CA Highway Patrol to combat graffiti vandalism in the 880/92 corridor.

**XII. City Status Reports/Updates:** Matt McGrath provided a brief update on a proposed amendment to the current ordinance that deals with illegally dumped items. The amended ordinance will hold property owners responsible for the condition of the public property fronting their homes, apartments and businesses. The goal of this amendment is to decrease the amount of illegally dumped items that frequently are discarded fronting foreclosed properties, single family homes, multi unit dwellings and businesses. Mr. McGrath reported that staff has held several meetings with property owners and property managers as part of their outreach and education efforts.

**XIII. Review Future Agenda Items:** This item was not reviewed.

**XIV. Next Meeting:** August 25, 2011

**XV.** The meeting was adjourned at 9:00 p.m.



**Allocations Made for Specific Projects Fiscal Year 2012**

Date	Individual/Organization	Amount	Comments
7/28/2011	Purchase of Printed Index Cards	\$ 100.00	up to \$100 for cost of printing index cards for graffiti data collection
7/28/2011	Purchase of Digital Camera and Accessories	\$ 300.00	up to \$300 for cost of purchasing digital camera and accessories
	<b>TOTAL</b>	\$ 400.00	