



## PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force  
**Hayward City Hall, Room 2A**  
**Regular Meeting - 7:00 PM**  
**February 23, 2012**

### 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 [January 26, 2012 Task Force Meeting](#) (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Attendance Report (7:25pm – 7:30pm)
- VIII. Presentations (7:30pm – 8:15pm)
  - a. Photo-Voice - Lupe Nunez (7:30pm – 7:45pm)
  - b. Illegal Dumping Reporting Rewards Program (HPD) (7:45pm – 8:00pm)
  - c. Business Planning (Bowers) (8:00pm – 8:15pm)
- IX. [Upcoming Clean Up Events](#) (8:15pm – 8:30pm)
  - a. January 28, 2012 South Garden Neighborhood (Catlow/Banks)
  - b. February 25, 2012 Tyrell-Glassbrook Neighborhood (Henry/Clifton)
  - c. March 24, 2012 Eldridge Neighborhood (Banks/Ruiz)
- X. Education and Marketing (8:30pm – 8:40pm)
  - a. Youth Commission (Beltran)
  - b. Environmental Education (Oliva / Bowers)
  - c. Sustainability (Oliva)
- XI. Action Items and Issues (8:40pm – 8:50pm)
  - a. Chair Report (Bowers)
  - b. Roundtable (all)
- XII. City Status Reports/Updates (8:50pm – 8:55pm)

- XIII. Review Future Agenda / Action Items (8:55pm – 9:00pm)
  - a. City Ordinances – Business/ Residence Clean Up Requirements (Bristow)
  - b. Graffiti Reporting Hot Line (Technical issues)
  - c. Review Finance Committee Role/Purpose
  - d. Misdemeanor Consequences for Graffiti Vandals (Horner)

XIV. Next Meeting March 22, 2012

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  
January 26, 2012

- I. **Call to Order:** Meeting called to order at 7:04 p.m. by Chair Blytha Bowers
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by Youth Commissioner Elmer Beltran
- III. **Roll Call:**

**City Council & Staff:** Lawrence McGrath, Director of Maintenance Services; Stacey Bristow, Neighborhood Partnership Manager; Colleen Kamai, Senior Secretary

**Task Force Members Present:** Carolina Abatayo; Braxton Banks; Florine Banks; Blytha Bowers; Lloyd Clifton; Heather Enders; Suzanne Gayle; David Haines; Rev. Desmond Henry; Chuck Horner; Rich LaPlante; Doug Ligibel; Laura Oliva; Jennifer Ong; Monica Ruiz; Tawana Smith; Kathy Super; Vishal Trivedi

**Task Force Members Absent:** Christopher Catlow

**Youth Commission Liaison:** Elmer Beltran

**Guests (Visitor Sign-In):** Blanca Navarrete, Photo Voice Program; Star Jones, LPS Student; Haleigh Goree, LPS Student; Angela Irizarry HPD; Robert Purnell HPD
- IV. **Public Comments:** Vice Chair Clifton introduced Blanca Navarrete of the Photo Voice Program. Ms. Navarrete will be presenting information about the Photo Voice Program to the task force at the February meeting.

Chuck Horner recommended the book “Graffiti in Tahiti” to task force members.

Officer Angela Irizarry announced she has a new assignment working for the Investigation Bureau and introduced Officer Robert Purnell as her replacement in the District Command Unit. Officer Purnell will be working with Officer Sukhjeet Sangha on the Graffiti Documentation process.

Officer Purnell spoke briefly about his background and commented he looks forward to working with the task force.

Doug Ligibel reported that the Downtown Neighborhood Watch Group has performed three clean-ups since the November 2011 task force meeting. Mr. Ligibel reported that the group has 1) performed graffiti abatement on the Eldridge Ave. pedestrian overpass, 2) worked regularly to clean-up the Hesperian intersection and the ROP wall, and 3) that they continue to work with BART PD on the pillars on the west/back side of the Hayward BART station. Mr. Ligibel asked TF members to continue to report graffiti and graffiti vandals.
- V. **Approval of Notes from Task Force Meeting of November 17, 2011:** It was **motioned/seconded** and passed by majority vote to approve the notes from the Task Force Meeting of November 17, 2011. (17:0:1:1)
- VI. **Financial Report:** The financial report was reviewed.
  - a. Financial Request Leadership Public School (LPS): Students from Leadership Public School Hayward (LPS) introduced themselves and gave a presentation on their school and submitted a request for financial support in the amount of one hundred twenty-five (\$125) dollars to help with the cost of publication of their school newspaper the “Royal Times”. The students answered task force member questions and provided detailed information about the publication, student body, and academic and community service requirements.

After discussion, it was **motioned/seconded** and passed by majority vote to contribute one hundred twenty-five dollars (\$125) towards publication cost of the “Royal Times” school newspaper. (17:0:1:1)

**VII. Attendance Report:** TF member attendance at meetings, clean-up, and other events were reported.

**VIII. Presentations:**

- a. CRM – Technology Services Director, Clancy Priest provided a detailed presentation on the Customer Relations Management System (CRM). Mr. Priest guided TF members through the process of entering a CRM request as well as demonstrating how staff receive and process a request.
- b. KHCG Business Planning – Chair Bowers reviewed the clean-up and Adopt-a-Block program statistics for 2011 and thanked TF members for their contribution to a successful year. Chair Bowers also reviewed the KHCG Business Plan which outlines the TF priorities, Clean Up and Education and Marketing. Chair Bowers recommended adding an additional priority/focus for calendar year 2012. After discussion it was **motioned/seconded** to add an additional priority identified as “Policy and Enforcement” to the current TF priorities, which include Clean Up and Education and Marketing. (18:0:0:1)

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

- a. November 19, 2011 – Schafer Park Neighborhood – Vice-Chair Clifton expressed his disappointment that despite distributing hundreds of event flyers to Schafer Park and Eldridge Elementary schools attendance was extremely low. TF members expressed concern that the flyers may not have been distributed to students; they also discussed strategies to improve communication with school principals as a way to increase participation of students and their families.
- b. January 28, 2012 – South Garden Neighborhood – TF Member Christopher Catlow was not in attendance as such, TF Member Florine Banks, as the event co-sponsor, stood in to discuss logistics and administrative procedures.
- c. February 24, 2012 Tyrell-Glassbrook Neighborhood – Vice Chair Clifton reported that he recently spoke to the residents who attended the Tyrell-Glassbrook Neighborhood Partnership meeting and thanked them, along with the Glassbrook Neighborhood Group for their efforts to keep their neighborhood clean.

**X. Education and Marketing:**

- a. Youth Commission – Youth Commissioner Elmer Beltran reported that the Youth Commission is focusing on a Youth Summit being planned for May 29, 2012. Commissioner Beltran reported they have not completed their Adopt-A-Block application process but are expected to soon.
- b. Environmental Education – No new information given.
- c. Sustainability – TF Member Laura Oliva reported that the Sustainability Committee’s quarterly meeting took place on January 4, 2012. During the meeting the City of Hayward was presented with a plaque for participation in the PGE Climate Smart Program. Additionally two StopWaste proposed ordinances were presented to the Committee; 1) Single-Use Bag Reduction County-Wide, and 2) Mandatory Recycling Provisions for Businesses and Multi-Family Complexes County-Wide. Ms. Oliva reported that on January 25, 2012 the StopWaste Board voted and adopted both ordinances which will take effect January 1, 2013.

**XI. Action Items and Issues:**

- a. Stop Urban Blight (STOPUB) – TF Member Chuck Horner provided a background on Stop Urban Blight and outlined the membership options available; individual memberships, all task force members. Stacey Bristow

reported that the City may be registering a membership and offered to include up to two TF members. After discussion it was **motioned/seconded** and approved to participate under the City's membership.

- b. Adopt-a-Block Web Page – Chair Bowers reported that the Adopt-a-Block webpage has been launched on the City's website and that Lincoln Child Center has included information about the Adopt-a-Block program in their newsletter.
- c. Chair Report (Bowers) – April Clean Up Event – Chair Bowers reported that up to three hundred and fifty volunteers are expected for the April clean-up Chair Bowers reported that approximately two hundred will come from Cal State University East Bay (CSUEB), as part of their Freshman Day of Service; and about one hundred from Jesus Christ of Latter Day Saints. Chair Bowers request that all TF members attend.
- d. Round Table - TF members were given an opportunity to comment on any suggestions/ideas they may have.

**XII. City Status Reports/Updates:** No new information given.

**XIII. Review Future Agenda Items:** Graffiti Reporting Hot Line (Technical issues); Review Finance Committee (Role/Purpose); Discuss Revisions of Misdemeanor Consequences for Graffiti Vandals (Horner).

**XIV. Next Meeting:** February 23, 2012

**XV.** The meeting was adjourned at 9:07 p.m.



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

Individual/Organization	Amount	Comments
Leadership Public School Hayward (LPS)	\$ 125.00	Support Publication of School Newspaper
<b>TOTAL</b>	\$ 125.00	