



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
April 25, 2013

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 March 28, 2013 (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:30pm)
 - a. Proposed Expenditures
- VII. Attendance Report (7:30pm – 7:35pm)
- VIII. Clean Up Events (7:35pm – 8:05pm)
 - a. April 20, 2013 – Earth Day (Citywide Cleanup Event)
 - b. May 18, 2013 – Jackson Triangle Neighborhood (Caines)
 - c. June 22, 2013 – South Hayward Neighborhood (Bowers/Oliva)
 - d. Adopt-a-Block Program Update (Bowers)
- IX. Education and Marketing (8:05pm – 8:20pm)
 - a. Outreach List (Bowers)
 - b. Anti-litter Campaign (Bowers)
 - c. Youth Commission
 - d. Sustainability (Oliva)
- X. Clean and Green Policy (8:20pm – 8:25pm)
 - a. Graffiti Vandalism Prevention – Ad Hoc Committee Update (Bowers / Horner)
- XI. Action Items and Issues (8:25pm – 8:45pm)
 - a. TF Member Recruitment
 - b. Clean Campus Competition (Horner)
 - c. City Wide Garage Sale – Update

- d. Chair Report (Bowers)
- e. Roundtable

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

XIII. Review Future Agenda / Action Items (8:55pm – 9:00pm)

- a. Purchase of Promotional Tote Bags
- b. KHCG Task Force Safety
- c. Upcoming Downtown Street Parties

XIV. Next Meeting May 23, 2013

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
March 28, 2013

- I. **Call to Order:** Meeting called to order at 7:06 p.m. by Chair Blytha Bowers
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by TF Member Rich Laplante
- III. **Roll Call:**

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

Task Force Members Present: Carolina Abatayo; Braxston Banks; Florine Banks; Blytha Bowers; Radonna Foley-Scott; Suzanne Gayle; Chuck Horner; Rich LaPlante; Laura Oliva; Tawana Smith

Task Force Members Absent: Dana Caines; Christopher Catlow; David Haines; Rev. Desmond Henry; Kathy Super

Youth Commission Liaison: Not Present

Guests (Visitor Sign-In): Sherry Blair, Resident
- IV. **Public Comments:** Chuck Horner reported that he met a couple of residents doing graffiti abatement on their fence, so he gave them “Be nice to me I cleaned Hayward” stickers and they appreciated the gesture.
- V. **Approval of Notes from Task Force Meeting of February 28, 2013:** It was **motioned/seconded** and passed by majority vote to approve the February 28, 2013 meeting notes: (10:0:0:5 absent)
- VI. **Financial Report:** The financial report was reviewed. Staff reminded TF members that the end of the fiscal year is approaching and all final purchases should be approved by the May meeting. At this time TF members asked staff to follow up on the cost and liability issues of purchasing a small work truck for the TF. TF Member Rich LaPlante asked staff to follow up on the cost to the City and TF for large Waste Management dumpsters.
- VII. **Attendance Report:** TF member attendance at meetings, clean-ups, and other events were reported.

At this time Agenda Item XIII – a. *Illegal Dumping Ordinance Update* was moved up for the convenience of a member of the audience. Matt McGrath, Director of Maintenance Services provided a brief outline of the progress of the Illegal Dumping Ordinance reporting that since January 1 his department has seen a 48.5 reduction in cases and a 62.5% cubic yard reduction compared to the same time period in 2012. He reported that of the ten current cases, four were abated by Waste Management, four were abated by the City, and two were abated by the property owner and only one has been billed. Mr. McGrath reported that staff has been working with property owners to educate them on the Ordinance and process.
- VIII. **Interim Vice Chair Election:** At this time Chair Bowers moved up agenda item XII. A. *TF Member Roles, Responsibilities and Expectations* as it relates to the election process. Chair Bowers outlined the various responsibilities and duties previously held by the former Vice Chair. TF members talked about how the responsibilities can be divided up amongst the group and volunteered for various assignments.

After discussion, TF Member Tawana Smith accepted the nomination to serve as Interim Vice Chair. Seeing no other nominations it was **motioned/seconded** and passed unanimously to appoint Tawana Smith to serve as Interim Vice Chair.

IX. Clean Up Events/Activities:

- a. March 23, 2013 – Upper B Street Neighborhood (Banks/Smith) – TF Member Florine Banks reported that she did a thorough walk through of the area prior to the cleanup event and noted that as a whole the area was clean. She added that after the cleanup ended she canvased the area and noticed some garbage flying around from a local business, so she stopped to talk to them to let them know about the cleanup efforts earlier that day, and they agreed to pick up the garbage around their business.

TF Member Radonna Foley-Scott reported that the garbage collected during the cleanup had not been picked up by the City until after Sunday. She also reported that residents in the neighborhood were very happy to see volunteers out cleaning their neighborhood. Ms. Foley-Scott said it would be great if she had something with KHCG cleanup information to hand out to residents as she was walking through the neighborhoods. Stacey Bristow, Neighborhood Partnership Manager suggested having business cards printed with KHCG information. Staff was asked to provide a cost estimate at the next meeting.

- b. April 20, 2013 – Earth Day Citywide Cleanup Event – Administrative and logistic procedures were discussed.
- c. May 18, 2013 – Jackson Triangle Neighborhood – Nothing reported.
- d. Adopt-a-Block Program – Nothing reported.

At this time Chair Bowers asked and Mr. McGrath agreed that his staff would be available on cleanup days to canvas the cleanup area with a TF member to collect larger/heavier discarded items when TF Member Rich LaPlante is not available.

X. Education and Marketing:

- a. Anti-litter Campaign – Nothing reported.
- b. Environmental Education Update – Nothing reported.
- c. Youth Commission – Chair Bowers said she would follow up with Council Member Zermeno on designating a Youth Commissioner as a liaison to KHCG.
- d. Sustainability – No information to share at this time.

XI. Clean and Green Policy

- a. Graffiti Vandalism Prevention – Ad Hoc Committee Update – Chair Bowers reported that the Ad Hoc Committee will begin meeting monthly starting in April.

XII. Action Items and Issues:

- a. TF Member Roles, Responsibilities and Expectations – This item was moved up on the agenda.
- b. Clean Campus Competition (Horner) – TF Member Chuck Horner asked to postpone this item until April.
- c. City-Wide Garage Sale – Date/Budget – Stacey Bristow asked TF members to volunteer to help staff plan and coordinate. TF members Braxton Banks, Laura Oliva and Tawana Smith said they could help. At this time it was **motioned/seconded** and unanimously passed to allocate \$1,000 towards the cost of advertising for the event (10:00:5 absent.)
- d. Digital Reader Board – Staff reported that the City of Hayward has been allocated limited space on the Electronic Message Board at Southland Mall. Message submittals are limited strictly to City-sponsored programs and public service announcements. There is a form that must be completed and submitted to the Office of the City Manager for each request. Submittal of the form does not guarantee the message will be displayed.
- e. Chair Report (Bowers) – Chair Bowers reported that she previously met with the City Clerk and the Mayor to talk about TF member recruitment. She reported that a KHCG TF panel will be formed to screen applicants to form recommendations prior to Council interviews. TF members Bowers, Horner, Oliva, and LaPlante

volunteered to serve as the panel. The group will need to develop their panel questions and Chair Bowers will confirm a date for the panel interviews. Chair Bowers reported that the City Clerk's office will also add a supplemental questionnaire to the KHCG recruitment application. The questionnaire will incorporate more specific questions related to the KHCG roles, responsibilities and expectations. It was noted that this year's annual recruitment event will be slightly different than previous years. The event will be on Saturday, June 1. Staff was asked to report on event details at the next meeting.

- f. Roundtable – TF members were given an opportunity to comment on any suggestions/ideas they may have and to report on any activities they have participated in.

XIII. City Status Reports/Update: Stacey Bristow reminded TF members that the deadline to turn in their 700 Form to the City Clerk is 5:00pm Tuesday, April 2. Ms. Bristow reported as part of the Graffiti Prevention Ad Hoc Committee's efforts, notices were sent to twenty four local businesses, advising them of the City Ordinance to keep spray cans locked up and secure. Of the twenty-four businesses who received the notice, fourteen either didn't sell spray cans or didn't have violations, nine businesses did have violations, they were given violation notices and thirty days to comply or they will be fined. Staff will re-inspect those businesses after April 12.

XIV. Review Future Agenda / Action Items: No new items.

XV. Next Meeting: April 25, 2013

XVI. Adjournment: The meeting was adjourned at 9:03p.m.

DATE: April 25, 2013
TO: Keep Hayward Clean & Green Task Force
FROM: Stacey Bristow, Neighborhood Partnership Manager 
SUBJECT: New Member Recruitment Process

The purpose of this memo is to acknowledge and recognize the need to establish and put into practice a standardized recruitment process for new members of the Keep Hayward Clean and Green Task Force.

Task Force committee members will have a higher level of participation and involvement throughout the various stages of the recruitment process.

The goal of establishing this process is to improve the retention of new members and enable them in contributing to the Task Force through a better understanding of how the Task Force operates and its mission statement. These guidelines will assist them in achieving personal success in their participation by gaining a better overall understanding of how, and in what ways, they may become an integral part of the membership.

Suggestions for this process are:

- 1) Applications of those expressing interest in joining the Task Force will be reviewed in regards to their qualifications and eligibility.
- 2) A mission statement or goals objective will be provided to each applicant so they can envision how their efforts and contributions may best be realized within the Task Force.
- 3) The committee may recommend those persons they identify as being applicable candidates for the Task Force.
- 4) Three committee members will participate in the interview process and provide their recommendations for appointment to Council members.

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

Allocations Made for Specific Projects Fiscal Year 2013

Date	Individual/Organization	Amount	Comments
7/26/2012	City Wide Garage Sale	\$ 472.00	for expenses associated with event planning/marketing (as of 1/1/13 spent \$528 of the \$1,000 allocated)
10/25/2012	Supplies	\$ 439.71	\$2536.76 150 grabbers; \$480.24 120 vests; \$127.43 label maker (as of 1/1/13 2,097.05 paid out for grabbers)
2/28/2013	Graffiti Brochures	\$ 298.00	Reorder 2,500 brochures
3/28/2013	City Wide Garage Sale	\$ 1,000.00	add'l funds for espenses associated with event planning/marketing
TOTAL		\$ 2,209.71	

Expended to date	\$4,885.50
Alocated to date	\$ 2,209.71
Remaining	\$2,904.79
	\$10,000.00