



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A

7:00 PM
October 2, 2014

Special Meeting **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)
- V. New and Returning Task Force Member Introductions (7:10pm)
- VI. Introduction - Frank Holland, Community and Media Relations Officer (7:20pm)
- VII. Approval of the Summary Notes from August 21, 2014, and September 25, 2014 (8:00pm)
- VIII. Clean Up's, Upcoming Events, and Projects (8:05pm)
 - a. October 4, 2014 Science in the Park (Pre-Event Report - Horner/Gayle)
 - b. October 25, 2014 (Make a Difference Day) Whitman/Mocine Neighborhood (Pre-Event Report - Bowers/Clifton/Banks) Meet at: Tennyson High School 27035 Whitman Street
 - c. November 22, 2014 East Avenue Neighborhood/Mission-Foothills & Upper B Street Meet at: Hayward High School 1633 East Ave.
- IX. Action Items, Issues, and Updates (8:20pm)
 - a. Agenda Format & Work Sessions October/November & Possible Special December Meeting (Discussion/Planning – Bowers/Kamai)
 - b. Business Planning (Bowers)
 - c. Chair Report (Info/Updates - Bowers)
 - d. Roundtable (Info/Updates – All)
- X. City Status Reports/Updates (8:50pm)
- XI. Review Future Agenda/Action Items (8:55pm)
 - a. Finance Committee Purpose/Role

- b. KHCG Task Force Safety
- c. Anti-litter Campaign (Bowers)
- d. Annual Coastal Cleanup Day 2015
- e. Chair/Vice-Chair/Second Vice-Chair Discussion/Nomination/Elections (January 2015 (See 2/28/13 motion to hold nominations/elections every two years in January starting 2014/see April 2014 Summary Notes – nominations/elections postponed)
- f. Past, Present, Future – Direction of TF (October, November, & Tentative December)
- g. Presentation – Greg Galati, Proposal for Measure C Funding (October)
- h. 2015 Clean Up Schedule and Assignments (October & November)
- i. 2015 Meeting Schedule (October)

XII. Next Meeting October 23, 2014 (Regular Meeting November 20, Tentative Special Meeting December 18)

XIII. 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) 583-4340, 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
August 21, 2014

I. Call to Order: Meeting called to order at 7:09 p.m. by Chair Blytha Bowers

II. Pledge of Allegiance: The Pledge of Allegiance was led by TF Member Suzanne Gayle

III. Roll Call:

City Council & Staff: Al Mendall, Councilmember; Eusebio Espitia, Code Enforcement Supervisor; Colleen Kamai, Executive Assistant

Task Force Members Present: Florine Banks; Blytha Bowers; Lynne Clifton; Heather Enders; Suzanne Gayle; Rich LaPlante; Laura Oliva; Tony Perini; Tawana Smith; Moses Sullivan; Kathy Super; Wandra Williams

Task Force Members Absent: Carolina Abatayo; Radonna Foley-Scott; Chuck Horner; Robert Miller

Youth Commission Liaison: Gerardo Barcenas

Guests (Visitor Sign-In):

IV. Public Comments: Chair Blytha Bowers talked about her understanding of the purpose and roll of the KHCG Interview Panel related to the task force member recruitment process and expressed great disappointment that the process, as she understood it, was not followed by City Council when appointing new members. Chair Bowers also mentioned that she intended to follow up with staff.

Council Member Al Mendall commented that council did have questions during their discussions about why or why not a candidate was recommended by the task force, but that there were no explanations included in their packets. He mentioned it would have been helpful to have the information to understand the basis for task force recommendations.

Rich LaPlante commented that each candidate interviewed by the KHCG Interview Panel was given a score. He added that the interview panel spent a lot of time reviewing candidate applications, analyzing interview notes and scores, and preparing an explanation for each recommendation before submitting their final recommendation. It is unclear why the explanations were not included as part of council packets.

Laura Oliva commented that though she was unable to participate on this year's Interview Panel she understands the process and how much time the panel devotes to making their recommendations. She is also disappointed that the process was not followed and wants an explanation from appropriate staff.

V. Action Items and Updates:

- a. Approval of the Summary Notes from July 24, 2014 - It was **motioned/seconded** (LaPlante/Clifton) and passed by majority vote to approve the July 24, 2014 meeting notes. (12:0:0:4 absent)

- b. Participation 4th Annual Graffiti Masters Vendor Booth – TF Members Lynn Clifton and Florine Banks volunteered to staff the booth. TF Member Chuck Horner will receive a full day pass, which includes lunch and golf.
- c. August 23, 2014 Clean Up Event – Logistic and administrative procedures were discussed. TF Member Wandra Williams reported the staging area will be at the front of Moreau Catholic High School’s parking lot. Moreau’s campus supervisors will be onsite to assist with parking. The school will also be making an announcement Friday reminding students to participate at the event.

VI. Discussion: Past, Present, Future: Chair Bowers reviewed the KHCG Task Force Mission, Initiatives and Goals and talked about task force accomplishments related to events, projects, programs, policy, and ad hoc teams.

Breakout Brainstorming Session (Key Priority Groups): Task force members used this opportunity to discuss task force initiatives and what they would like to add, change, or improve on. They wrote their ideas on the white board – see attachment I for a transcript. It was noted that this item is intended to be a brain storming session and acknowledged there will be additional sessions during upcoming meetings to continue discussion, prioritize and plan accordingly.

Task force members discussed improving outreach efforts to residents, businesses, and churches, and building partnerships with the school district and park district. They talked about improving outreach to and involving youth. They also talked about modifying the type of event from just a clean-up; litter pick-up and graffiti removal to a beautification event that might include a landscape project or planting trees.

They talked about what, they as individual task force members, can do to contribute to these efforts. They talked about improving the format of the meeting agenda’s and the importance of keeping meetings on track to be more efficient. They talked about fees and or taxes that can be used to offset cost associated with litter pickup and graffiti removal efforts or that can be used for special landscape projects. They also talked about using the information gathered in the brainstorming session to prioritize and identify weaknesses and strengths, which will be used to develop a plan for future initiatives and goals.

VII. Action Plans and Assignment of Team Leaders: There was no information or discussion at this time.

VIII. Next Steps/Review Future Agenda Items: The group briefly reviewed future agenda items and staff reminded task force members to contact staff at least two weeks in advance if they have an item they want to add to an agenda.

IX. Next Meeting: September 25, 2014

X. Adjournment: The meeting was adjourned at 9:30p.m.

KHCG TF 8/21/2014**Agenda Item VII. Breakout Brainstorming Session (Key Priority Groups)**

Clean & Green Events	Education, Outreach and Marketing	Clean and Green Policy
<ul style="list-style-type: none"> • Graffiti Removal • Adopt-a-Block • Make A Difference Day • Annual Garage Sale • More landscape and beautification projects • Murals • Fence Paintings • Add E-Waste to each clean up event • Street Tree Plantings (Available for monthly clean ups) • Seed packet giveaways • Task force members - adopts an area for 1 year. Walk & upload to Access Hayward @ least once per year or quarterly • Revised flyers for clean-up events • Multiple projects simultaneously at different locations • Earlier neighborhood canvassing prior to events • Offer resource materials for other City services and programs at clean-up events • Coastal Clean-up event • Liability/Permission for minors at clean-up events (need clarification on policy) • Annual Adopt-a-Block Day 	<ul style="list-style-type: none"> • Feedback from cleanup events, residents, businesses • Partnership with HUSD – meet with Superintendent • Environmental Education Program • Neighborhood Partnership (Adopt-a-Block) • Partnership with Chamber of Commerce • Advertise on City Hall solar trash can • Business Outreach • Youth Commission – liaisons promote KHCG at schools • Student Ambassador’s from each High School/Middle School • Partner with other cities that border Hayward • Churches (Gading Road) • Property Owners/Managers • Rental Housing Association • Movie Nights on the Plaza (produce short KHCG clip) • Partnership with Hayward Area Recreation and Park District (H.A.R.D.) • Youth Outreach • Science in the Park 	<ul style="list-style-type: none"> • Environmental • Anti-Litter Campaign – Possible partnership with District Attorney’s Office. • Graffiti/Vandalism - Restitution • Impact Fee – dedicated to KHCG for businesses that create bulk of litter • Shopping cart fees – copy of ordinance • Graffiti Database/KHCG photos use in prosecution



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
September 25, 2014

- I. **Call to Order:** Meeting called to order at 6:05 p.m. by Chair Blytha Bowers
- II. **Public Comments:** There were no public comments.
- III. **Brown Act, Attendance Policy, and Conflict of Interest Rules:** City Attorney Michael Lawson provided a summary of the Brown Act, Attendance Policy, and Conflict of Interest Rules and answered task force member questions.
- IV. **Mission and Priorities:** Chair Bowers reviewed the KHCG Mission and Priorities.
- V. **Initiatives and Ad Hoc Committees:** Chair Bowers reviewed KHCG Task Force Initiatives and provided an outline and background of KHCG ad hoc committees.
- VI. **Monthly Clean-Up Events, Special Programs and Projects:** Chair Bowers provided a summary of the Adopt-a-Block Program, Annual City Wide Garage Sale, Graffiti Vandalism Prevention Ad Hoc Team, Science in the Park, Make a Difference Day, CSUEB Freshman Day of Service.

She also talked about the process the task force is currently working through to develop a business plan, which will be based on input and feedback from all task force members. The task force is currently, and will be over the next several meetings, analyzing the priorities and initiatives to determine what works, doesn't work and what needs improvement.
- VII. **Attendance Policy, Standards and Expectations:** Chair Bowers reminded task force members that their attendance at regular meetings and clean-up events cannot drop below 75%. Attendance is reviewed by the City Clerk quarterly.
- VIII. **Review KHCG Webpage & Access Hayward:** Chair Bowers showed task force members how to navigate to the KHCG pages of the City of Hayward website including the Adopt-a-Block page and how to use the Access Hayward system to report blight. Task force members were encouraged to download the free Access Hayward app on their smart phones.
- IX. **Adjournment:** The meeting was adjourned at 7:37p.m.