Annual Board of Directors' Meeting

Downtown Hayward Improvement Association
Tuesday, November 17, 2026, at 10:00 a.m.
In-Person: Lincoln Landing Mezzanine Room, 22335 Foothill Blvd. Hayward, CA. 94541
Zoom Virtual Link: https://us06web.zoom.us/j/84261745239
Meeting ID: 842 6174 5239 | Passcode: 22654 | Call-In: +1 (669) 444-9171

1. Introductions and Meeting Etiquette/Resti Zaballos, Jr., Board President
2. Public Comment & Announcements (3 Minutes Max Per Person)
3. Approval of the September 22, 2026 Meeting Minutes ***Action Item*** P. 3 - 8
4. Report from the Nominations Task Force for received applications to the Board, determination of qualifications by staff:

   Recommendations from the Task Force for appointments to the Board for a two-year term:
   a. Property Owner Director Nominations: ***Action Item*** P. 9
      I. Alfred Antonini (1004 B Street)
      II. Alexander Husary (22650 Main Street)
      III. Daniel Mao (777 B Street)
      IV. Thomas Leung* (938 B Street)
   b. Community At Large Directors Nominations:
      I. N/A
5. DHIA Vacant Board of Director Seat Appointment: Bay Area Rapid Transit (BART) ***Action Item***
6. Committee Reports:

<u>Executive Committee / Resti Zaballos Jr., President</u>

a. Election of Officers for one-year terms:
   I. Board President ***Action Item***
   II. Vice President ***Action Item***
   III. Secretary ***Action Item***
   IV. Treasurer ***Action Item***
b. FY26 Year-to-Date Draft Financial Report ***Action Item*** P. 10 - 12
c. FY27 Budget Process: Authorization for Exec. to Formulate FY27 Draft Budget ***Action item***
d. DHIA Sponsorship Update: Latin Jazz Festival

<u>Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair</u>

a. Downtown Hayward Maintenance Report: Sept. – Oct. 2026 P. 13 - 14
b. Next Meeting with BACS Re: St. Regis Village

<u>District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair</u>

a. Olive Public Relations Status Report P. 15 - 18
b. Taste of Hayward: Event Recap
c. Downtown Holiday Décor Update

Land Use & Project Review Committee / Marco LiMandri, (Interim) Chair

a. Downtown Parking Enforcement: Update
b. Hayward Active Transportation Plan Stakeholder Meeting

5. Next Meeting: _____

6. Adjournment: ***Action Item***

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 22654 Main Street, Hayward CA. 94541 and on the DHIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Dominic LiMandri at (510) 556-1278 or via email at info@downtownhayward.com at least 48 hours prior to the meeting. VITURAL MEETING PARTICIPATION. Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee/Board quorum or are allowed to vote.

Downtown Hayward Improvement Association
Board of Directors Meeting
Tuesday, September 22, 2026, at 10:00 a.m.
Lincoln Landing Mezzanine Conference Room
22335 Foothill Blvd. Hayward, CA 94541

Present: **Sara Buizer, Resti Zaballos, Ben Schweng, Alejandro Gamarra, Lucy Lopez, Alfredo Rodriguez, Daniel Mao, Al Antonini, Alexander Husary**

Absent: **Thomas Leung**

Guests: **Emily Young (City of Hayward), Sgt. Mike Carpenter (Hayward PD)**

Staff: **Marco Li Mandri, Nick Yoo, and Dominic Li Mandri (zoom) (New City America), Ana Ybarra (Olive)**

MINUTES:

Item	*Discussion*	*Action Taken?*
1. Introductions and Meeting Etiquette	Marco Li Mandri opened the meeting at 10:03 a.m. Introductions were made.	***No action taken.***
2. Public Comment & Announcements	Lucy Lopez mentioned the Mariachi Festival will be this Saturday. Alejandro Gamarra shared some concerns he has been facing with the homeless at his businesses. On one occasion, one of his employees was slapped by a transient during broad daylight. On another occasion, there were two individuals using drugs in the open. Marco Li Mandri asked if the police was contacted. Alejandro responded that the police were contacted for the physical assault	***No action taken.***

	incident. Discussion followed. Marco shared that several restaurants have closed in San Diego mainly due to sidewalk vending. Al Antonini shared many businesses have in the district have recently had broken windows. Al mentioned Books on B, a coffee shop on Main Street and his business had a broken window. Discussion followed about safety and sidewalk vending. Lucy Lopez also mentioned the state "sidewalk vending law" needed to be amended. Sara Buizer mentioned the City of Hayward did have ordinances that allowed confiscation with sidewalk vending. Alfredo Rodriguez shared some upcoming events coming up at the Veteran's Memorial building. Alfredo mentioned a military show, a paranormal investigation, a children's business fair with the Girl's Scouts, and a Veteran's Day luncheon.	
3. Approval of the July 14th, 2026, Meeting Minutes	The minutes of the July 14th, 2026 meeting were reviewed. Board members took time to review the minutes as presented.	***Ben Schweng moved to approve the July 14th, 2026 minutes as presented and Alfredo Rodriguez seconded the motion. The motion was approved unanimously.***
4. Committee Reports **<u>Executive Committee / Resti Zaballos Jr., President</u>** **a. Set Annual Meeting Date, Establishment of Nominations Task Force**	**a.** Dominic Li Mandri went over the by-laws on pgs. 8-9 in the packet. Dominic mentioned that the annual meeting date needed to be established and staff recommended to create a nominations	***a. Sara Buizer made a motion to accept Nov. 17th at 10 am for the annual board meeting and***

	task force to accept and review nominations to the Board of Directors. Dominic recommended Nov. 17th as the date for the annual meeting. Discussion followed. Alejandro Gamarra, Lucy Lopez and Sara Buizer volunteered to be in the nominations task force.	***to authorize Resti Zaballos to create a nominations task-force. Alejandro Gamarra seconded the motion. The motion passed unanimously.***
b. DHIA Budget Task Force Recommendations	**b.** Dominic reviewed the DHIA Budget Task Force recommendations. Dominic mentioned staff's recommendation was to liquidate the $50,000 in the CD account to cover operational expenses until the end of year. Dominic also mentioned there was a late disbursement from the City of Hayward for $26,000 dollars.	***b. Resti Zaballos made a motion to approve the DHIA Budget Task Force recommendations. Thomas Leung seconded the motion. The motion passed unanimously.***
c. FY26 Year-to-Date Draft Financial Report	**c.** Dominic went over the balance sheet on pg. 10 in the packet. Dominic mentioned that there was around $208,000 remaining in the DHIA at the beginning of this month. Dominic mentioned around $55,000 was being expended on average every month. Dominic stated that the end-of-year projections are showing very little carry-forward for next fiscal year. Dominic mentioned next year's budget would be very tight. Dominic went over the P&L Budget Performance Sheet on pgs. 11-12 in the packet. Dominic mentioned the insurance was paid ahead of time but the insurance expenditure was higher than the budgeted amount. Dominic mentioned DISI was under budget but the "Latin Jazz Festival" donation has yet to be paid. Dominic mentioned SOBO was under budget but still anticipating a third payroll expense in October. Dominic mentioned things were things were in line with the budget overall, but also mentioned as much cash as	***c. Resti Zaballos made a motion to approve the FY26 Year-to-Date Draft Financial Report as presented. Thomas Leung seconded the motion. The motion passed unanimously.***

	possible needed to be reserved. Resti Zaballos mentioned if the CD was not cashed that there would have been a penalty. There was brief discussion about the DHIA's district renewal process.	
d. DHIA Sponsorship Matter: Latin Jazz Festival	**d.** Dominic went over the DHIA sponsorship matter regarding the "Latin Jazz Festival." Dominic mentioned the DHIA did receive a sponsorship letter and packet from Tatiana Aguilar (West Coast Makers) for the Latin Jazz Festival. Dominic mentioned the DHIA board approved $7,500 to sponsor the event, and the event did take place and was successful. Dominic mentioned the sponsorship invoice received after the event was made payable to Tatiana Aguilar instead of West Coast Makers (WCM). Dominic was noticed that West Coast Makers is not a 501c3 Non-Profit Association, and the event sponsorship invoice was made out to Tatiana as the principal of WCM. Dominic stated that staff would recommend this invoiced be paid to Eden Youth Services (a recognized 501c3 Non-Profit with the IRS). Dominic mentioned Tatiana did confirm that she would feel comfortable paying this sponsorship invoice to Eden Youth Services. Dominic mentioned that DHIA's legal council did not recommend paying the invoice directly to an individual in this scenario. Alfredo Rodriguez confirmed Dominic's conversations with Tatiana. Discussion followed.	***d. Lucy Lopez made a motion for the DHIA to pay the sponsorship invoice of $7,500 to Eden Youth services subject to the Eden Youth's Board of Directors approval. Al Antonini seconded the motion. Ben Schweng opposed the motion. The motion was approved by a majority vote.***

Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair		
a. Downtown Hayward Maintenance Report: July – August 2026	**a.** Nick Yoo went over the Downtown Hayward Maintenance Report (July-August 2026) on pgs. 13-14 in the packet. Nick noted the numbers may be show lower reporting this past month due to a reduction in maintenance staff hours. Al Antonini asked about the process and what "debris" were. Nick mentioned "debris" could be anything that was considered large in size but was random as well.	***a. No action taken.***
b. Meeting With BACS & City Re: St. Regis Village	**b.** Marco Li Mandri provided a recap of the BACS meeting at St. Regis Village. Marco mentioned that there would be monthly meetings with BACS. Sgt. Mike Carpenter (Hayward PD) provided more information from BACS. Discussion followed. Lucy Lopez shared information regarding ABODE services and their partnership with BACS. Resti shared information regarding the BACS meeting. Discussion followed.	***b. No action taken.***
c. Program for Homeless Intervention: Point of Contact	**c.** Emily Young (City of Hayward) provided information on the LINK team on pgs. 15-17 in the packet. Emily provided information on ABODE and BACS services. Emily shared LINK's phone number (510-293-7048).	***c. No action taken.***
District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair		
a. Olive Public Relations Status Report	**a.** Ana Ybarra went over the Olive Public Relations Status Report on pgs. 18-21 in the packet. Ana mentioned the "Taste of Hayward" has garnered strong media interest. Ana summarized the remainder of the report.	***a. No action taken.***

b. San Jose Sharks CoH Watch Party	**b.** Dominic went over the San Jose Sharks CoH Watch Party program. Nick explained the program and the watch party. Nick mentioned it was a successful watch party.	***b. No action taken.***
c. Taste of Hayward: Set to Return October 22nd, 2026 from 4:00 – 8:00 PM	**c.** Dominic mentioned the "Taste of Hayward" is set to return on October 22nd. Dominic mentioned the website portal was live. Dominic provided more information regarding the Taste event. Discussion followed.	***c. No action taken.***
Land Use & Project Review Committee / Marco LiMandri, (Interim) Chair **a. Downtown Parking Enforcement: Update**	**a.** Dominic asked about the parking enforcement in downtown. Discussion followed.	***a. No action taken.***
5. Next Meeting:	The Annual Meeting of the DHIA Board of Directors meeting is set for Tuesday, November 17th at 10:00 am.	
6. Adjournment	Meeting was adjourned.	***Ben moved to adjourn the meeting and Sara seconded the motion. The motion passed unanimously.***

Minutes taken by Nicholas Yoo, Assistant District Manager

DHIA NOMINATIONS TASK FORCE
2026-2028 RECOMMENDED BOARD SLATE
Friday, November 6th, 2026, at 11:00 am
Zoom Virtual Link: https://us06web.zoom.us/j/84759019241
Meeting ID: 847 5901 9241 | Passcode: 22654 | Call-In: +1 (669) 444-9171

New Submissions for Consideration: Four (4) applications received.

Per our Bylaws:

- Allowed up to 17 Directors.
- No less than a two-thirds (2/3) majority of the seats on the Board of Directors at all times shall be filled by Property Owner Directors. The remaining seats shall be occupied by Community at Large reps.

NOMINATION APPLICATIONS RECEIVED:

2026-2028 Recommended Roster:

- Property Directors: 4
  - I. Alfred Antonini (1004 B Street)
  - II. Alexander Husary (22650 Main Street)
  - III. Daniel Mao (777 B Street)
  - IV. Thomas Leung (938 B Street)

- Community at Large Directors: 0
  - N/A

Bylaw Compliance:

If we accept the slate with our current term Board Members, we will be in compliance with our bylaws with eight (8) Property Owner/Rep Directors and two (2) Community at Large Directors.

Total of Recommended 2026-2028 Term Board Members: 4

Officer Seats Up for Consideration – Term 2026-2028

1. President (1 Year)
2. Vice President (1 Year)
3. Vice President II (1 Year)
4. Treasurer (1 Year)
5. Secretary (1 Year)

Downtown Hayward Improvement Association
Balance Sheet
As of October 31, 2026

	Oct 31, 26	
ASSETS		
Current Assets		
Checking/Savings		
Chase Checking 937971726		320,072.39
Total Checking/Savings		320,072.39
Total Current Assets		320,072.39
Fixed Assets		
Accumulated Depreciation		-55,112.00
Fixed Assets		56,287.33
Total Fixed Assets		1,175.33
TOTAL ASSETS		**321,247.72**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Payroll Liabilities		
Federal Tax	-1,016.05	
State Tax	1,016.15	
Total Payroll Liabilities		0.10
Total Other Current Liabilities		0.10
Total Current Liabilities		0.10
Total Liabilities		0.10
Equity		
Unrestricted Net Assets		313,465.97
Net Income		7,781.65
Total Equity		321,247.62
TOTAL LIABILITIES & EQUITY		**321,247.72**

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
October 2026

	Oct 26	Budget	Jan - Oct 26	YTD Budget	Annual Budget
Income					
Assessment Income					
Assessment Income FY27	186,220.19		186,220.19		
Assessment Income FY25	0.00	0.00	0.00	31,980.22	31,980.22
Assessment Income FY26	26,177.04	0.00	450,062.90	462,140.75	462,140.75
Carry Forward	0.00	0.00	0.00	209,072.65	209,072.65
Total Assessment Income	212,397.23	0.00	636,283.09	703,193.62	703,193.62
Non Assessment Income					
CD Acct & Interest	0.00	0.00	2,842.04	103,218.08	103,218.08
Total Non Assessment Income	0.00	0.00	2,842.04	103,218.08	103,218.08
Total Income	212,397.23	0.00	639,125.13	806,411.70	806,411.70
Expense					
Administration					
Accounting Fees	0.00	166.00	1,650.00	1,668.00	2,000.00
Bank Charges	0.00	58.00	22.50	584.00	700.00
Insurance - Liability, D and O	0.00	1,166.00	16,026.04	11,668.00	14,000.00
Legal Fees	0.00	208.00	150.00	2,084.00	2,500.00
Office Supplies	0.00	62.50	448.88	625.00	750.00
Postage, Mailing Service	0.00	41.66	-27.05	416.68	500.00
Printing and Copying	367.35	166.00	2,140.62	1,668.00	2,000.00
Rent	1,200.00	1,208.00	12,000.00	12,084.00	14,500.00
Staff Consulting (New City)	9,750.00	9,750.00	97,250.00	97,500.00	117,000.00
Telephone, Telecommunications	140.91	50.00	1,409.10	500.00	600.00
Utilities	571.26	416.00	3,006.21	4,168.00	5,000.00
Admin Contingency	0.00	62.50	0.00	625.00	750.00
Total Administration	12,029.52	13,354.66	134,076.30	133,590.68	160,300.00
DISI					
Advertising	336.86	416.00	2,461.79	4,168.00	5,000.00
Branding & Signage	0.00	500.00	0.00	5,000.00	6,000.00
PR / Social Media	5,000.00	5,000.00	50,050.40	50,000.00	60,000.00
Seasonal Displays	0.00	500.00	4,600.00	5,000.00	6,000.00
Staff Consulting (New City)	1,750.00	1,750.00	17,250.00	17,500.00	21,000.00
Website	0.00	416.00	4,847.38	4,168.00	5,000.00
Special Events					
Taste of Hayward	2,318.16		2,318.16		
Chamber Street Parties	0.00		17,500.00		
Special Events - Other	0.00	2,083.00	0.00	20,834.00	25,000.00
Total Special Events	2,318.16	2,083.00	19,818.16	20,834.00	25,000.00
Total DISI	9,405.02	10,665.00	99,027.73	106,670.00	128,000.00
SOBO					
Staff Consulting (New City)	4,250.00	4,250.00	42,250.00	42,500.00	51,000.00
Capital Improvements	0.00	833.00	0.00	8,334.00	10,000.00
Maintenance and Supplies	879.55	833.00	9,820.50	8,334.00	10,000.00
Landscape Supplies & Equipment	0.00	833.00	5,439.75	8,334.00	10,000.00
Compensation & Benefits					
Wages & Salaries	36,109.37	31,250.00	286,136.65	312,500.00	375,000.00
Deductions	0.00		0.00		
Health Insurance	39.47		4,551.92		
Workers Comp Ins	1,475.20		8,229.00		
Payroll Processing Fees	236.90		2,755.89		
Payroll Tax Expense	2,723.42		24,340.50		
Compensation & Benefits - Other	0.00		1,690.46		
Total Compensation & Benefits	40,584.36	31,250.00	327,704.42	312,500.00	375,000.00
Cameras	0.00	8,000.00	0.00	34,000.00	50,000.00
Vehicle Related					
Pressure Washing	1,878.98	416.00	4,726.93	4,168.00	5,000.00
Gas	444.05	166.00	3,690.48	1,668.00	2,000.00
Vehicle Repair & Maintenance	0.00	416.00	4,548.10	4,168.00	5,000.00
Total Vehicle Related	2,323.03	998.00	12,965.51	10,004.00	12,000.00

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
October 2026

	Oct 26	Budget	Jan - Oct 26	YTD Budget	Annual Budget
Total SOBO	48,036.94	46,997.00	398,180.18	424,006.00	518,000.00
Contingency	0.00	0.00	59.27	111.70	111.70
Total Expense	69,471.48	71,016.66	631,343.48	664,378.38	806,411.70
Net Income	**142,925.75**	**-71,016.66**	**7,781.65**	**142,033.32**	**0.00**

During the months of September and October 2026, the DHIA maintenance ambassadors continued their diligent efforts to maintain the district's cleanliness and safety. Based on the industry standard of 25 pounds per bag, the crew removed an estimated 5,200 pounds of waste in September and 4,700 pounds in October.

September 2026 Operations
Waste Removal: 208 bags of trash, 98 bags of leaves, and 55 instances of large debris.
Graffiti & Aesthetics: 81 instances of graffiti removed and 85 stickers cleared; 3 new graffiti instances were reported.
Encounters: 302. Removed 13 debris items: 2 bags of appliances, a vacuum, a CD tower, a couch cushion, a scooter, 2 sets of clothes, 2 backpacks, a pillow, a tree branch, and a trash bucket

October 2026 Operations
Waste Removal: 188 bags of trash, 59 bags of leaves, and 47 instances of large debris.
Graffiti & Aesthetics: 92 instances of graffiti removed and 65 stickers cleared; 24 new graffiti instances were reported.
Encounters: 231. In October, major debris removed included 11 items of clothing, 10 metal chairs, 2 pairs of shoes, a mattress, a concert sign, a sleeping item, a scooter, a shopping cart, a box of trash, and an additional chair.

September - Cleaning Task Breakdown

Trash Bags Completed 208

# of Leaf Bags 98

Graffiti Removed 81

Graffiti Reported 3

Debris Removed 55

Debris Reported 16

Stickers 85

# of Encounters 302

October - Cleaning Task Breakdown

Trash Bags Completed 188

# of Leaf Bags 59

Graffiti Removed 92

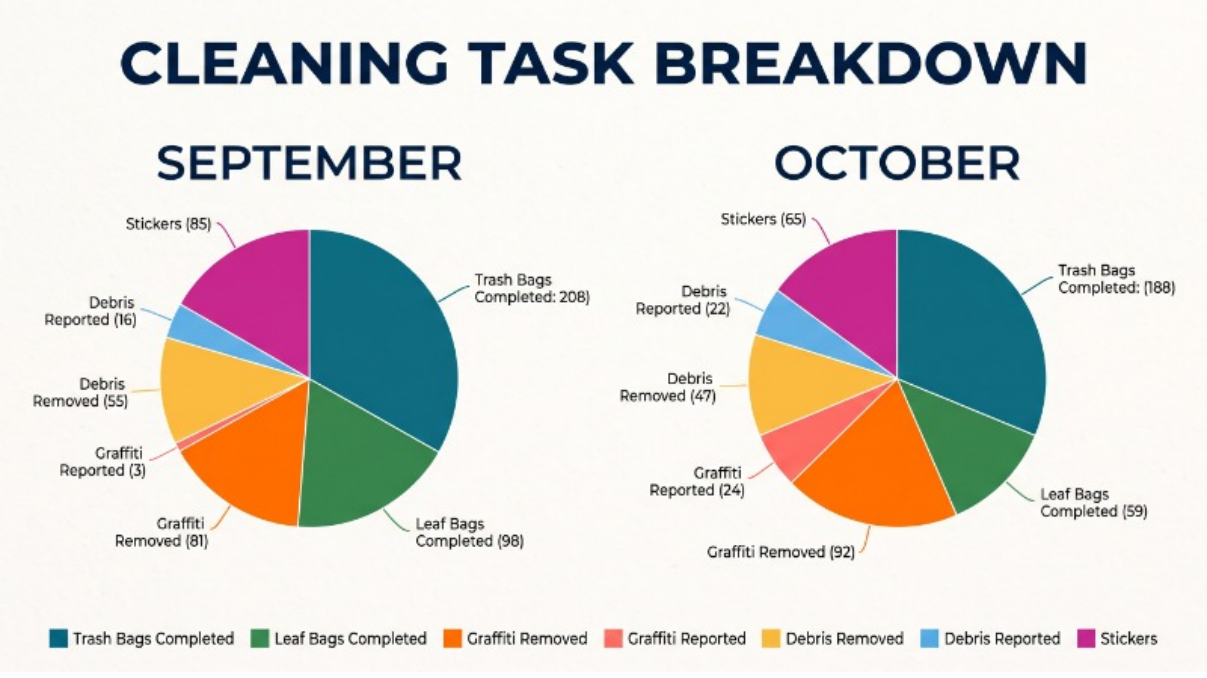
Graffiti Reported 24

Debris Removed 47

Debris Reported 22

Stickers 65

# of Encounters 231

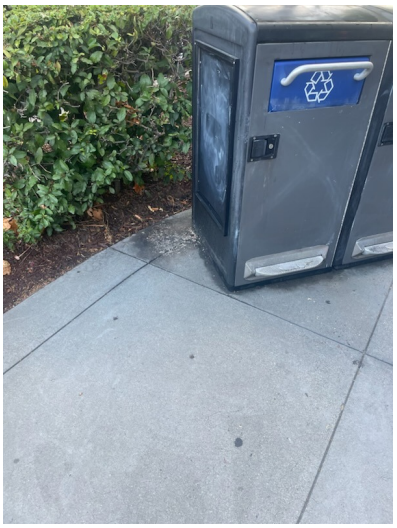


Maintenance (Sep – Oct) Before & After:

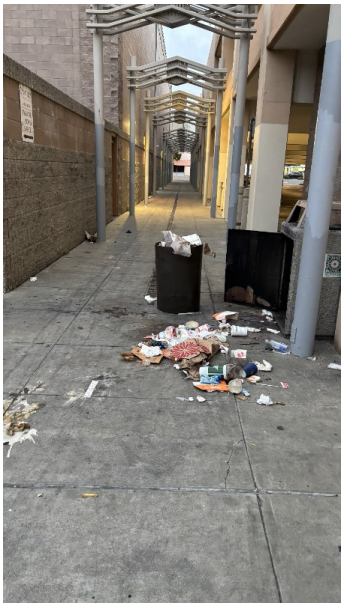
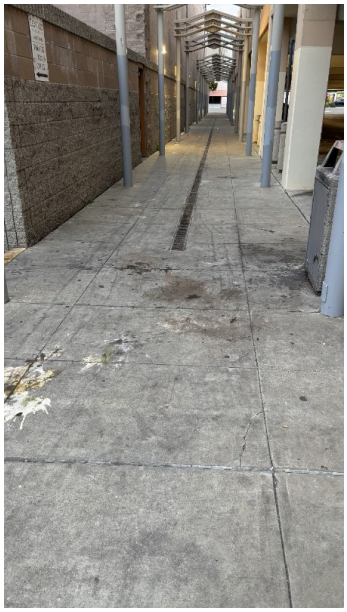










Downtown Hayward Improvement Association Board Meeting

Tuesday, November 17, 2026

RECAP OVERVIEW
STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Updated local media lists for targeted pitches
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements
- Facilitated monthly strategy meeting
- Finalizing PR and Social timeline for rest of the year

<u>TASTE OF HAYWARD</u>
SECURED COVERAGE

- **10/21 secured broadcast coverage on FOX 2**
    - In-studio interview-style segment with Lucy Lopez highlights details on the Taste of Hayward
        - FOX 2 (News at 4pm)
        - FOX 2 (News at 11pm)
        - FOX 2 (News at 4am)
        - FOX 2 (News at 5am)
        - FOX 2 (News at 6am)

- **10/21 secured broadcast, online, and YouTube coverage on KRON 4**
    - In-studio interview-style segment with Tang Jip highlights information on the Taste of Hayward
        - KRON 4 (News at 2pm)
        - Uploaded online
        - Syndicated onto Yahoo! News
        - Uploaded onto YouTube
- **10/21 secured broadcast coverage on KRON 4**
    - In-studio interview-style segment with Lucy Lopez and Brian Johnson highlights details on the Taste of Hayward
        - KRON 4 (News at 10am)

- **10/20 secured online and broadcast coverage on NBC Bay Area**
    - In-studio interview-style segment with Teriyaki City Grill highlights information on the Taste of Hayward
        - Uploaded online
- **10/20 secured online coverage on East Bay Post**
    - Article highlights information on the Taste of Hayward
        - Syndicated onto Tri-Valley Weekly
- **10/20 secured online coverage on Diablo Magazine**
    - Article features information on the Taste of Hayward
- **10/14 secured online coverage on Travel PR News**
    - Article highlights information on Taste of Hayward
- **10/13 secured online coverage on Hayward-ca.gov**
    - Article highlights details on Taste of Hayward

SECURED INTEREST

- **10/8 secured interest with Bay Area News Group**
    - Will write something up, asking about restaurants
- **9/28 secured interest with SFGate**
    - Would like to know more info on the event and years' past
- **9/25 secured interest with Freelance (Ethan Fletcher)**
    - confirmed inclusion in Ethan Fletcher's dining column
- **9/25 secured interest with NBC Bay Area**
    - confirmed segment with Teriyaki City Grill on October 20

<u>Hispanic Heritage Month</u>

SECURED COVERAGE

- **9/24 secured broadcast, YouTube and online coverage on KRON 4**
    - In-studio interview-style segment with Concha Dreams highlights details on the business and the tradition it brings to Downtown Hayward
        - Syndicated onto Yahoo! News
        - Shared onto YouTube

<u>Other</u>

SECURED COVERAGE

- **10/20 secured online and print coverage in Tri-City Voice**
    - Article highlights information on Fall happenings in Downtown Hayward
- **9/22 secured online and print coverage on Tri-City Voice**
    - Article highlights information on September happenings in Downtown Hayward

PITCHING

- **Taste of Hayward**
    - Local Online
    - Local Print
    - Local TV
- **Light Up the Season**

    - Local Online
    - Local Print
    - Local TV

WRITING

- Nov: Light Up the Season + Other Holiday Events
- Dec: Watch Parties or New Years
- Tri-City Voice Contributed Articles - November + December

OTHER

- Submitted editorial calendars
- Monitored and clipped coverage
- Updated clip log
- Prepared weekly status reports
- Completed monthly report
- Coordinated media opportunities
- Refreshed media lists

SOCIAL MEDIA

Highlights/Recap (Last 30 Days):

- New followers: 399 across all accounts (88 FB + 311 IG)
- Total views: 366K
- Total engagements: 13K
- Engagement rates: 3.6% IG & 3.4%FB
- Highlighted: Taste of Hayward, New Businesses: The Color Wheel + Elegance Factory, Art Walk, Arthur Mac Opening Soon, Hayward Identity + Improvement Posts, Halloween/Spooky Season Inspired F&B, National Days to focus on: Coffee Day (Tram Cream Coffee, Snappy's, Pete's or Concha Dreams), National Pizza and Beer Day (Susie Q's),
- Upcoming: Light Up the Season, December Watch Parties, Small Business Saturday, Corporate Party event Spaces, Seasonal treats and drinks, local gift guides for the holidays, festive décor around Downtown Hayward, Color Wheel Holiday Art Classes, Max's Cakes for special events, Thanksgiving specials and family dining (Buffalo Bills, Casa Del Toro, Storybook, Acqua e Farina)
- *Overarching Goal:* Establish Downtown Hayward as a vibrant East Bay destination where community, local businesses, dining and seasonal experiences come together, encouraging visitors to explore and spend time downtown.

Best Performing Posts

Facebook

Best content - By total views

Downtown Hayward Improve… 10/09/26 1:00 PM	Downtown Hayward Improve… 10/29/26 10:17 AM	Downtown Hayward Improve… 10/19/26 1:48 PM
What gives the Heart of the Bay its heartbeat? The people who call it home. Hayward's central location inspired its nickname, but its character comes alive through the cultur…	Good events take great teams. Great teams deserve a little celebration. 🥂✨ After an incredible Taste of Hayward, we got to treat our crew to a well-deserved lunch at Casa del…	🧧 THIS THURSDAY!!! 🧧 Your passport to Downtown Hayward's tastiest night of the year is waiting! 🍽️✨ Taste of Hayward is happening THIS Thursday, October 22, and we'…
 Multi Image	 Image	 Image
No label	*No label*	*No label*
Views 18,941	Views 17,678	Views 14,776
Viewers 12,888	Viewers 12,738	Viewers 10,161
Engagement 927	Engagement 684	Engagement 1,185
Reactions 89	Reactions 93	Reactions 57
Comments 0	Comments 4	Comments 1
Shares 3	Shares 0	Shares 7
Clicks 835	Clicks 587	Clicks 1,120
Eng. rate per view 4.9%	Eng. rate per view 3.9%	Eng. rate per view 8%
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Art, remembrance and traditions that live on. 🧡 The Day of the Dead exhibition returns to the Hayward Area Historical Society Museum, bringing together works by local artists a…	Downtown Hayward knows its tacos. Celebrate National Taco Day with a visit to your favorite local taquería, then tell us what you're ordering: carne asada, birria, al pastor or…	🧧 THIS THURSDAY!!! 🧧 Your passport to Downtown Hayward's tastiest night of the year is waiting! 🍽️✨ Taste of Hayward is happening THIS Thursday, October 22, and we'…
 Image	 Image	 Image
No label	*No label*	*No label*
Views 21,837	Views 19,952	Views 14,597
Viewers 1,973	Viewers 3,308	Viewers 8,556
Engagement 448	Engagement 638	Engagement 574
Likes 426	Likes 596	Likes 255
Comments 7	Comments 3	Comments 4
Shares 4	Shares 8	Shares 234
Eng. rate per view 2.1%	Eng. rate per view 3.2%	Eng. rate per view 3.9%
Eng. rate per viewer 22.7%	Eng. rate per viewer 19.3%	Eng. rate per viewer 6.7%