



Downtown Hayward Improvement Association – Board of Directors’ Meeting

Tuesday, July 14, 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/85934285001>

Meeting ID: 859 3428 5001 | 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 May 12, 2026 Meeting Minutes

Action Item P. 2 - 9

4. Committee Reports:

Executive Committee / Resti Zaballos Jr., President

- a. DHIA Board Director Resignation: Seung-Yen Hong (BART)
- b. FY26 Year-to-Date Draft Financial Report
- c. DHIA FY27 Assessment Increase: 0-5% Possible According to MDP
- d. DHIA Investment Strategies: Update

Action Item P. 10 - 12

Action Item

Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair

- a. Downtown Hayward Maintenance Report: May - June 2026
- b. Downtown Hayward SafeCity Task Force: Recommendations to Board

P. 13 - 16

District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair

- a. Olive Public Relations Status Report
- b. Downtown Hayward Night Market at Heritage Park: Update
- c. Taste of Hayward: Update

P. 17 - 20

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

- a. Downtown Parking Enforcement As of July 1
- b. Downtown Loop Redesign Survey

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. **VIRTUAL 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 agendaized and do not count towards Committee/Board quorum or are allowed to vote.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541



**Downtown Hayward Improvement Association
Board of Directors Meeting
Tuesday, May 12, 2026, at 10:00 a.m.
Lincoln Landing Mezzanine Conference Room
22335 Foothill Blvd. Hayward, CA 94541**

Present: Resti Zaballos, Ben Schweng, Alejandro Gamarra, Seung-Yen Hong, Alexander Husary, Daniel Mao, Thomas Leung, Lucy Lopez, Alfredo Rodriguez (zoom),

Absent: Alfred Antonini, Sara Buizer

Guests: Sgt. Mike Carpenter (Hayward PD), Amy Hall, George Foster (City of Hayward), Dmitri Shimolin and Michael Riotto (SafeCity Connect)

Staff: Marco Li Mandri, Nick Yoo, and Dominic Li Mandri (zoom) (New City America), Silvia Rodriguez (Olive PR)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions and Meeting Etiquette	Marco Li Mandri opened the meeting at 10:10 a.m. Introductions were made.	<i>No action taken.</i>
2. BART Presentation: Transit Oriented Development At Hayward Station	Seung-Yen Hong provided a presentation on the BART Transit Oriented Development at Hayward Station on pg. 2 in the packet. Seung-Yen Hong asked the DHIA board members to take the online survey to share their goals and objectives. Thomas Leung asked if BART has any initial plans or concepts. Seung-Yen mentioned it would be up to the developers. Resti Zaballos asked how the project was zoned.	

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

	Marco asked how BART would feel if some of the district was amended so that services could be provided to the developer. Seung-Yen mentioned that BART noted how important the services were and BART would probably be open to Marco's suggestion. There was discussion about "mixed-use" zoning requirements. Daniel Mao mentioned the requirements have been updated. There was further discussion about the project and the requirements.	
3. Public Comment & Announcements	Alexander Husary mentioned a shooting incident that occurred near B Street and Main. Sgt. Carpenter responded that Hayward PD was able to secure good camera footage from the former U.S. Bank property. Sgt. Carpenter mentioned with the help of the Flock Cameras they were able to identify the car involved in the shooting. Sgt. Carpenter mentioned the individuals and vehicle involved were from Oakland (not Hayward). Alejandro Gamarra mentioned the BART car for Arthur Mac's business was recently dropped off. Alejandro also mentioned a new coffee shop opened around the corner. Marco Li Mandri asked when Arthur Mac's was expected to open. Daniel Mao responded they were going to try to open in September. Sgt. Carpenter mentioned a 'tip-a-cop' event they had and was thankful to Alejandro for letting Buffalo Bills host their event there. Sgt. Carpenter mentioned an estimated \$2,300 dollar was raised for the special Olympics. Daniel Mao mentioned the details about the new city grant (Hayward	<i>No action taken.</i>

	Amplified) program. Daniel mentioned a business could receive up to \$15,000 to host events and activations. Daniel mentioned the primary goal was to create viewing parties for the upcoming World Cup. Daniel mentioned many businesses already applied and that the grant program was city-wide. Nick Yoo mentioned the “Cinco De Mayo” event was successful and had a good turnout. Alfredo Rodriguez mentioned the “Latin Jazz Festival” event is also coming soon and was looking forward to that.	
4. Approval of the March 17, 2026 Meeting Minutes	The minutes of the March 17th, 2026 meeting were reviewed. Board members took time to review the minutes as presented.	<i>Resti Zaballos moved to approve the March 17th, 2026 minutes as presented and Thomas Leung seconded the motion. The motion was approved unanimously.</i>
5. Committee Reports <u>Executive Committee / Resti Zaballos Jr., President</u> a. FY26 Year-To-Date Draft Financial Report	a. Dominic Li Mandri went over and explained the FY26 Year-To-Date Financial Report on pgs. 13-15 in the packet. Dominic mentioned some of the assessment funds have not arrived yet. Dominic mentioned there was a large expense increase (\$16,026.04) for the insurance costs which increased the admin budget spend this past month. Dominic mentioned the difference in the budget was because the insurance cost was paid all up-front. payment to made to the Hayward Chamber of Commerce for \$7,500 that was not shown in this budget report. Dominic	<i>a. Thomas Leung made a motion to approve the FY26 Financial Report. Alexander Husary seconded the motion. The motion passed unanimously.</i>

	mentioned SOBO was balanced but did mention to Nick Yoo to stay conservative for the next two months because the landscape supplies and maintenance supplies went a little over the budgeted amount. Dominic mentioned there are three payrolls in April and in October. Dominic mentioned the budget expended and the YTD Budget was balanced.	
b. FY26 Line-Item Budget Proposed Reallocations	b. Dominic went over the FY26 Line-Item Budget proposed reallocations on pgs.16-17 in the packet. Dominic mentioned that if a line item was to be made for a camera program (which was the board's intention) then adjustments would need to be made in the current budget. Dominic mentioned SafeCity Connect had a \$50,000 proposal for a camera program. Dominic went over each budget amendment recommendation shown on pg. 16 in the packet. Dominic mentioned \$7,500 was already approved to the Hayward Chamber of Commerce from the "special events" line item. Discussion followed.	<i>b. Thomas made a motion to approve staff's recommendations to the FY26 Line-Item Budget Reallocations on pgs. 16-17 in the packet. Resti Zaballos seconded the motion. The motion passed unanimously.</i>
c. DHIA Bylaws Update: Summary	c. Dominic provided an update on the DHIA bylaws. Dominic mentioned needed to be updated. Marco mentioned a task force has been created to discuss the updates to the DHIA bylaws.	<i>c. No action taken.</i>
d. DHIA Investment Strategies: Update	d. Dominic provided an update on the DHIA CD (certificate of deposit) investment. Dominic mentioned \$50,000 would be left in the CD account until the camera program was ready.	<i>d. No action taken.</i>

<u>Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair</u> a. Downtown Hayward Public Safety Report: HPD b. Downtown Hayward Maintenance Report: March - April 2026	a. There was nothing mentioned at this time. b. There was nothing mentioned at this time.	<i>a. No action taken.</i> <i>b. No action taken.</i>
<u>District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair</u> a. Olive Public Relations Status Report (Hand-Out) b. Downtown Hayward Night Market At Heritage Park: Update c. Sponsorship Request: Osorio Training Center (OTC) In-House Boxing Shows	a. Silvia Rodriguez (Olive Public Relations) provided the status report on handout in the packet. Silvia mentioned this past month was AANHPI month. Silvia mentioned segments were secured for Aama's Kitchen, Teriyaki City Grill, and Tasty Szechuan. Silvia mentioned "Cinco De Mayo" was successful and had good coverage. b. Dominic provided an update on the Downtown Hayward Night Market idea. Dominic mentioned Nick met with Tatiana (Westcoast Makers) about the potential idea of having a night market at Heritage Park. Dominic mentioned staff has not received any proposals from Westcoast Makers at this time. c. Dominic went over and explained the sponsorship Request from Osorio Training Center to be used on their in-house boxing shows on pgs. 22-23 in the packet. Alfredo Rodriguez gave positive feedback about Osorio Training Center. Nick also provided positive feedback for the in-house boxing	<i>a. No action taken.</i> <i>b. No action taken.</i> <i>c. Resti Zaballos made a motion for the DHIA to sponsor \$1,000 to Osorio Training Center for their in-house boxing shows. Daniel seconded the</i>

d. Sponsorship Request: Hayward Latin Jazz Festival	shows. Alejandro Gamarra also gave positive feedback for the gym. d. Dominic went over the Hayward Latin Jazz Festival sponsorship request on pgs. 24-32 in the packet. Dominic mentioned the event was originally organized by Alfredo Rodriguez but he has taken a step back. Dominic mentioned the event is now organized by Tatiana (Westcoast Makers). Alfredo provide some background information about the event. Alfredo mentioned Jose (Eden Youth) is also very involved. Discussion followed. Alejandro supported the Hayward Latin Jazz Festival event. Alejandro gave positive feedback to all events in Downtown Hayward. Alfredo gave positive feedback.	<i>motion. The motion passed unanimously.</i> <i>d. Alejandro Gamarra made a motion for the DHIA to sponsor \$7,5000 to the Hayward Latin Jazz Festival. Resti seconded the motion. The motion passed unanimously.</i>
e. Sponsorship Request: Chamber Of Commerce Brand Partnership Package	e. Lucy Lopez went over the Chamber of Commerce Brand partnership package sponsorship request. Discussion followed. Marco mentioned there was \$9,000 left in the “special events” budget. Alejandro proposed the DHIA sponsor \$5,000 towards each remaining street party. Marco mentioned if the DHIA sponsored \$10,000 there would be a \$1,000 deficit in the budget. Marco mentioned that there was some interest money earned from the CD investment that could be used for future event sponsorship requests. Discussion followed. Dominic mentioned that next year is going to be a tight budget year because the DHIA does not have a carry-forward budget anymore.	<i>e. Alejandro made a motion for the DHIA to sponsor \$10,000 to the Chamber of Commerce for the July and August downtown street party events. Alexander Husary seconded the motion. The motion passed unanimously.</i>
f. Sponsorship Request: 4th Annual Kwanzaa Celebration At City Hall	f. There was nothing mentioned at this time.	f. No action taken.

<u>Land Use & Project Review Committee / Bill Matheson, Chair</u> a. Main Street Complete Street Project: Update b. Downtown Parking Enforcement Commencing July 1 c. Downtown Loop Redesign Survey: Options 1-2, B Street, C Street Reconfigurations	a. There was nothing mentioned at this time. b. Marco mentioned the downtown parking enforcement will begin July 1st. c. Marco mentioned this topic would need more time for discussion. Marco mentioned a task force would be created to discuss this topic.	<i>a. No action taken.</i> <i>b. No action taken.</i> <i>c. No action taken.</i>
5. SafeCity Connect Discussion: Potential Public Safety Camera Program in Downtown Hayward	a. Dominic introduced SafeCity Connect and their potential public safety camera program. Dmitri Shimolin provided an overview on the program. There was discussion about internet connectivity. There was discussion about monitoring. Sgt. Carpenter talked about a recent incident where cameras were useful to solve a crime. Lucy Lopez asked SafeCity Connect if it was possible to share some footage from crimes they were able to save to the public. Dmitri said it was dependent on Hayward PD. There was discussion about maintenance costs. There was discussion about the technical specifications of cameras. Marco asked if the board wanted to proceed, what the next steps were. Dmitri answered they would do a site survey and would take an estimated six weeks to finish the potential four sites. Ben Schweng asked if installation would be done by locals. Dmitri said it would be installed by a local team. Alejandro asked what would happen if the cameras were vandalized. Dmitri replied that vandalism would not be included in the cost of the quote. Dmitri mentioned they do not see a lot of vandalism done to their cameras.	<i>Resti made a motion to create a Safecity task force and present a recommendation at the next board meeting. Alejandro seconded the motion. The motion passed unanimously.</i>

6. Next Meeting:	The next Board of Directors meeting is set for July 14 th , 2026 at 10:00 am.	
7. Adjournment	Meeting was adjourned.	<i>Resti moved to adjourn the meeting and Lucy seconded the motion.</i>

Minutes taken by Nicholas Yoo, Assistant District Manager

Downtown Hayward Improvement Association
Balance Sheet
As of June 30, 2026

	Jun 30, 26
ASSETS	
Current Assets	
Checking/Savings	
CD Acct - 2623855	47,706.04
Chase Checking 937971726	296,703.50
Total Checking/Savings	344,409.54
Total Current Assets	344,409.54
Fixed Assets	
Accumulated Depreciation	-55,112.00
Fixed Assets	56,287.33
Total Fixed Assets	1,175.33
TOTAL ASSETS	345,584.87
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-1,016.05
State Tax	1,016.14
Total Payroll Liabilities	0.09
Total Other Current Liabilities	0.09
Total Current Liabilities	0.09
Total Liabilities	0.09
Equity	
Unrestricted Net Assets	313,465.97
Net Income	32,118.81
Total Equity	345,584.78
TOTAL LIABILITIES & EQUITY	345,584.87

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

June 2026

07/02/26

Cash Basis

	Jun 26	Budget	Jan - Jun 26	YTD Budget	Annual Budget
Income					
Assessment Income					
Assessment Income FY25	0.00	0.00	0.00	31,980.22	31,980.22
Assessment Income FY26	163,149.48	0.00	423,375.58	462,140.75	462,140.75
Carry Forward	0.00	0.00	0.00	209,072.65	209,072.65
Total Assessment Income	163,149.48	0.00	423,375.58	703,193.62	703,193.62
Non Assessment Income					
CD Acct & Interest	0.00	0.00	0.00	103,218.08	103,218.08
Total Non Assessment Income	0.00	0.00	0.00	103,218.08	103,218.08
Total Income	163,149.48	0.00	423,375.58	806,411.70	806,411.70
Expense					
Administration					
Accounting Fees	0.00	166.00	1,650.00	1,004.00	2,000.00
Bank Charges	2.50	58.00	12.50	352.00	700.00
Insurance - Liability, D and O	0.00	1,166.00	16,026.04	7,004.00	14,000.00
Legal Fees	0.00	208.00	20.00	1,252.00	2,500.00
Office Supplies	123.21	62.50	448.88	375.00	750.00
Postage, Mailing Service	0.00	41.66	-27.05	250.04	500.00
Printing and Copying	0.00	166.00	1,589.40	1,004.00	2,000.00
Rent	1,200.00	1,208.00	7,200.00	7,252.00	14,500.00
Staff Consulting (New City)	9,750.00	9,750.00	58,250.00	58,500.00	117,000.00
Telephone, Telecommunications	140.91	50.00	845.46	300.00	600.00
Utilities	429.44	416.00	1,576.73	2,504.00	5,000.00
Admin Contingency	0.00	62.50	0.00	375.00	750.00
Total Administration	11,646.06	13,354.66	87,591.96	80,172.04	160,300.00
DISI					
Advertising	196.12	416.00	1,379.16	2,504.00	5,000.00
Branding & Signage	0.00	500.00	0.00	3,000.00	6,000.00
PR / Social Media	5,000.00	5,000.00	30,000.00	30,000.00	60,000.00
Seasonal Displays	0.00	500.00	4,600.00	3,000.00	6,000.00
Staff Consulting (New City)	1,750.00	1,750.00	10,250.00	10,500.00	21,000.00
Website	0.00	416.00	4,824.19	2,504.00	5,000.00
Special Events					
Chamber Street Parties	0.00		7,500.00		
Special Events - Other	0.00	2,083.00	0.00	12,502.00	25,000.00
Total Special Events	0.00	2,083.00	7,500.00	12,502.00	25,000.00
Total DISI	6,946.12	10,665.00	58,553.35	64,010.00	128,000.00
SOBO					
Staff Consulting (New City)	4,250.00	4,250.00	25,250.00	25,500.00	51,000.00
Capital Improvements	0.00	833.00	0.00	5,002.00	10,000.00
Maintenance and Supplies	1,188.63	833.00	7,427.35	5,002.00	10,000.00
Landscape Supplies & Equipment	0.00	833.00	5,279.33	5,002.00	10,000.00
Compensation & Benefits					
Wages & Salaries	27,198.00	31,250.00	176,031.79	187,500.00	375,000.00
Deductions	0.00		0.00		
Health Insurance	1,919.52		3,527.89		
Workers Comp Ins	1,465.20		2,128.00		
Payroll Processing Fees	221.50		1,731.29		
Payroll Tax Expense	2,056.57		15,905.82		
Total Compensation & Benefits	32,860.79	31,250.00	199,324.79	187,500.00	375,000.00
Cameras	0.00	2,000.00	0.00	2,000.00	50,000.00
Vehicle Related					
Pressure Washing	1,250.08	416.00	1,987.79	2,504.00	5,000.00
Gas	349.31	166.00	2,114.83	1,004.00	2,000.00
Vehicle Repair & Maintenance	0.00	416.00	3,668.10	2,504.00	5,000.00
Total Vehicle Related	1,599.39	998.00	7,770.72	6,012.00	12,000.00
Total SOBO	39,898.81	40,997.00	245,052.19	236,018.00	518,000.00
Contingency	0.00	0.00	59.27	111.70	111.70

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
June 2026

	Jun 26	Budget	Jan - Jun 26	YTD Budget	Annual Budget
Total Expense	58,490.99	65,016.66	391,256.77	380,311.74	806,411.70
Net Income	104,658.49	-65,016.66	32,118.81	426,099.96	0.00



Downtown Hayward Improvement Association (DHIA) Monthly Operations Report

May/June 2026

During the months of May and June 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 7,050 pounds of debris in May and 7,975 pounds in June.

May 2026 Operations

Waste Removal: 282 bags of trash, 139 bags of leaves, and 74 instances of large debris.

Graffiti & Aesthetics: 96 instances of graffiti removed and 118 stickers cleared; 11 new graffiti instances were reported.

Encounters: 347.

June 2026 Operations

Waste Removal: 319 bags of trash, 129 bags of leaves, and 60 instances of large debris.

Graffiti & Aesthetics: 90 instances of graffiti removed and 92 stickers cleared; 28 new graffiti instances were reported.

Encounters: 254.

Cleaning - May Task Breakdown

Downtown Hayward Improvement Association

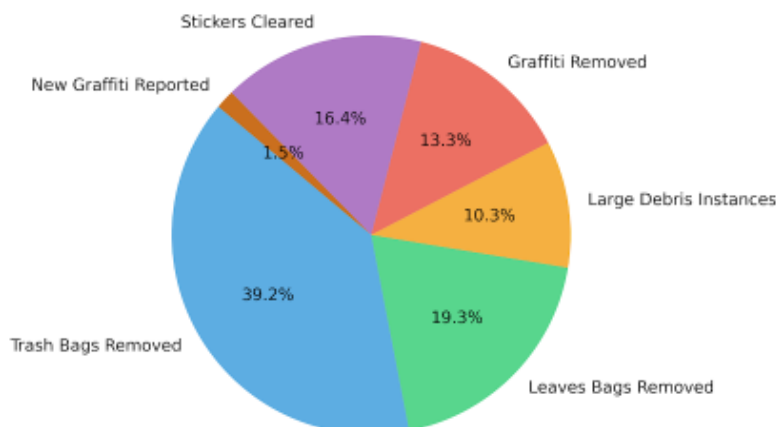
Trash Bags Completed	282
# of Leaf Bags	139
Graffiti Removed	96
Graffiti Reported	11
Debris Removed	74
Debris Reported	19
Stickers	118
# of Encounters	347

Cleaning - June Task Breakdown

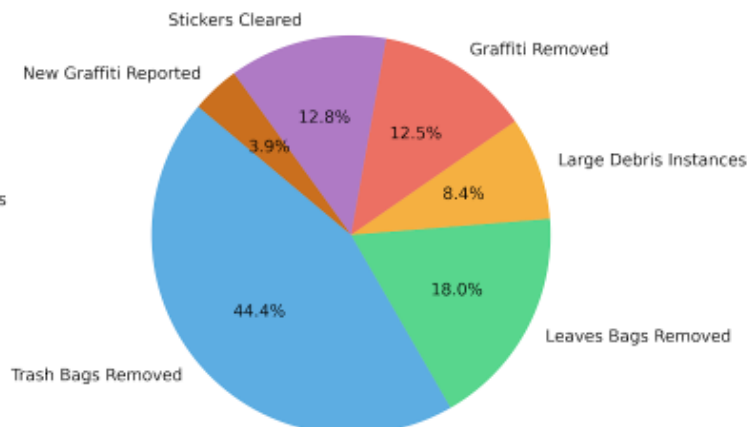
Downtown Hayward Improvement Association

Trash Bags Completed	319
# of Leaf Bags	129
Graffiti Removed	90
Graffiti Reported	28
Debris Removed	60
Debris Reported	5
Stickers	92
# of Encounters	254

May 2026 Operations
(Excluding Encounters)



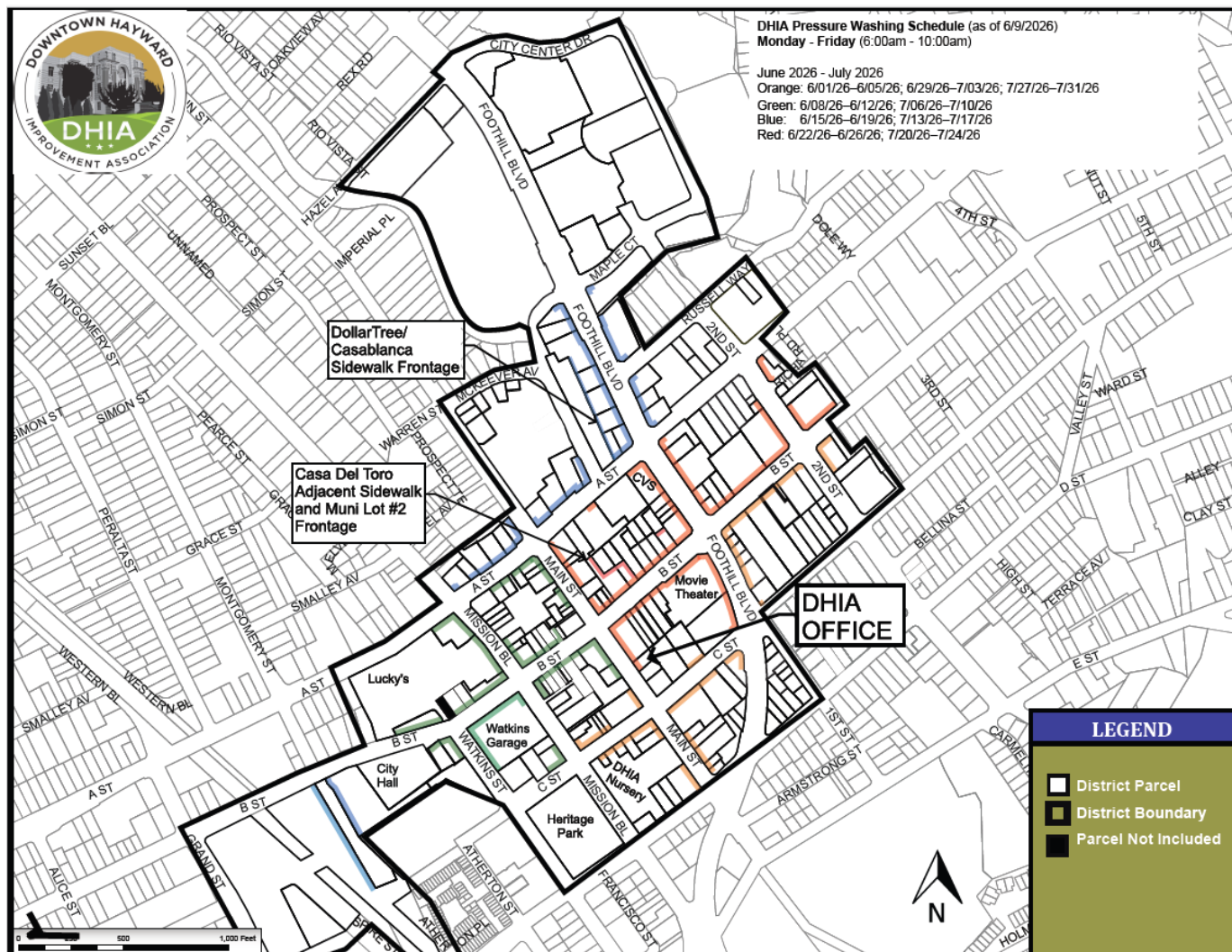
June 2026 Operations
(Excluding Encounters)



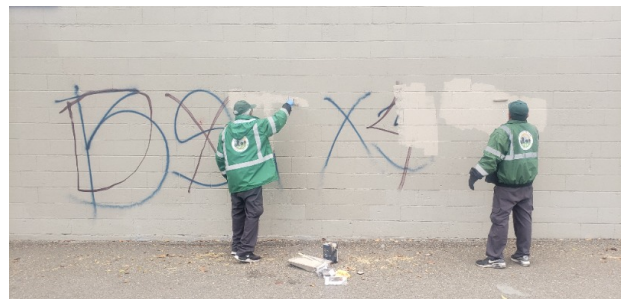
May-June Pressure Washing Recap

In May & June 2026, the DHIA Pressure Washing operations continued to conduct services according to the schedule illustrated below. The DHIA crew conducts pressure washing early in the mornings to avoid disrupting morning traffic, but is also respectful of local sound ordinances when operating powered equipment next to residential dwellings.

In addition to the weekly schedule, the DHIA maintenance crew are available for spot-cleaning services and supplemental cleanings upon request.



Maintenance (May – June) Before & After: 16





Downtown Hayward Improvement Association Board Meeting

Tuesday, July 14, 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

June Events

SECURED COVERAGE

- **6/30 secured online and print coverage on Tri-City Voice**
 - Article highlights new businesses and summer street parties in Downtown Hayward
- **6/24 secured print coverage on Tri-City Voice**
 - Article includes the Hayward Latin Jazz Festival in its round-ups
- **6/23 secured online coverage on Diablo Magazine**
 - Article spotlights the Latin Jazz Festival in Hayward
- **6/17 secured broadcast coverage on KTVU**
 - Segment featured MKC Project Dance Studio's Kpop Dance Camp in Downtown Hayward
 - KTVU(Morning on 2)
- **6/16 secured broadcast coverage on KTVU**
 - Segment highlighted Lucy Lopez talking about the Street Parties in Downtown Hayward
- **6/17 secured online and broadcast coverage on NBC Bay Area**
 - Segment and article featured Tatiana Aguilar and Alfredo Rodriguez from Downtown Hayward and provided details for the upcoming Latin Jazz Festival.
 - NBC Bay Area (News at 11)
 - Syndicated onto MSN
- **6/11 secured online coverage on 510 Families**
 - Event listing highlights details on the Latin Jazz Festival

SECURED INTEREST

- **6/17 secured ABC 7**
 - Would like to send a camera out to the k-pop dance camp
- **6/30 secured interest with Tri-City Voice**
 - Confirmed interview with Marikar about K-Pop Dance Camp

AANHPI List**SECURED INTEREST**

- **5/22 secured broadcast coverage on KRON 4 (News at 3pm)**
 - In-studio interview segment with the owners of Tangjip highlights details on the restaurant for AANHPI month
 - Uploaded onto YouTube
- **5/20 secured broadcast coverage on KRON 4**
 - In-studio segment with Jay Sun from Teriyaki City Grill for AANHPI month highlights details on the restaurant and its offerings
 - (News at 2pm - Teaser & full segment)

Other**SECURED COVERAGE**

- **6/12 secured radio coverage on KQDS**
 - Segment highlights Downtown Hayward as a summer festival destination
- **6/2 secured online and print coverage on Tri-City Voice**
 - Article spotlights the newly renovated space at Storybook and features owners Aric Yeverino and Jen Cuevas, as well as sous chef Olu McKnight and executive chef Peter Richey
- **5/26 secured online and print coverage on Tri-City Voice**
 - Article highlights information on May happenings in Downtown Hayward

SECURED INTEREST

- **6/22 secured interest with Tri-City Voice**
 - Interested in writing a story for Con Azucar's grand opening

PITCHING

- **June Events**
 - Local Online
 - Local Print
 - Local TV

WRITING

- **New Business Roundup**

- Tri-City Voice Contributed Articles - July

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: 617 across all accounts (400 FB + 217 IG)
- Total views: 609K
- Total engagements: 11K
- Engagement rates: 3.5K IG & 1.2K FB
- Highlighted: Downtown Hayward Street Party, Latin Jazz Festival, Parking Updates, World Cup Watch Parties - Continuous posts on specials and where you can watch the parties, New Business Openings,
- Upcoming: Second Street Party (Third Week of July), Sunday Soul Music (Dirty Bird), Patio Round Up, Live music and entertainment/Karaoke Nights (Storybook), Hayward Public Library Events, Happy Hours, Kid Friendly Experiences for Summer
- *Overarching Goal:* Position Downtown Hayward as the East Bay's go-to neighborhood this summer for community, local businesses, dining, and summer experiences while driving foot traffic to the downtown district

Best Performing Posts

Facebook

Best content - By total views

Downtown Hayward Improv... 06/22/26 3:34 PM	
Clear your schedule 🎉 The Hayward Latin Jazz Festival is taking over Downtown Hayward on June 27 with seven hours of live music, good food, local vendors, and nonstop...	
	
No label	
Views	65,045
Reach	43,404
Engagement	3,266
Reactions	338
Comments	10
Shares	44
Clicks	1,964
Eng. rate per view	5%
Eng. rate per reach	7.5%

Downtown Hayward Improv... 06/22/26 11:59 AM	
A new eclectic spot has officially arrived in Downtown Hayward 🎉 Recently opened, Con Azucar Cafe is already bringing warmth, culture, and community into ever...	
	
No label	
Views	56,990
Reach	34,994
Engagement	4,773
Reactions	320
Comments	38
Shares	18
Clicks	2,672
Eng. rate per view	8.4%
Eng. rate per reach	13.6%

Downtown Hayward Improv... 06/06/26 11:59 AM	
If I had to entertain a kid all day in Hayward without screens, here's exactly how I'd do it 🍿🍷🍹 Pack some snacks, spend the morning at the park, run around until everyone's...	
	
No label	
Views	46,591
Reach	37,762
Engagement	2,385
Reactions	303
Comments	36
Shares	31
Clicks	1
Eng. rate per view	5.1%
Eng. rate per reach	6.3%

Instagram

Best content - By total views



Downtown Hayward Improve...

06/22/26 3:34 PM

Clear your schedule. 🎉🎉 The Hayward Latin Jazz Festival is taking over Downtown Hayward on June 27 with seven hours of live music, good food, local vendors, and nonstop...



Carousel

No label

Views	19,472
Reach	10,166
<u>Engagement</u>	683
Likes	398
Comments	6
Shares	219
<u>Eng. rate per view</u>	3.5%
<u>Eng. rate per reach</u>	6.7%

Downtown Hayward Improve... 06/08/26 5:15 PM

 Heads up, Downtown Hayward visitors! Starting July 1, the City of Hayward will begin enforcing parking time limits on downtown streets, as well as in city-owned parking lots...



No label

Views	14,837
Reach	7,558
<u>Engagement</u>	241
Likes	164
Comments	0
Shares	66
<u>Eng. rate per view</u>	1.6%
<u>Eng. rate per reach</u>	3.2%


Downtown Hayward Improve...
06/18/26 4:01 PM

National Sushi Day calls for fresh nigiri, beautifully crafted rolls, and a sushi night worth planning 🍣🍱
 @Mujiri.Hayward brings a modern sushi experience to...



No label

Views	12,157
Reach	10,542
Engagement	368
Likes	241
Comments	3
Shares	101
Eng_rate_per_view	3%
Eng_rate_per_reach	3.5%