



Downtown Hayward Improvement Association – Board of Directors’ Meeting

Tuesday, September 22, 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/86132655245>

Meeting ID: 861 3265 5245 | 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 July 14, 2026 Meeting Minutes *Action Item* P. 2 - 7
4. Committee Reports:
 - Executive Committee / Resti Zaballos Jr., President
 - a. Set Annual Meeting Date, Establishment of Nominations Task Force *Action Item* P. 8 - 9
 - b. DHIA Budget Task Force Recommendations *Action Item*
 - c. FY26 Year-to-Date Draft Financial Report *Action Item* P. 10 - 12
 - d. DHIA Sponsorship Matter: Latin Jazz Festival *Action Item*
 - Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair
 - a. Downtown Hayward Maintenance Report: July - August 2026 P. 13 - 14
 - b. Meeting with BACS & City Re: St. Regis Village
 - c. Program for Homeless Intervention: Point of Contact P. 15 - 17
 - District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair
 - a. Olive Public Relations Status Report P. 18 - 21
 - b. San Jose Sharks CoH Watch Party
 - c. Taste of Hayward: Set to Return October 22nd, 2026 from 4:00 – 8:00 PM
 - Land Use & Project Review Committee / Marco LiMandri, (Interim) Chair
 - a. Downtown Parking Enforcement: Update
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, July 14, 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, Thomas Leung, Alfredo Rodriguez, Alexander Husary (zoom), Alfred Antonini (zoom)

Guests: George Foster (City of Hayward)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions and Meeting Etiquette	Marco Li Mandri opened the meeting at 10:08 a.m. Introductions were made.	<i>No action taken.</i>
2. Public Comment & Announcements	Alfredo Rodriguez shared positive feedback on the Latin Jazz Festival. Alfredo mentioned there were no problems and that the event was packed. George Foster mentioned the "Downtown Bike Loop" project is advancing this coming year. Alfredo requested signage to be put when making a right turn heading Eastwards from Foothill Blvd. onto A Street.	<i>No action taken.</i>

3. Approval of the May 12th, 2026, Meeting Minutes	The minutes of the May 12th, 2026 meeting were reviewed. Board members took time to review the minutes as presented.	<i>Ben Schweng moved to approve the May 12th, 2026 minutes as presented and Lucy Lopez seconded the motion. Sara Buizer abstained from the motion because she did not attend the previous meeting. The motion was approved unanimously.</i>
4. Committee Reports <u>Executive Committee / Resti Zaballos Jr., President</u> a. DHIA Board Director Resignation: Seung-Yen Hong (BART) b. FY26 Year-to-Date Draft Financial Report	a. Dominic mentioned Seung-Yen Hong has left BART so she has relinquished her position as a Board member. Seung-Yen recommended Bradley Dunn to refill her position. Lucy Lopez mentioned she knew Bradley Dunn quite well and could help reach out to him. b. Dominic reviewed the FY26 Year-to-Date Draft Financial Report on pgs. 10-12 in the packet. Dominic mentioned that the budget was expending as if the funds from the Certificate of Deposit were already cashed out. Dominic went over the P&L Statement on pg. 11 in the packet. Dominic mentioned \$47,000 was still currently tied into the carry-forward. Dominic mentioned the admin expense is a little high due to the fact that insurance was paid all up-front. Dominic mentioned DISI is currently under-budget but that is because we haven't expended many of the sponsorships the board previously approved of. Dominic mentioned Osorio Training Center cancelled their planned event so the association will	<i>a. No Action Taken</i> <i>b. Sara Buizer made a motion to approve the FY26 Year-to-Date Financial Report as presented. Thomas Leung seconded the motion. The motion passed unanimously.</i>

	not need to expend \$1,000 dollars they approved for this event. Dominic mentioned the association will not be afford any other event sponsorships this year. For SOBO, Dominic mentioned Nick Yoo and Marco Li Mandri met earlier to discuss an expected payroll expense in October. Dominic mentioned \$50,000 was allocated in the line item for cameras but nothing has been expended for cameras. Dominic mentioned the association is currently \$11,000 over budget and staff will need to make decisions to bring that back in line. Resti mentioned \$5,500 has been accrued in interest money from the CD account. Marco mentioned the income budget is around \$625,289, and Dominic mentioned he would check with staff to find out how much interest money is in the CD accounts.	
c. DHIA FY27 Assessment Increase: 0-5% Possible According to MDP	c. Marco mentioned the current budget for the association is \$625,289. Marco mentioned there have not been any new developments this year. Marco mentioned it was staff's recommendation to the board to increase assessments by 5% next year. Marco mentioned this would increase the association's income by around \$30,000 next year. Discussion followed. Alejandro Gamarra asked where the \$30,000 would be spent. Dominic mentioned it would be to cover things like insurance, payroll taxes and operational expenses. Discussion followed.	<i>c. Alfredo Rodriguez made a motion to increase the assessments in the CBD by 5% next year. Lucy Lopez seconded the motion. The motion passed unanimously.</i>
d. DHIA Investment Strategies: Update	d. Dominic provided an update on the DHIA investment strategy. Resti mentioned that the term length has shortened to two months. Resti recommended leaving the money in the	<i>d. No action taken.</i>

	CD account at this time.	
<u>Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair</u> a. Downtown Hayward Maintenance Report: May – June 2026	a. Dominic went over the Downtown Hayward Maintenance Report. Dominic mentioned the number of homeless encounters went down from May to June. Dominic mentioned Nick shared updates about the impacts of St. Regis center. Dominic went over the pressure washing schedule on pgs. 15-16 on the packet. Nick continued talking about the St. Regis center. Nick mentioned he has been talking with Sergeant Carpenter, and they have had to respond several times. Nick mentioned St. Regis is aware and moving some individuals to their Oakland location. Nick mentioned that on one day, Hayward PD had to respond to St. Regis seven times in one day. Alfredo Rodriguez mentioned he has not been hearing anything positive when talking with Hayward PD. Lucy Lopez mentioned business owners are seeing “new faces.” Marco asked if we should invite the director of St. Regis to our next board meeting. Lucy agreed. Lucy mentioned the Chamber requested a “public safety report” from St. Regis and never received one. Alejandro Gamarra also commented on St. Regis. Alejandro mentioned two recent incidents where his employee and staff was assaulted. Alejandro mentioned another incident where his customers were eating outside and a homeless individual was using the bathroom right next to the customer. Alejandro mentioned this homeless individual was already arrested twice. Alejandro mentioned he was frustrated.	<i>a. No action taken.</i>

b. Downtown Hayward SafeCity Task Force: Recommendations to Board	b. Dominic updated the Board members on the need to convene a Downtown SafeCity Task Force still to review the feasibility of expanding the camera system downtown.	<i>b. No action taken.</i>
<u>District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair</u> a. Olive Public Relations Status Report b. Downtown Hayward Night Market at Heritage Park: Update c. Taste of Hayward: Update	a. Silvia Rodriguez (Olive Public Relations) provided the status report on pgs. 19-21 in the packet. Ana Ybarra (Olive Public Relations) continued with the social media update. b. Dominic updated the Board members that staff is still in conversation with West Coast Makers to possible organize a night market program to be launched in Heritage Park this Fall. c. Dominic provided an update on the organizing of the Taste of Hayward event, which is an in-house ticketed event for the DHIA. This would be the second annual Taste of Hayward.	<i>a. No action taken.</i> <i>b. No action taken.</i> <i>c. No action taken.</i>
<u>Land Use & Project Review Committee / Marco LiMandri, (Interim) Chair</u> a. Downtown Parking Enforcement As of July 1	a. Sara Buizer mentioned there are still challenges and staff is working on creating a employee parking permit but did not have an ETA for that. Marco mentioned revenue generated from parking should be considered for downtown improvements. Alejandro commented that he spoke before that parking enforcement was needed on weekends and not needed on weekdays from 9 am to 5 pm. Alejandro mentioned that the parking signs were outdated and that the parking enforcement was counterproductive.	<i>a. No action taken.</i>

b. Downtown Loop Redesign Survey	Alejandro mentioned the city of Hayward did not like his suggestion of QR codes or “dynamic” parking where the price of parking would change for enforcement. Ben Schweng suggested contracting out to a third party for parking enforcement. Ben mentioned parking enforcement wasn’t needed five days a week to send a message. b. George mentioned the “Downtown Loop Redesign” was in the third (and final) phase of the planning process. George mentioned the city council approved the “civic design.” Discussion followed.	<i>b. No action taken.</i>
5. Next Meeting:	The next Board of Directors meeting is set for Tuesday, September 22nd at 10 am.	<i>No action taken.</i>
6. Adjournment	Meeting was adjourned.	<i>Ben Schweng moved to adjourn the meeting and Alfredo Rodriguez seconded the motion. Motion was passed unanimously.</i>

Minutes taken by Nicholas Yoo, Assistant District Manager



ARTICLE 4 DIRECTORS

Section 1. Number and Term

The Corporation shall have a minimum of five (5) and a maximum of seventeen (17) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution by the Board of Directors. Subject to the foregoing provisions for changing the number of Directors, the following seats shall be allocated to the Board of Directors:

- A) No less than a two-thirds majority of the seats on the Board of Directors at all times shall be filled by Property Owner Directors (as defined in Section 2 of this Article 4). Each property within the district boundaries, based upon the legal status of ownership, is entitled to appoint only one representative to serve on the Board of Directors;
- B) The balance of seats shall be filled by Community at Large Directors as defined in Section 2 of this Article 4);
- C) Directors shall be elected for a term of two (2) years., However, following the first election of Directors, one half ($\frac{1}{2}$) of the Property Owner Directors and one half ($\frac{1}{2}$) of the Community Directors shall serve a term of one (1) year, and one-half ($\frac{1}{2}$) of the of the Property Owner Directors and one half ($\frac{1}{2}$) of the Community Directors shall serve a term of two (2) years. The Directors may assign the one-year terms by unanimous agreement, but in the absence of such agreement, the Directors receiving one-year terms shall be chosen by lot at the meeting at which the election is held. This staggering of terms will ensure that the entire Board is not replaced within one calendar year. Directors' terms shall commence on the date of their election and expire on the date of the election of the successor to the Director whose term is expiring.

Section 2. Qualifications

Members of the Board shall possess the following qualifications:

- A) *Property Owner Directors* shall be owners of real property within the boundaries of the Downtown Hayward Community Benefit District (the "District"), who have made full payment of all District assessments due for the previous and current fiscal years, or the duly appointed authorized representative (as defined in these Bylaws) of such owner.
- B) *Community at Large Directors* shall be persons who a) own and operate a business located on property located within the boundaries of the District, or the

duly appointed authorized representative (as defined in these Bylaws) of such owner and operator; b) are community members who reside within the boundaries of the District; c) are individuals who do not reside or operate a business within the District boundaries but who show a high degree of interest and concern for the welfare of the District and who understand its connection to the community at large, and who the Board believes may assist the Corporation to fulfill its goals as a public benefit Corporation.

- C) A group of stakeholders consisting of the persons set forth in Exhibit "A" attached to these Bylaws and who have placed their signatures on Exhibit "A", is hereby-appointed upon the execution of these Bylaws as an interim Board of Directors to oversee creation and functioning of the Corporation including the adoption of the Articles of Incorporation, the Bylaws of the Corporation, an initial governance plan, and the election of the First Board of Directors. The interim Board shall serve until they have elected a fully qualified Board of Directors in accordance with these Bylaws.

Section 3. Nomination and Election

Not less than forty-five (45) days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least three (3) Directors, at least two of whom shall be Property Owner Directors, as the Nominating Committee to solicit nominees for consideration for election as Directors. The names so proposed, by the Committee shall be presented to the Board at its Annual meeting. The Nominations Committee shall include the President and at least two other Directors.

The Nominations Committee shall provide nomination forms to all eligible property owners and Directors. The nomination forms shall be mailed out at least thirty (30) days prior to the date set for the annual meeting. A due date of at least twenty (20) days prior to the annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Committee;

- A) The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its annual meeting.
- B) At the annual meeting the Directors may vote to accept some or all of the nominees submitted by the Nominations Committee. The election of Directors shall comply with the allocation provided in Section 1 of this Article 4.

Nominations may not be made from the floor but only in accordance with the procedures set forth in this Section 3 or such other procedures as may be determined by the Board.

Balance Sheet

As of September 2, 2026

	Sep 2, 26
ASSETS	
Current Assets	
Checking/Savings	
CD Acct - 2623855	50,000.00
Chase Checking 937971726	157,035.30
Total Checking/Savings	207,035.30
Total Current Assets	207,035.30
Fixed Assets	
Accumulated Depreciation	-55,112.00
Fixed Assets	56,287.33
Total Fixed Assets	1,175.33
TOTAL ASSETS	208,210.63
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	-105,255.43
Total Equity	208,210.54
TOTAL LIABILITIES & EQUITY	208,210.63

Downtown Hayward Improvement Association

Profit & Loss Budget Performance

August 2026

09/02/26

Cash Basis

	Aug 26	Budget	Jan - Aug 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	0.00	0.00	423,885.86	462,140.75	462,140.75
Carry Forward	0.00	0.00	0.00	209,072.65	209,072.65
Total Assessment Income	0.00	0.00	423,885.86	703,193.62	703,193.62
Non Assessment Income					
CD Acct & Interest	0.00	0.00	2,293.96	103,218.08	103,218.08
Total Non Assessment Income	0.00	0.00	2,293.96	103,218.08	103,218.08
Total Income	0.00	0.00	426,179.82	806,411.70	806,411.70
Expense					
Administration					
Accounting Fees	0.00	166.00	1,650.00	1,336.00	2,000.00
Bank Charges	0.00	58.00	17.50	468.00	700.00
Insurance - Liability, D and O	0.00	1,166.00	16,026.04	9,336.00	14,000.00
Legal Fees	0.00	208.00	20.00	1,668.00	2,500.00
Office Supplies	0.00	62.50	448.88	500.00	750.00
Postage, Mailing Service	0.00	41.66	-27.05	333.36	500.00
Printing and Copying	19.92	166.00	1,670.06	1,336.00	2,000.00
Rent	1,200.00	1,208.00	9,600.00	9,668.00	14,500.00
Staff Consulting (New City)	9,750.00	9,750.00	77,750.00	78,000.00	117,000.00
Telephone, Telecommunications	140.91	50.00	1,127.28	400.00	600.00
Utilities	225.84	416.00	2,198.02	3,336.00	5,000.00
Admin Contingency	0.00	62.50	0.00	500.00	750.00
Total Administration	11,336.67	13,354.66	110,480.73	106,881.36	160,300.00
DISI					
Advertising	306.51	416.00	1,876.18	3,336.00	5,000.00
Branding & Signage	0.00	500.00	0.00	4,000.00	6,000.00
PR / Social Media	5,050.40	5,000.00	40,050.40	40,000.00	60,000.00
Seasonal Displays	0.00	500.00	4,600.00	4,000.00	6,000.00
Staff Consulting (New City)	1,750.00	1,750.00	13,750.00	14,000.00	21,000.00
Website	0.00	416.00	4,847.38	3,336.00	5,000.00
Special Events					
Chamber Street Parties	0.00		17,500.00		
Special Events - Other	0.00	2,083.00	0.00	16,668.00	25,000.00
Total Special Events	0.00	2,083.00	17,500.00	16,668.00	25,000.00
Total DISI	7,106.91	10,665.00	82,623.96	85,340.00	128,000.00
SOBO					
Staff Consulting (New City)	4,250.00	4,250.00	33,750.00	34,000.00	51,000.00
Capital Improvements	0.00	833.00	0.00	6,668.00	10,000.00
Maintenance and Supplies	520.56	833.00	8,490.19	6,668.00	10,000.00
Landscape Supplies & Equipment	0.00	833.00	5,439.75	6,668.00	10,000.00
Compensation & Benefits					
Wages & Salaries	22,996.34	31,250.00	226,837.54	250,000.00	375,000.00
Deductions	0.00		0.00		
Health Insurance	-99.66		4,711.77		
Workers Comp Ins	3,150.60		6,016.20		
Payroll Processing Fees	236.90		2,282.09		
Payroll Tax Expense	1,735.53		19,745.07		
Total Compensation & Benefits	28,019.71	31,250.00	259,592.67	250,000.00	375,000.00
Cameras	0.00	8,000.00	0.00	18,000.00	50,000.00
Vehicle Related					
Pressure Washing	152.58	416.00	2,847.95	3,336.00	5,000.00
Gas	376.84	166.00	2,852.63	1,336.00	2,000.00
Vehicle Repair & Maintenance	880.00	416.00	4,548.10	3,336.00	5,000.00
Total Vehicle Related	1,409.42	998.00	10,248.68	8,008.00	12,000.00
Total SOBO	34,199.69	46,997.00	317,521.29	330,012.00	518,000.00
Contingency	0.00	0.00	59.27	111.70	111.70

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
Total Expense	52,643.27	71,016.66	510,685.25	522,345.06	806,411.70
Net Income	-52,643.27	-71,016.66	-84,505.43	284,066.64	0.00

During the months of July and August 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 8,775 pounds of debris in July and 5,675 pounds in August.

July 2026 Operations

Waste Removal: 351 bags of trash, 331 bags of leaves, and 91 instances of large debris.

Graffiti & Aesthetics: 169 instances of graffiti removed and 105 stickers cleared; 32 new graffiti instances were reported.

Encounters: 321.

August 2026 Operations

Waste Removal: 227 bags of trash, 55 bags of leaves, and 15 instances of large debris.

Graffiti & Aesthetics: 71 instances of graffiti removed and 100 stickers cleared; 19 new graffiti instances were reported.

Encounters: 324.

July - Cleaning Task Breakdown

Trash Bags Completed 351

of Leaf Bags 331

Graffiti Removed 169

Graffiti Reported 32

Debris Removed 91

Debris Reported 8

Stickers 105

of Encounters 321

August - Cleaning Task Breakdown

Trash Bags Completed 227

of Leaf Bags 55

Graffiti Removed 71

Graffiti Reported 19

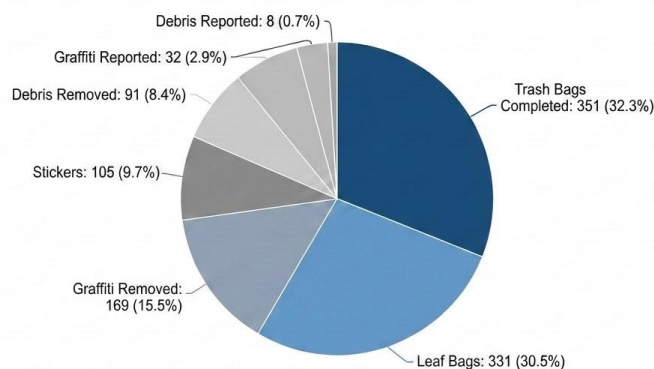
Debris Removed 15

Debris Reported 7

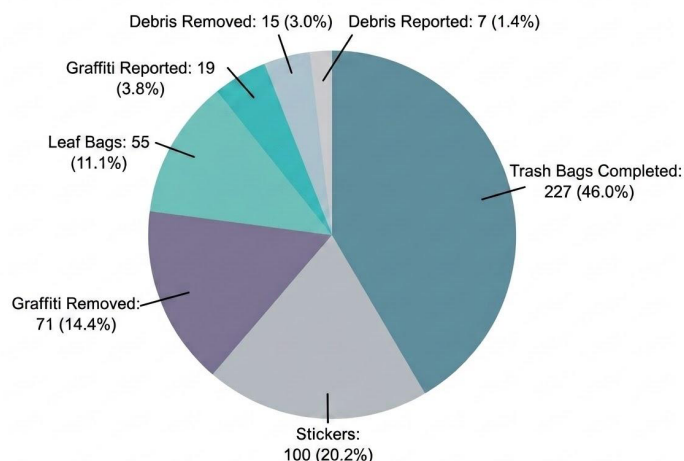
Stickers 100

of Encounters 324

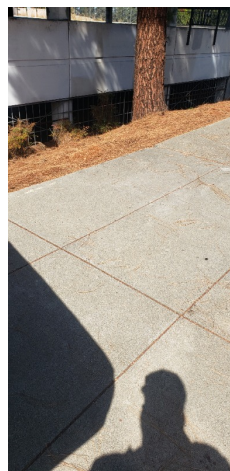
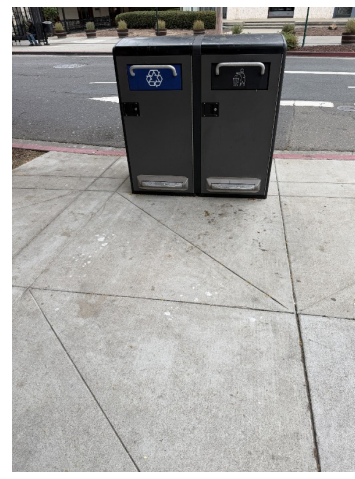
July Cleaning Task Breakdown



AUGUST CLEANING TASK BREAKDOWN



Maintenance (July – Aug) Before & After:





Starting August 3rd, 2026, the Hayward Housing Resource Center HRC will be moving to a new location and will be operated by Abode and La Familia

Address:

La Familia Neighborhood Resource Center

22366 Fuller Ave, Hayward, CA 94541

ABODE HRC Line: 510-371-0447

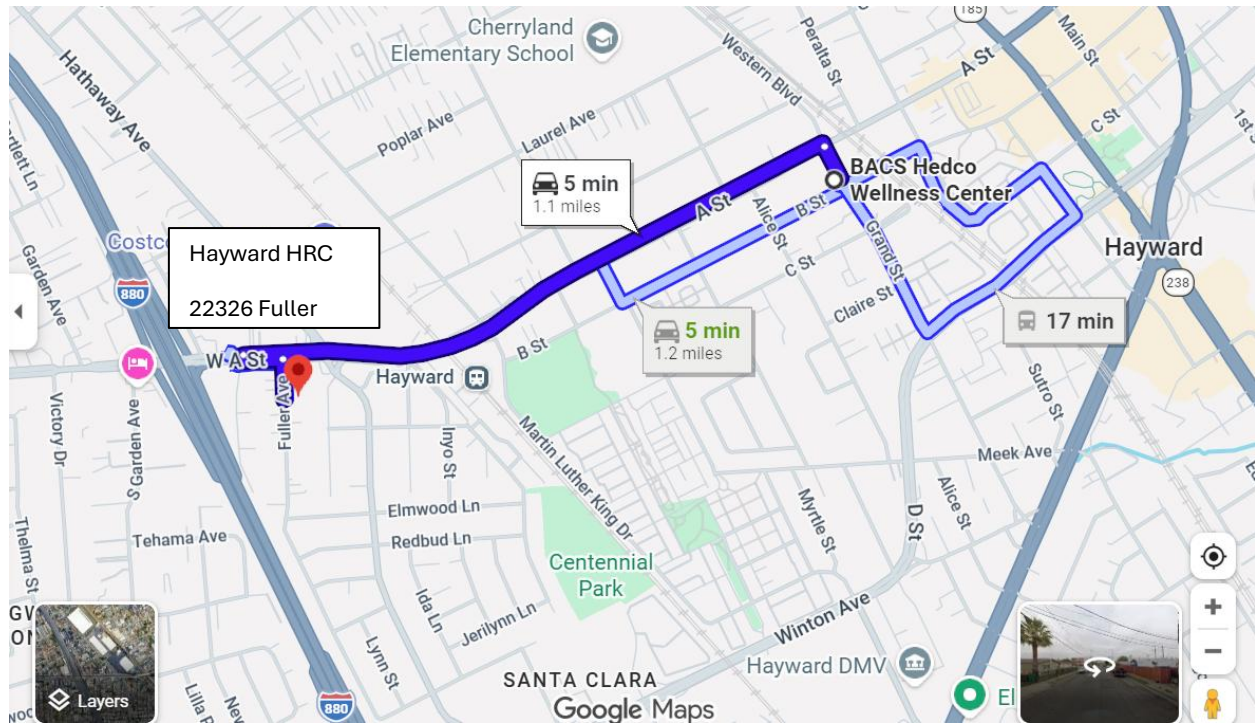
Drop-in hours:

Tuesday 8:30am – 4:30pm

Thursday 8:30am – 4:30pm

Monday/Wednesday/Friday: By Appointment

*Expanded hours with evening/weekend availability coming soon, as well as workshops



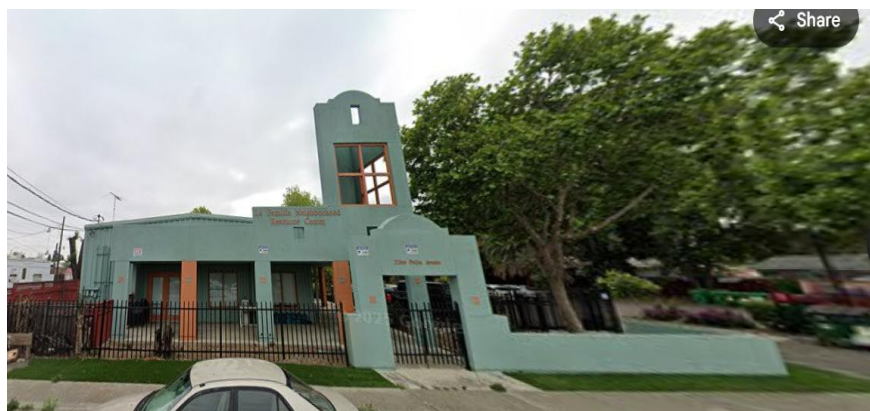
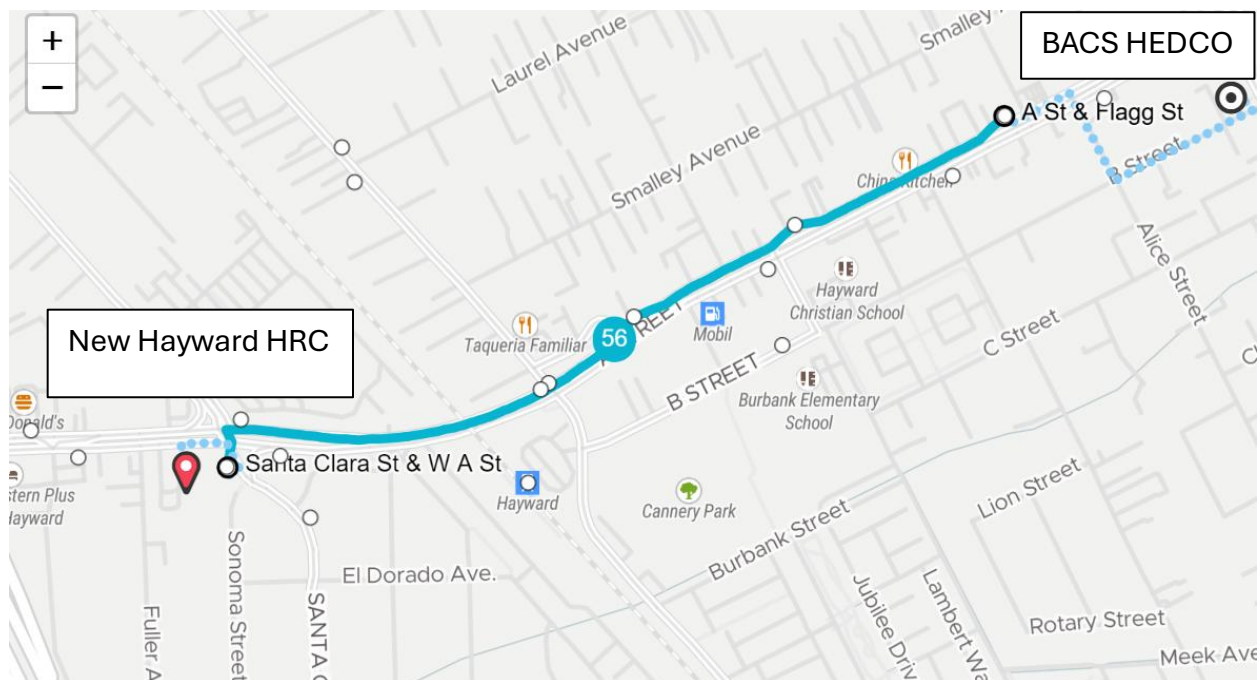
22 Min 1 mile walk, 7 Min bike ride, 5 Min Car ride, 10 min bus ride

Walking Directions

Head to A street towards Alice street
 Turn left on A Street
 Walk .9 mile west on A Street
 Turn Left on Fuller Ave
 Hayward HRC La Familia Resource Center is on the left-hand side

Bus Route Directions

AC Transit directions
 Take 56 bus from A St & Flagg St
 Exit on Santa Clara St and W. A Street
 Walk west down A St
 Turn left on Fuller Ave
 Hayward HRC La Familia Resource Center is on the left-hand side





Downtown Hayward Improvement Association Board Meeting

Tuesday, September 22, 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

Taste of Hayward

SECURED INTEREST

- **9/16 secured interest with NBC Bay Area**
 - Passed along to producers
- **9/16 secured interest with KRON 4**
 - Would like to do a live segment on kron 4 at 2pm. looking for a restaurant to preview the event a few days before
- **9/16 secured interest with FOX 2**
 - Would like to do a segment

Hispanic Heritage Month

SECURED INTEREST

- **9/3 secured interest with Bay Area News Group**
 - Interviewing Con Azucar franchisors about expansion and will mention Hayward Owners
- **8/27 secured interest with Live in the Bay**
 - Might want to do segment for live in the bay with Con Todo Dance Company
- **8/24 secured interest with KRON 4**
 - Scheduled segment for September 21st in studio segment at 2:45 pm (arrival at 2pm) with Rose at Concha Dreams
- **8/24 secured interest with KRON 4**
 - Would like to do some segments for hispanic heritage month

New Business

SECURED COVERAGE

- **8/5 secured online coverage on The Oaklandside**
 - Article spotlights several new businesses in Downtown Hayward
- **8/5 secured online coverage on The Berkelyside**
 - Article spotlights several new businesses in Downtown Hayward
- **7/21 secured online coverage on East Bay NOSH**
 - Article highlights new businesses in Downtown Hayward

SECURED INTEREST

- **7/24 secured interest with 7x7**
 - Considering for coverage

June Events

- **7/24 secured print and online coverage on Tri City Voice**
 - Article spotlights 82ALLNIGHT and MKC Project's K-Pop Dance Camp and includes a quote from Marikar Castillo
- **7/8 secured online coverage on Diablo Magazine**
 - Article features the K-Pop Dance Camp presented by 82ALLNIGHT and MKC Project

PITCHING

- **Taste of Hayward**
 - Local Online
 - Local Print
 - Local TV
- **Hispanic Heritage Month**
 - 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: 523 across all accounts (221 FB + 302 IG)
- Total views: 340K
- Total engagements: 8.2K
- Engagement rates: 3.1% IG & 1.2%FB
- Highlighted: Downtown Hayward Street Party, Hispanic Heritage Month, Parking Updates, New Business Openings, Live music and entertainment/Karaoke Nights (Storybook), Hayward Public Library Events, Happy Hours, SJ Sharks Watch Party
- Upcoming: 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),
- *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... 09/05/26 11:00 AM

Meet Alejandro Gamarra, one of the people helping shape Downtown Hayward's food and drink scene. 🍷 As the owner behind Buffalo Bill's, Alejandro is carrying forward the lega...



No label

Views	53,592
Reach	35,769
Engagement	3,389
Reactions	546
Comments	57
Shares	14
Clicks	2,772
Eng. rate per view	6.3%
Eng. rate per reach	9.5%

Downtown Hayward Improve... 09/07/26 12:59 PM

Next stop: Arthur Mac's. 🚊🍕 Something good is pulling into Downtown Hayward. Arthur Mac's Tap & Snack is opening soon, bringing its signature pizza, cold drinks and laid-bac...



No label

Views	21,243
Reach	16,734
Engagement	1,092
Reactions	225
Comments	17
Shares	15
Clicks	835
Eng. rate per view	5.1%
Eng. rate per reach	6.5%

Downtown Hayward Improve... 08/21/26 4:56 PM

That's a wrap on the Downtown Hayward Street Party! 🎉 Downtown came alive with live music, local food, vendors, dancing and plenty of familiar faces filling the streets. Mor...



No label

Views	18,683
Reach	16,050
Engagement	964
Reactions	157
Comments	10
Shares	7
Clicks	790
Eng. rate per view	5.2%
Eng. rate per reach	6%

Instagramz

Best content - By total views



Downtown Hayward Improve... 09/05/26 2:00 PM

Meet Alejandro Gamarra, one of the people helping shape Downtown Hayward's food and drink scene. 🍷 As the owner behind Buffalo Bill's, Alejandro is carrying forward the lega...



Carousel

No label

Views	15,505
Reach	7,621
Engagement	628
Likes	533
Comments	19
Shares	50
Eng. rate per view	4.1%
Eng. rate per reach	8.2%



Downtown Hayward Improve... 09/15/26 4:00 PM

The Summer Street Parties may be over, but the work doesn't stop when the music does. 🧹 Behind every event in Downtown Hayward is a crew making sure the neighborho...



Image

No label

Views	10,642
Reach	5,642
Engagement	198
Likes	185
Comments	1
Shares	7
Eng. rate per view	1.9%
Eng. rate per reach	3.5%



Downtown Hayward Improve... 09/07/26 4:02 PM

Next stop: Arthur Mac's. 🚆🍕 Something good is pulling into Downtown Hayward. Arthur Mac's Tap & Snack is opening soon, bringing its signature pizza, cold drinks and laid-bac...



Reel

No label

Views	10,619
Reach	7,334
Engagement	865
Likes	550
Comments	8
Shares	271
Eng. rate per view	8.1%
Eng. rate per reach	11.8%