Call to Order, Welcome and Introductions
The meeting was called to order by chairperson, Ingrid Moller at 5:35 p.m.

Committee members present:
Charles Woody, Barbara Woody, Basil Sherlock, Ingrid Moller, Erica Campisi, Kathy Gil, Ruth Baratta, Wendy Ledbetter, and William McGee

Committee members absent:
None.

County staff present:
Eileen Dalton, Marita Hawryluk, Jaimie Benson, and Matt Weber from the Alameda County Redevelopment Agency

General Announcements
Wendy Ledbetter and William McGee were welcomed as new committee members. Ms. Ledbetter works as the office manager for the Castro Valley Chamber and Mr. McGee serves on the Hayward School Board – both are residents of Cherryland.

Open Forum
Cindy Torres from the Cherryland Community Association requested a donation from the Citizens Advisory Committee for the Easter Egg Hunt.

Approval of Minutes
The November 3, 2010 minutes were approved as presented. Erica Campisi moved and Ruth Baratta seconded the motion. The motion was approved unanimously.

Update on Governor’s Budget Proposal to Eliminate Redevelopment Agencies
Governor Brown has proposed a California State budget which would eliminate all Redevelopment Agencies statewide beginning in FY 11/12. While Governor Brown spoke about the proposal in his State of the State Address, no legislation has been drafted and the Agency does not have any additional information. The California Redevelopment Association, which is a professional organization of redevelopment agencies, has organized speakers for the State budget hearings in Sacramento, which will take place on February 3rd at 9:30am and February 7th at 1pm. No decisions are expected as part of these hearings, and it will be at least a few more weeks before more information will be available. In response to the Governor’s budget proposal, the Alameda County Redevelopment Agency will 1) move forward with a bond issuance for those affordable housing projects that have been well defined, 2) move forward with a cooperation agreement with the County to develop those affordable housing projects that are not yet well defined, and 3) execute a public improvement agreement with the County at large to develop infrastructure and community facility projects such as the Cherryland community center and the Mission Blvd and Castro Valley Blvd streetscapes.

A committee member inquired if the list of projects that is highlighted in the public improvement...
agreement will be sent to the State. Staff responded that the list has not been sent to the State but that the Agency provides the State with yearly updates per Redevelopment law. Another committee member inquired about which projects in Cherryland had been bonded. Staff responded that it has the proceeds from the bond sale for the Cherryland Sidewalks Project (including the Meekland portion), and the Agency anticipated using bonds to cover the cost of the Cherryland Fire Station and Cherryland Community Center.

Agency staff will update the committee as more information becomes available.

Castro Valley / Eden Area Chamber of Commerce
The Castro Valley / Eden Area Chamber of Commerce expanded its service area to include the Ashland, Cherryland, and San Lorenzo communities two years ago. As a result of this expansion, 64 new member businesses joined the Chamber collectively from these communities in 2010. Additionally, in order to leverage the local business-to-business connections, the Chamber has grown its Board of Directors to include five new members from the newly represented Ashland, Cherryland, and San Lorenzo communities – Ingrid Moller and Ruth Baratta from this committee are two of these new Board of Directors. Despite the rise in membership in these areas, the significant economic downturn has affected the membership renewal rate for businesses over the past year, and the discounted new membership fees did not add substantial revenues. Even though the Chamber has made significant cuts to organizational expense, revenues have also dropped, so that the two year goal (as part of the prior contract) of returning to self-sufficiency has not been achieved. The Chamber is requesting assistance of $150,000 for two years, of which $30,000 ($15,000/year x 2 years) is requested from the Cherryland Citizens Advisory Committee.

Several comments and questions were received from the committee. Ingrid Moller stated that no one has gone door to door in the Cherryland commercial corridors to solicit new members and that perhaps she could assist Chamber staff in this regard. Ruth Baratta inquired if business outreach has been conducted in Spanish. Chamber staff responded that Spanish-speaking volunteers are coordinated to accompany Chamber staff on outreach walks. Charles Woody noted that website maintenance, hosting, tech support, and website updates are important steps to keep the website new, relevant, and useful. Kathy Gil asked how many businesses became Chamber members from Ashland and Cherryland. Chamber staff responded that there are 15 new members from Ashland and 13 new members from Cherryland. Ms. Gil also asked if any business events had taken place in Cherryland. Chamber staff responded that to date no events have taken place in Cherryland due to the fact that a property with sufficient meeting and parking space has not yet been identified. Ms. Baratta and Basil Sherlock requested the Chamber come back to the committee with a more detailed work plan for how it plans to increase the number of Cherryland businesses as Chamber members.

Ruth Baratta moved, and Erica Campisi seconded, a motion to recommend sponsorship of the Chamber for six months for a total of $7,500. There were seven ayes, one nay, and Wendy Ledbetter abstaining from the vote. The motion passed.

Cherryland Sidewalks Project
Phase II of the Cherryland Sidewalks Project, Hampton Road from Meekland Ave to Mission Blvd, is almost complete. The first layer of pavement was laid on Hampton Road from Western Blvd to Mission Blvd, and the pavement from Meekland Ave to Western Blvd has already been completed. Trees have been planted around the new gateway signage, which is located at the Mission Blvd and Hampton Road intersection. Relocation of the existing utility poles continues.

Phase II-A of the Cherryland Sidewalks Project, Boston Road north of Hampton Road, has been contracted. The contractor, Gradetech, plans to start work next month. The scope includes sidewalk
work along Boston Road, the addition of street trees at Cherryland Elementary School, the replacement of existing, non-functional trash cans along East 14th Street and Mission Blvd, and gateway landscaping in nearby San Lorenzo.

Phase III of the Cherryland Sidewalks Project, Meekland Avenue from ‘A’ Street to Lewelling Blvd is in the planning stages. The Agency hired Wallace Roberts and Todd (WRT), an urban design firm, to conduct public outreach and compile a master plan for the project, which will include enhanced pedestrian access and much needed street infrastructure such as continuous sidewalks and street trees. WRT presented design concepts and solicited neighbor input at an initial community meeting in October 2010. WRT also presented these concepts to the Citizens Advisory Committee in November 2010. Last week, WRT presented a draft of the completed master plan to the community and again received community input. Public comments will continue to be solicited until February 28, 2011, at which time WRT will update the master plan. Staff will request a recommendation of the final master plan from the committee at the April committee meeting with final approval by the Board of Supervisors to follow. Once the Board of Supervisors approves the master plan, Alameda County Public Works will start construction documents, which will include right of way acquisition at a few commercial locations where existing parking conflicts with the desire to provide continuous sidewalks along the corridor. The project is anticipated to be bid in spring 2012 with construction to start summer 2012.

Utility Box Mural Program Update
Nearby cities, such as Hayward and Emeryville, have been successful in reducing incidents of graffiti by painting murals on above-ground utility boxes. Based on committee feedback, the Agency is starting pilot program in the Cherryland community. It will focus on Cherryland’s agricultural history and use vintage fruit and vegetable crates as a guideline for artists. The images will be large, so they can be seen from passing cars, and if they include people, will ensure multiple skin tones are represented. Twenty-two boxes in total, which consist of County-owned and PG&E-owned boxes will be included. The Agency has developed program guidelines for Board of Supervisor approval. With this approval, the Agency will be able to issue request for artist’s proposals. The community will be engaged in selecting the artist or artwork. The program budget is $20,000.

Cherryland Beautification Newsletter
Agency staff solicited input on the Cherryland Beautification Newsletter. As the newsletter requires a significant amount of staff time for production of each issue, staff inquired if a less frequent newsletter would still serve the needs of the community.

A community member suggested that the Ashland Cherryland Garden Network has graphic designers with whom they work that could put together the newsletter instead of Agency staff.

Staff will return to the committee with a recommendation at a future meeting.

Staff Reports

Code Enforcement Program
The Residential Pro-Active Code Enforcement Program, a one year pilot Program to combat code violations and educate the community about the Neighborhood Preservation Ordinance, was completed October 6, 2010. While the Program was quite successful with 960 cases opened and closed among the 33 residential streets that were targeted, no funding or staff are available to continue the Program. Agency staff is working to try to continue the Program and will bring this item back to the committee once more information is available.
Economic Development

Update on 20095 Mission Blvd (former Hayward Auto site) Marketing & Future Direction

The Agency owns the property and is getting ready to demolish the final existing structure on the property. Agency staff has conducted outreach over the past two years with little response from retailers large and small, ethnic, specialized, and corporate. The current economic climate is the toughest market in years for commercial space, and the economics of the site do not work because current rents do not support the cost of new construction. Agency staff proposed a few ideas for consideration for moving forward at the site. These ideas include holding the land vacant for future use, developing a mixed-use site (which includes apartments in addition to commercial space), and developing a larger community center in lieu of the one currently proposed at 278 Hampton Road. Agency staff and the committee will continue to brainstorm other ideas for the site.

Other Economic Development Updates

The owner of the Sports Plus One sporting goods store at Mission Blvd and Lewelling Blvd is planning to open an Arab American Community Center in the former Union Jack Pub building (also at Mission Blvd and Lewelling Blvd). The West County Board of Zoning Adjustments will discuss and vote on the proposal on February 9, 2011 at 6pm at 224 W. Winton Avenue, Suite 160, Hayward, CA 94544.

The Agency is hosting a business seminar to teach business owners and entrepreneurs how to access capital. This course will occur on February 15, 2011 from 2-5pm at 224 W. Winton Avenue, Suite 160, Hayward, CA 94544.

Redevelopment Educational Workshop

Agency staff is coordinating the details of an educational course for committee members. The course will occur on a Saturday morning and include an introduction/review of Redevelopment law, real estate transactions, and committee roles and responsibilities.

Affordable Housing Projects

Agency staff is still working with local, non-profit, affordable housing developer Habitat for Humanity East Bay to locate land suitable for affordable housing. Affordable housing development through Habitat for Humanity East Bay would meet the committee’s goals of blight elimination through affordable housing development and production of ownership housing.

Property Acquisition

None.

Cherryland Community Center

Agency staff owns a vacant parcel at 278 Hampton, which is the site proposed for the new Cherryland Community Center. Architectural firms are currently being selected via a request for proposal process, and once selected, the architect will solicit input from the community about its needs and wants for a community center. Utilizing these parameters as a guide, the architect will design a quality community center that best suits the Cherryland neighborhood. The Agency conducted a request for proposal of local, small or emerging architects and received 38 responses. Ten firms were interviewed by a panel consisting of Agency staff, City of San Leandro Redevelopment Agency staff, and a representative from the Hayward Area Recreation & Park District, who maintains the County’s parks. The top two candidates will be informed within the coming weeks and selection of these two architecture firms will start the public outreach and design process.

Cherryland Fire Station

One of the two architects who are selected as part of the request for proposal process (discussed above) will be commissioned to design a fire station on Meekland Avenue. The proposed site is
owned by the Agency. In addition to standard programming at the fire station, the County is reviewing the possibility to include a health clinic in the building.

**Topics for Future Meeting Dates**
- Enhanced Residential Code Enforcement Program
- Chamber of Commerce update including a work plan for the Cherryland business community

There being no further business, the meeting was adjourned at 7:55 p.m.

The Next Cherryland Sub-Area CAC meeting will be held on April 6, 2011.

Note: A full version of the minutes is available at [www.ACRenews.org](http://www.ACRenews.org) or by request from the Redevelopment Agency.