



**Board of Directors Meeting  
San Leandro Improvement Association  
Thursday, March 14<sup>th</sup>, 2019, 8:00 a.m.  
Casa Peralta Theatre – 384 W. Estudillo Avenue, San Leandro**

**AGENDA**

1. **Introductions – President Gordon Galvan**
2. **Approval of January 10th, 2019 Board minutes** *Action Item*
3. **Public Comment – Announcements**
4. **Committee Reports:**
  - (Executive Committee) – Gordon Galvan***
    - a. Rough draft FY 19
    - b. First Quarterly Newsletter sent out
    - c. Landmark Sign Task Force minutes and report
    - d. Mayoral appointment of two City reps to the Board
  - (DISI Committee) –Emilio Garcia***
    - a. Update on PR and Social Media – Olive PR
    - b. Truth Thursday update
  - (SOBO Committee) – Gordon Galvan***
    - a. Update on PD services
    - b. SLIA YTD Maintenance Stats
  - (Land Use Committee) – Marco Li Mandri***
    - a. Maximus Proposal at Planning Commission, next steps
6. **Other/Review of Staff survey**
7. **Next Board of Directors Meeting: \_\_\_\_\_**

**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 384 W. Estudillo Avenue, San Leandro, CA 94577. 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 Monica Montes at 888 356-2726 at least 48 hours prior to the meeting.**



**Board of Directors Meeting  
 San Leandro Improvement Association  
 Thursday, January 10<sup>th</sup>, 2019, 8:00 a.m.  
 Casa Peralta Theatre – 384 W. Estudillo Avenue, San Leandro**

**Present:** Katie Bowman, Kim Pace, Emilio Garcia, Gordon Galvan, Jackie Montero Flynn, Emily Griego, Bob Jones, Shannon Hackley, Corina Lopez

**Absent:** Mario Alvarado, Long Van Nguyen, David Irmer

**Guests:** Joe Camarillo/SLPD, Mariana Garcia

**Staff:** Marco Li Mandri, Dominic Li Mandri

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	The meeting was called to order at 8:15 A.M. by President Gordon Galvan.	<b>No Action Taken</b>
<b>2. Public Comment and Announcements</b>	<p>Katie Bowman reported that:</p> <ul style="list-style-type: none"> <li>-formal applications for Sansome Pacific and the Maximus projects will be submitted soon to the City for review.</li> <li>-a new bakery will be coming to the site of the Payless Shoe Source at the Regency Center;</li> <li>-On Feb. 2<sup>nd</sup>, an annual City Planning Retreat will be held. Corina Lopez announced that any priorities of the SLIA should be brought up at that meeting. They would then, if approved, be put into the City budgeting process for FY 20.</li> <li>-Emily Griego reported that the Chamber is having its annual awards ceremony on Jan. 31<sup>st</sup> and that Emilio Garcia will be the new President of the San Leandro Chamber;</li> <li>-Emily also reported that the Chamber will be hosting an Employment Law Update at 8:30 a.m., all are welcome. Discussion followed</li> </ul>	<b>No Action Taken</b>

**SAN LEANDRO IMPROVEMENT ASSOCIATION**

<p><b>3. Review of November 8<sup>th</sup>, 2018 minutes</b></p>	<p>The minutes of November 8<sup>th</sup>, 2018 Annual Board meeting were reviewed. Gordon Galvan asked if there were any changes or amendments to the minutes. Corina asked that the spelling of her name be checked.</p>	<p><b>The minutes were approved by consensus</b></p>
<p><b>4. Committee reports (Executive Committee)</b></p> <p>a. 2018-year end budget;</p> <p>b. Annual report to the City;</p> <p>c. Change in loan payments to the City;</p> <p>d. Budget for 2019;</p> <p>e. Grant from Valley Foundation for the Landmark Sign</p> <p>f. Potential expansion for this year</p>	<p><i>a. 2018-year end budget;</i>  Marco reported that we are still waiting for some last-minute expenses and that the final close out of the 2018 budget would be presented at the March Board meeting.</p> <p><i>b. Annual report to the City;</i>  Both Marco and Dominic gave an update on the annual report to the City Council on December 17<sup>th</sup>. They both reported that the report and feedback from the Council went on for almost an hour. Both felt the presentation and response went really well. Corina mentioned that she was pleased with it but had some concerns regarding the Council’s view of what was happening Downtown. Marco also reported that the City Council adopted the revised payment plan for the SLIA to the City for its public improvement loans.</p> <p><i>c. Change in loan payments to the City;</i>  As instructed by the Board, Marco negotiated a revised payment schedule with the City Manager and finance director to allow for payment of the interest only on the outstanding balance of the loan, around 250k. The interest of 3% will be paid for 2019, 2020, 2021 and then the principal and interest will resume. The SLIA needed the time to fundraise as well as build the landmark sign. If we can’t raise the funds for the landmark sign, Marco recommended that we just pay the outstanding balance in the savings account back to the City. The whole purpose of this loan was to expedite the building of the landmark sign and so far, we have plans, but have a budget gap. Discussion followed. The revised payment schedule from the Finance Director is in the Board packet.</p> <p><i>d Budget for 2019;</i>  Marco went over the year to date budget for 2019. Discussion followed.</p>	<p><b>a. No action taken</b></p> <p><b>b. No action taken</b></p> <p><b>c. No action taken</b></p> <p><b>d. The 2019 YTD budget was approved by consensus of the</b></p>

	<p><i>e. Grant from Valley Foundation for the Landmark Sign</i>          Dominic reported that the Valley Foundation sent the SLIA a letter rejecting their grant request for the landmark sign. The letter was included in the Board packet. Discussion followed.</p> <p><i>f. Potential expansion for this year</i>          Marco stated that, at this point, it doesn't appear that there will be any expansion of the district to Alta Mira or the west side of San Leandro Blvd. behind the Wendy's. Discussion followed</p>	<p><b>Board.</b></p> <p><b>e. No action taken</b></p> <p><b>f. No action taken</b></p>
<p><b>Landmark Sign Task Force</b></p>	<p>Marco stated that during the City Council report, the Mayor stated that she would be willing to help raise donations for the Landmark Sign, as she thought it would be an important addition to Downtown. Marco asked the Board to authorize the creation of a <i>Landmark Sign Task Force</i> whose sole function would be to raise approximately \$200,000 for the building of the sign. This would be done in the form of selling eight or nine \$25,000 tiles to major companies or families in San Leandro. The tiles would be placed around the base of the sign. Discussion followed. Shannon asked that her staff work with New City America to come up with a brochure that promotes the tiles. The following people volunteered to work on the Landmark Sign Task Force: Gordon Galvan, Jackie Montero Flynn, Kim Pace, Shannon Hackley. The Task Force will ask the City Manager and Mayor Cutter to join the task force to work on this fundraising effort since this will become a major landmark for Downtown. The goal is to generate the funds by early this summer.</p>	<p><b>Emilio Garcia moved and Emily Griego seconded the creation of the Landmark Sign Task Force. The Task Force will request that the City Manager and Mayor join. The motion was approved unanimously.</b></p>
<p><b>DISI Committee</b>          a. PR and Social media update;          b. Wonderful Night, Tree lighting wrap up;          c. Sale of soldiers and planters;          d. Quarterly news to go out in late January</p>	<p><i>a. PR and Social media update;</i>          Courtney wasn't present so Dominic gave an update on the media and social media coverage the SLIA has received over the past two months. A written report was distributed.</p> <p><i>b. Wonderful Night, Tree lighting wrap up;</i>          Dominic gave a report on the tree lighting ceremony and the number of local groups that participated in the Christmas tree lane. Discussion followed;</p>	<p><b>a. No action taken</b></p> <p><b>b. No action taken</b></p>

	<p><i>c. Sale of soldiers and planters;</i>          Dominic gave an update on the number of toy soldiers and planters sold before the end of the fiscal year. Only one soldier remains to be paid. The SLIA generated enough revenue to help underwrite the holiday event this year, approximately a \$3,000 net.</p> <p><i>d. Quarterly news to go out in late January</i>          Marco reported that a quarterly newsletter will be produced by late January and distributed in early February. It will be distributed by email. Dominic will send it to Emily so she can distribute to the Chamber members and he will also send it to Ken Pon for distribution to the Downtown Association. This should be the first of an ongoing quarterly newsletter.</p>	<p><b>c. No action taken</b></p> <p><b>d. No action taken</b></p>
<p><b>Sidewalk Operations (SOBO) Committee</b></p> <p>a. Update on PD services;</p> <p>b. SLIA Maintenance stats</p> <p>c. Sidewalk Vending ordinance</p>	<p><i>a. Update on PD services;</i>          Officer Joe Camarillo was present to show crime stats for Downtown. He stated that the situation at the Regency center is improving. Discussion followed. Warren Guzman has replaced Ian Frye who has been rotated out of the Downtown. Staff will work on a letter to all the businesses that will give them numbers to call regarding issues and problems they might be having. Joe, Katie and Dominic will also work with Regency on better lighting for the parking lots.</p> <p><i>b. SLIA Maintenance stats</i>          Dominic passed out year to date maintenance stats for the sidewalk cleaning and pressure washing. He stated that the crew was making great headway in its pressure washing of Downtown.</p> <p><i>c. Sidewalk Vending ordinance</i>          Marco asked permission of the Board to submit a new ordinance to the City Manager to respond to new legislation that will allow sidewalk vending by right anywhere in the Downtown. Discussion followed.</p>	<p><b>a. No action taken</b></p> <p><b>b. No action taken</b></p> <p><b>c. The Board approved Marco submitting an ordinance to the City Manager for review and consideration regarding the new statewide legislation allowing for unregulated sidewalk vending throughout the City.</b></p>

<p><b>Land Use Committee:</b> a. Report on new City Parking enforcement program</p>	<p>Mariana Garcia from SLPD Parking Enforcement, was present to give the Board an update on features of the new Downtown Parking Enforcement Program. Mariana reporting on the following: -Washington Plaza is now having parking strictly enforced for a 2- hour limit. This will prevent Regency and Safeway, and surrounding business employees from parking in that public lot; -the Best Building Parking Lot is under 2-hour enforcement for parking; -1<sup>st</sup> floor of the parking structure is .75 cents per hour; -the second and third floors are pre-purchased permit parking only; -the fourth floor of the parking structure is \$2.50 per day; Discussion followed on the impact of these new rules.</p>	<p><b>No action taken</b></p>
<p><b>5. Next Board Meeting &amp; Adjournment</b></p>	<p>Next meeting is Thursday, March 14<sup>th</sup>, 2019 at 8:00 a.m. at the Casa Peralta.  Meeting adjourned at 9:30 AM.</p>	

Minutes taken by Marco Li Mandri, staff

## IN THE CITY COUNCIL OF THE CITY OF SAN LEANDRO

**MINUTE ORDER NO. 2019-006**

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**SUBJECT:** MOTION Appointing City Councilmembers to Serve on Intergovernmental Agencies Until Replaced

**MEETING DATE:** February 4, 2019

**ACTION:** **The City Council approved the MOTION appointing City Councilmembers to serve on the following Intergovernmental Agencies until replaced, as follows:**

**Alameda County Fire Department, Alameda County Fire Advisory Commission (appointment of 2 representatives)**  
**Representative: Vice Mayor Lopez**  
**Representative: Councilmember Hernandez**

**Alameda County Housing Authority, Board of Directors (nomination of 1 representative)**  
**Representative: Councilmember Ballew**

**Alameda County Mosquito Abatement District, Board of Trustees (appointment of 1 Trustee)**  
**Trustee: Councilmember Aguilar**

**Alameda County Transit Bus Rapid Transit (BRT) (appointment of 2 representatives)**  
**Representative: Mayor Cutter**  
**Representative: Vice Mayor Lopez**

**Alameda County Transportation Commission, Board of Directors (appointment of 1 representative and 1 alternate)**  
**Representative: Mayor Cutter**  
**Alternate: Vice Mayor Lopez**

**Alameda County Waste Management Authority, Board of Directors (appointment of 1 representative and 1 alternate)**  
**Representative: Councilmember Cox**  
**Alternate: Councilmember Aguilar**

**Association of Bay Area Governments (ABAG), General Assembly (appointment of 1 representative and 1 alternate)**  
**Representative: Councilmember Aguilar**  
**Alternate: Councilmember Lee**



**East Bay Community Energy (EBCE) (appointment of 1 representative and 1 alternate)**

**Representative: Councilmember Hernandez**

**Alternate: Vice Mayor Lopez**

**East Bay Dischargers Authority (EBDA), Commission (appointment of 1 representative and 1 alternate)**

**Representative: Mayor Cutter**

**Alternate: Councilmember Ballew**

**League of California Cities, East Bay Division, Board of Directors (appointment of 1 representative and 1 alternate)**

**Representative: Councilmember Lee**

**Alternate: Vice Mayor Lopez**

**Port of Oakland, Oakland Airport Community Noise Management Forum (appointment of 1 representative)**

**Representative: Councilmember Lee**

✓ **San Leandro Improvement Association, Board of Directors (appointment of 1 representative and 1 alternate)**

**Representative: Councilmember Cox**

**Alternate: Councilmember Ballew**

**VOTE: M/S/C Cox and Aguilar. Ayes: 7; Noes: 0; Absent: 0**

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LETICIA I. MIGUEL  
City Clerk

## San Leandro Improvement Association Budget Performance FY 2019

	Feb 19	Budget	Dec '18 - Feb 19	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
Assessment Income	165,524.33	0.00	291,216.13	126,637.90	447,948.75
Delinquency	0.00		0.00	-11,198.00	-11,198.00
Carry Forward	0.00		0.00	6,845.67	6,845.67
<b>Programs Income</b>					
Holiday	0.00		1,800.00	0.00	0.00
<b>Total Programs Income</b>	0.00		1,800.00	0.00	0.00
<b>Total Income</b>	165,527.35	0.00	293,025.97	122,285.57	443,596.42
<b>Expense</b>					
<b>Administration</b>					
Annual Elections / Mailing	0.00	20.00	28.41	60.00	240.00
Bank Charges/CC Interest Charge	58.53	135.00	436.85	425.00	1,600.00
Loan Interest	0.00	0.00	0.00	3,902.00	7,804.00
Staff Administration	4,400.00	4,400.00	12,400.00	13,200.00	52,800.00
Accounting	0.00	133.00	0.00	403.00	1,600.00
Dues and Subscriptions	0.00	10.00	0.00	35.00	125.00
Rent	750.00	750.00	2,250.00	2,250.00	9,000.00
Insurance	0.00	440.00	0.00	1,240.00	5,200.00
Office Supplies / Equipment	93.54	40.00	394.64	130.00	500.00
Board Meetings / Retreats	6.08	0.00	98.73	0.00	0.00
Meeting Refreshments	0.00	30.00	0.00	80.00	350.00
Phone and Communications	121.03	120.00	431.59	360.00	1,400.00
Printing	5.28	90.00	101.25	250.00	1,000.00
Admin. Contingency	206.00		824.00	0.00	0.00
<b>Total Administration</b>	5,640.46	6,168.00	16,965.47	22,335.00	81,619.00
<b>DISI</b>					
Advertising	38.47	170.00	577.15	470.00	2,000.00
Branding / Signage	0.00	62.50	0.00	187.50	750.00
Public Space Dev.	0.00	170.00	0.00	506.00	2,000.00
PR Consultant	2,000.00	2,000.00	6,000.00	6,000.00	24,000.00
Social Media	1,600.00	1,600.00	4,800.00	4,800.00	19,200.00
DISI Staff Admin	1,000.00	1,000.00	3,800.00	3,000.00	12,000.00
Seasonal Displays	0.00	170.00	0.00	506.00	2,000.00
<b>Special Events</b>					
Truth & Beauty	0.00		612.42	0.00	0.00
Holiday Event	693.51		7,891.08	0.00	0.00
<b>Total Special Events</b>	693.51		8,503.50	0.00	0.00
<b>Web Site</b>	57.00	12.50	410.76	37.50	150.00
<b>Total DISI</b>	5,388.98	5,185.00	24,091.41	15,507.00	62,100.00
<b>SOBO</b>					
Sidewalk Cleaning Operations	12,130.29	14,170.00	43,310.60	42,506.00	170,000.00
<b>Supplies, Equip, Uniforms</b>	19.23	333.00	562.68	1,003.00	4,000.00
Public Space Maintenance	325.00	291.00	650.00	881.00	3,500.00
Nursery Supplies & Equipment	0.00	208.00	0.00	628.00	2,500.00
Rent / Storage	750.00	750.00	2,250.00	2,250.00	9,000.00
Security	7,077.00	7,083.33	21,231.00	21,250.03	85,000.00
SOBO Admin	1,600.00	1,600.00	4,800.00	4,800.00	19,200.00
<b>Vehicle Related</b>					
Gas	54.40	133.00	862.71	403.00	1,600.00
Vehicle Repairs & Maintenance	0.00	200.00	0.00	600.00	2,400.00
<b>Total Vehicle Related</b>	54.40	333.00	862.71	1,003.00	4,000.00
<b>SOBO Contingency</b>	0.00		800.00	0.00	0.00
<b>Total SOBO</b>	21,955.92	24,768.33	74,466.99	74,321.03	297,200.00
<b>Total Expense</b>	32,985.36	36,121.33	115,523.87	112,163.03	440,919.00

**San Leandro Improvement Association  
Budget Performance FY 2019**

03/12/19

Cash Basis

	<u>Feb 19</u>	<u>Budget</u>	<u>Dec '18 - Feb 19</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Net Ordinary Income</b>	132,541.99	-36,121.33	177,502.10	10,122.54	2,677.42
<b>Other Income/Expense</b>					
<b>Other Expense</b>					
City Loan 2017	0.00		8,231.80	0.00	0.00
<b>Total Other Expense</b>	0.00		8,231.80	0.00	0.00
<b>Net Other Income</b>	0.00	0.00	-8,231.80	0.00	0.00
<b>Net Income</b>	<u>132,541.99</u>	<u>-36,121.33</u>	<u>169,270.30</u>	<u>10,122.54</u>	<u>2,677.42</u>

San Leandro Improvement Association  
**Balance Sheet**  
As of March 12, 2019

	<u>Mar 12, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Freemont General Account	133,942.30
Freemont Payroll Account	6,117.19
Freemont Savings Account	193,632.97
Payroll Account	820.51
General Checking	-24.50
Debit Account	51.09
<b>Total Checking/Savings</b>	<u>334,539.56</u>
<b>Total Current Assets</b>	<u>334,539.56</u>
<b>TOTAL ASSETS</b>	<u><u>334,539.56</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	27,166.02
<b>Total Accounts Payable</b>	<u>27,166.02</u>
Other Current Liabilities	
San Leandro Loan 2017	260,139.31
Payroll Liabilities	
Federal Tax	-1,722.79
State Tax	-67.86
<b>Total Payroll Liabilities</b>	<u>-1,790.65</u>
<b>Total Other Current Liabilities</b>	<u>258,348.66</u>
<b>Total Current Liabilities</b>	<u>285,514.68</u>
<b>Total Liabilities</b>	285,514.68
Equity	
Opening Balance Equity	122,325.20
Unrestricted Net Assets	-215,669.78
Net Income	142,369.46
<b>Total Equity</b>	<u>49,024.88</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>334,539.56</u></u>

San Leandro Improvement Association  
**Balance Sheet**  
As of March 12, 2019

1. This is staff administration invoices not paid for September, October and November of 2018 totaling \$21,000.



**Downtown San Leandro Improvement Association  
Landmark Sign Task Force  
The Station, 1455 Hays Street, San Leandro, CA 94577**

**Present:** Shannon Hackley, Michael, Jackie Montero Flynn, Katie Bowman, Jeff Kay

**Staff:** Marco Li Mandri, Dominic Li Mandri

**MINUTES**

The following notes summarize the discussion of the meeting:

<i>Item</i>	<i>Explanation</i>	<i>Action Taken</i>
Summary of project	<p>-Latest cost estimate is from \$350,000 - \$400,000;</p> <p>-The Board currently has \$180,000 in the bank from the City loan, or around 50% of the project costs;</p> <p>-The goal is to fundraise for the full cost of the sign, and then repay the City the balance left from the loan to reduce future debt service;</p> <p>-Due to a recent accident, the landmark sign and entire Estudillo Plaza should be encircled in bollards to protect the public from Davis Street or E. 14<sup>th</sup> Street traffic.</p>	

**SAN LEANDRO IMPROVEMENT ASSOCIATION**

	-Once funded, the project should take around six months to construct	
<b><i>Item</i></b>	<b><i>Explanation</i></b>	<b><i>Action taken</i></b>
<b>Fundraising strategy</b>	<p><b>-\$25,000 tiles would be sold, with the goal of selling 16 – 20 to major corporations or individuals in San Leandro;</b></p> <p><b>-Shannon and Marco’s staff will work on a solicitation brochure that explains the projects and tile location;</b></p> <p><b>-The groups we want to approach include the following:</b>  <b>FH Dailey;</b>  <b>Ghiardelli;</b>  <b>Maximus;</b>  <b>Sansome Pacific</b>  <b>OSI</b>  <b>Westlake Urban</b>  <b>Tirani</b>  <b>Kaiser</b>  <b>Alameda Health Systems</b>  <b>Wilma Chan’s office</b>  <b>Barker Brothers</b>  <b>Caterpillar</b>  <b>Blackstone</b>  <b>Coca Cola</b>  <b>Preferred Freezer</b>  <b>Biggie Cranes</b>  <b>David Longdon</b>  <b>Cal Coast</b>  <b>ACI</b>  <b>Amazon</b>  <b>Eden Housing</b>  <b>Alameda County Fair</b>  <b>Prologis</b>  <b>Fremont Bank</b>  <b>Regency</b>  <b>Waste Management</b></p>	

	<p><b>First United Credit Union</b>  <b>Board members</b>  <b>AC Transit</b>  <b>Madison Marquette</b>  <b>Rotary</b>  <b>Lions</b>  <b>Kiwanis</b>  <b>SLED,</b>  <b>Harborside</b>  <b>Blum</b>  <b>Sizzler</b>  <b>City Art Fund</b>  <b>Barbara Mathews Brooks</b>  <b>Art related Developer</b>  <b>Impact Fees</b></p>	
<b>Timeline</b>	<p><b>Goal is to sell 8 tiles by the end of August, and then proceed with work. We would continue selling tiles while the project is under construction</b></p>	
<b>Next Meeting</b>	<p><b>March 13<sup>th</sup> at 4:30 at the Station. We will review preliminary brochure</b></p>	
<b>Other</b>	<p><b>Jackie Montero Flynn committed to buying the first tile. This is a great start</b></p>	

**Minutes taken by Marco Li Mandri, Staff**

<b>Organization</b>	<b>Facebook Following</b>	<b>Twitter Following</b>	<b>Instagram Following</b>
SLIA	5,439	420	1,424
Temescal Telegraph Business District	2,712	3,749	1,630
Downtown Oakland Association	2,952	6,663	N/A
Piedmont Avenue Merchants Association	234	N/A	N/A
Rockridge District Association	117	N/A	N/A
Richmond Main Street Initiative	1,653	1,184	589
Downtown Hayward Improvement Association	N/A	N/A	N/A
Redwood City Improvement Association	9,218	899	1,504