



**Board of Directors Meeting Agenda**  
**San Leandro Improvement Association**  
**Thursday, January 13, 2022, 8:30 a.m. – 10:00 a.m.**  
**Telephonic Meeting**  
**Dial-In: 1 (669) 900-6833 Meeting ID: 292 409 5566**  
<https://us02web.zoom.us/j/2924095566>

**AGENDA:**

- 1. Call to Order – President, Emily Griego**
- 2. Roll Call – Secretary, Angele Sweet**
- 3. Public Comment** **Information**
- 4. Approval of Minutes** **Action**
  - ~~a. November 9, 2021 (Postponed until next meeting)~~
- 5. Review of Financials – L. Van Nguyen (8:50)** **Action**
  - a. The Board will review Year End Financials and 2022 Budget.
- 6. Committee Assignments and Adoption of Board Calendar – E. Griego (9:10)** **Action**
  - a. The Board will broadly discuss the role and potential 2022 goals of board. Committees, followed by the appointment of 2022 committee chairs and members.
  - b. The Board will discuss, amend if necessary, and approve the 2022 Board Calendar.
- 7. Executive Director Report – M. Mack-Rose (9:45)** **Information**
  - a. Recap of holiday decoration program.
  - b. Update on Safety Ambassador program.
  - c. Update on Big Belly “smart” receptacles.
  - d. Update on City’s plans for 150<sup>th</sup> Anniversary.
- 8. Adjournment**

**BROWN ACT:** Government Code 54950 (The Brown Act) requires 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. This meeting is noticed and conducted pursuant to § 54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

**San Leandro Improvement Association**  
**November 2021 (FULL) Year End**  
**Operating Statement**  
December 1, 2020 through November 30, 2021

12:10 PM  
01/07/22  
Cash Basis

	<u>Dec '20 - Nov '21</u>	<u>Dec '19 - Nov '20</u>
Ordinary Income/Expense		
Income		
Assessment Income	434,988.69	423,464.78 (1)
Programs Income		
Holiday	15,576.12	7,401.10 (2)
Landscaping	7,000.00	(3)
Total Programs Income	22,576.12	7,401.10
Non Assessment Revenue	28,900.00	4,000.00 (3.1)
Total Income	<u>486,464.81</u>	<u>434,865.88</u>
Gross Profit	486,464.81	434,865.88
Expense		
Interest expense	4,226.71	(4)
Administration		
Admin Misc.	727.04	
Annual Elections / Mailing	1,312.13	1,343.04
Bank Charges/CC Interest Charge	474.76	780.90
Loan Interest	2,104.17	2,081.11
Staff Administration		
66000 — Gross Wages	40,515.44	11,765.42 (5)
66100 — Payroll Tax Expense	6,937.58	
IRA Match	4,524.71	
Staff Administration - Other		17,600.00
Total Staff Administration	51,977.73	29,365.42
Accounting	1,650.00	2,790.00
Dues and Subscriptions	275.00	700.00
Rent	9,000.00	9,000.00
Insurance	1,316.00	5,852.00 (6)
Office Supplies / Equipment	1,676.02	3,818.20
Board Meetings / Retreats	604.66	1,487.41
Legal	3,575.00	80.00
Phone and Communications	1,753.24	1,700.15
Printing		476.25
Office Cleaning	2,979.47	2,455.57
Total Administration	<u>79,425.22</u>	<u>61,930.05</u>
DISI		
Advertising		100.17
Branding / Signage	15,133.70	(7)
Social Media	314.40	6,000.00 (8)
DISI Staff Admin	40,515.44	15,765.42 (5)
Seasonal Displays	6,316.82	29.42
Newsletters		57.00
Special Events		
Holiday Event	1,269.85	4,284.70 (9)
Total Special Events	1,269.85	4,284.70
Web Site	1,591.31	257.93 (10)
Total DISI	<u>65,141.52</u>	<u>26,494.64</u>
SOBO		
Sidewalk Cleaning Operations		
Supplies, Equip, Uniforms	186.28	6,877.30
Block By Block Services	184,809.47	
51000 — Wages	5,986.34	159,360.41
52000 — Payroll Tax Expense	754.58	18,118.39
53000 — Deductions		1,924.20
54000 — SOBO Comm	55.34	540.00
55000 — Payroll Service	1,209.17	2,146.94
56000 — Health Ins	-36.77	3,345.13
Workers Comp	-1,502.17	3,949.20
Total Sidewalk Cleaning Operations	191,462.24	196,261.57 (11)
Public Space Maintenance	5,159.53	4,645.00
Nursery Supplies & Equipment		
Bulb-Out Landscaping Project	9,085.14	(3)
Nursery Supplies & Equipment	7,703.55	2,271.96
Total Nursery Supplies & Equipment	16,788.69	2,271.96
Rent / Storage	9,000.00	9,000.00
Security		49,539.00 (12)
SOBO Admin	10,969.09	6,500.00 (5)
Vehicle Related		
Gas	85.87	1,156.02
Vehicle Repairs & Maintenance		1,008.15
Vehicle Related - Other	902.84	447.00
Total Vehicle Related	988.71	2,611.17 (6)
SOBO Contingency	2,842.44	765.44 (13)
Total SOBO	<u>237,210.70</u>	<u>271,594.14</u>
Total Expense	<u>386,004.15</u>	<u>360,018.83</u>
Net Ordinary Income	100,460.66	74,847.05
Other Income/Expense		
Other Income		
Total Other Income	220.95	12.15
Other Expense		
Admin 2017-18		7,000.00
Prior year expenses		7,077.00
Total Other Expense		<u>14,077.00</u>
Net Other Income	220.95	-14,064.85
Net Income	<u>100,681.61</u>	<u>60,782.20 (14)</u>
Interest Earned	220.95	12.15

**San Leandro Improvement Association  
End of Year Operating Statement  
December 2020 through November 2021**

NOTES

1. Annual District Assessments total \$447,874 and we average 3% delinquency. An ongoing challenge has been receiving the list of properties that have not paid their assessments. Other BIDs are able to receive the list from their City Finance departments, but, so far, the City of San Leandro's department has not been able to obtain the information. Or, does not parse it from the data provided by the county.
2. We had a tremendous success in obtaining Nutcracker sponsorships this year totaling \$23,600 which will be reflected over several months (and consequently several fiscal years).
3. We received a \$7,000 grant as part of a City partnership to replant bulb-outs on W. Juana and Parrot Streets. The project was a tremendous success bringing over 70 volunteers to downtown and garnering kudos on social media, local press, and at the council meetings.
- 3.1 PPP Loan (Forgiven in February 2021)
4. Interest due when we paid off the \$150,000 SBA EIDL.
5. When street maintenance services were contracted with Block by Block, the Exec Dir salary was reallocated to reflect time spent across program areas (45% Admin/45% DISI/10% SOBO).
6. Insurance was reduced dramatically when street services were contracted out eliminating the need for costly workman's compensation and auto insurance policies.
7. The organization engaged a top-notch designer and adopted an exciting new brand for Downtown which will be used on banners, big bellies, uniforms, equipment, etc.
8. Outside contact with social media company Blue Aris was cancelled.
9. For a second year, the holiday tree lighting was streamed and the cost will be similar. However, the streaming service was donated and the stage rental invoice hadn't been received until January 2022.
10. We are in the process of redesigning the website. This represents the initial payment.
11. In December 2020, SLIA contracted with Block By Block to provide street cleaning services. When considering the cost savings in insurance, vehicle related expenses, and other incidental costs, coupled with the dramatic improvement in service and additional revenue generated by the ED's time not spent supervising a crew, the Board's decision to outsource street services has proved to be a wise one!
12. The scope of work for downtown bicycle officers changed in response to growing homelessness across the city and even more so during the pandemic. As such, it was mutually agreed upon to cancel the agreement for enhanced security services with the City in July of 2020. In July of 2021, the City Council voted to fund a two year pilot program funding Safety Ambassadors in Downtown. The annual budget is \$200,000 with SLIA contributing \$25,000 and administering the program.
13. Purchase of a second Tuff Shed to store equipment.
14. A two year cash surplus has put the organization in good stead to weather unanticipated expenses, prepare for the cost of district renewal in 2028, and consider some one-time initiatives.

# San Leandro Improvement Association

## November 2021 (FULL) Year End

### Balance Sheet

2:04 PM

01/10/22

Cash Basis

As of November 30, 2021

	Nov 30, '21	Nov 30, '20
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Fremont Operations Account 7400	3,826.70	189,012.94
10100 — Fremont Payroll Account 7826	4,554.33	10,842.32
Fremont Savings Acct 6471	136,864.64	(1)
Fremont MMC 6420	427,430.19	177,411.44
<b>Total Checking/Savings</b>	<u>572,675.86</u>	<u>377,266.70</u>
<b>Total Current Assets</b>	<u>572,675.86</u>	<u>377,266.70</u>
<b>TOTAL ASSETS</b>	<b><u>572,675.86</u></b>	<b><u>377,266.70</u></b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Credit Cards</b>		
Fremont MC	-1,118.51	98.25
<b>Total Credit Cards</b>	<u>-1,118.51</u>	<u>98.25</u>
<b>Other Current Liabilities</b>		
Restricted Program Funds	275,000.00	(2)
SBA EIDL		150,000.00 (3)
Deferred Revenue	124,908.22	126,463.91
PPP Loan		27,500.00 (4)
San Leandro Loan 2017	70,139.31	70,139.31
<b>Total Other Current Liabilities</b>	<u>470,047.53</u>	<u>374,103.22</u>
<b>Total Current Liabilities</b>	<u>468,929.02</u>	<u>374,201.47</u>
<b>Total Liabilities</b>	468,929.02	374,201.47
<b>Equity</b>		
30000 — Opening Balance Equity	122,325.20	122,325.20
32000 — Unrestricted Net Assets	-119,259.97	-180,042.17
Net Income	100,681.61	60,782.20
<b>Total Equity</b>	<u>103,746.84</u>	<u>3,065.23</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>572,675.86</u></b>	<b><u>377,266.70</u></b>

1. Additional savings account opened to reduce exposure to fraud.
2. \$100,000 Amazon Big Belly Grant and \$175,000 year one Safety Ambassador grant.
3. SBA EIDL repaid September 2021.
4. PPP Loan forgiven February 2021.

**San Leandro Improvement Association**  
**December 2021 (SHORT) Year End**  
**Operating Statement**  
December 1, 2021 through December 31, 2021

11:45 AM  
01/10/22  
Cash Basis

	Dec '21	Dec '20
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Assessment Income		126,463.91
Programs Income		
Holiday	19,096.89	3,576.12 (1)
<b>Total Programs Income</b>	<u>19,096.89</u>	<u>3,576.12</u>
<b>Total Income</b>	<u>19,096.89</u>	<u>130,040.03</u>
<b>Gross Profit</b>	19,096.89	130,040.03
<b>Expense</b>		
<b>Administration</b>		
Admin Misc.	376.69	244.55
Annual Elections / Mailing		25.50
Bank Charges/CC Interest Charge	33.95	24.00
<b>Staff Administration</b>		
66000 — Gross Wages	4,968.00	3,892.31
66100 — Payroll Tax Expense	844.56	270.69
66200 — Payroll Service	72.72	
IRA Match	331.20	1,870.96
<b>Total Staff Administration</b>	<u>6,216.48</u>	<u>6,033.96</u>
Dues and Subscriptions	350.00	
Rent	750.00	750.00
Office Supplies / Equipment	14.99	
Phone and Communications	55.84	55.67
Office Cleaning		225.55
<b>Total Administration</b>	7,797.95	7,359.23
<b>DISI</b>		
Social Media		150.00
DISI Staff Admin	4,968.00	3,892.31
Seasonal Displays	3,454.44	200.00 (2)
<b>Special Events</b>		
Holiday Event	25.03	1,265.55
<b>Total Special Events</b>	<u>25.03</u>	<u>1,265.55</u>
Web Site	7.95	
<b>Total DISI</b>	8,455.42	5,507.86
<b>SOBO</b>		
<b>Safety Ambassadors</b>		
Safety Amb Equip & Supplies	6.53	
<b>Total Safety Ambassadors</b>	<u>6.53</u>	
<b>Sidewalk Cleaning Operations</b>		
Supplies, Equip, Uniforms	7.27	104.30
Block By Block Services	39,633.58	
51000 — Wages		5,986.34
52000 — Payroll Tax Expense		999.33
55000 — Payroll Service		192.19
Workers Comp		637.83
<b>Total Sidewalk Cleaning Operations</b>	<u>39,640.85</u>	<u>7,919.99 (3)</u>
Public Space Maintenance		430.00
<b>Nursery Supplies &amp; Equipment</b>		
Rent / Storage	750.00	750.00
SOBO Admin	1,104.00	2,830.76
<b>Vehicle Related</b>		
Gas		85.87
<b>Total Vehicle Related</b>		<u>85.87</u>
<b>Total SOBO</b>	<u>41,501.38</u>	<u>12,016.62</u>
<b>Total Expense</b>	<u>57,754.75</u>	<u>24,883.71</u>
<b>Net Ordinary Income</b>	-38,657.86	105,156.32
<b>Other Income/Expense</b>		
<b>Other Income</b>		
Interest Earned	21.37	20.86
<b>Total Other Income</b>	<u>21.37</u>	<u>20.86</u>
<b>Net Other Income</b>	21.37	20.86
<b>Net Income</b>	<u>-38,636.49</u>	<u>105,177.18 (4)</u>

1. Includes \$8,269 in GoFundMe Nutcracker donations & \$10,800 in Nutcracker sponsorships!
  2. \$2,000 in Nutcracker repair & \$1,300 in new signage for Nutcracker boxes.
  3. October and November Cleaning Ambassador bill service.
  4. Traditionally, prepaid assessments are recognized at the beginning of the fiscal year. In 2021, that was Dec 1. At the most recent Annual Meeting, the board voted to move to align the fiscal year with the calendar year. On the Jan 2022 Operating Statement, prepaid assessments (\$124,908) will be reflected to align with our new Fiscal Year policy.
- The negative balance is the result of the transitional one-month fiscal year incurring two months of Block By Block bill service without recognizing pre-paid assessment revenue.

# San Leandro Improvement Association

## December 2021 (SHORT) Year End

### Balance Sheet

12:22 PM

01/10/22

Cash Basis

As of December 31, 2021

	Dec 31, '21	Nov 30, '21
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Fremont Operations Account 7400	2,780.90	3,826.70
10100 — Fremont Payroll Account 7826	241.89	4,554.33
Fremont Savings Acct 6471	105,869.42	136,864.64
Fremont MMC 6420	330,173.74	427,430.19
<b>Total Checking/Savings</b>	<u>439,065.95</u>	<u>572,675.86</u>
<b>Total Current Assets</b>	<u>439,065.95</u>	<u>572,675.86</u>
<b>TOTAL ASSETS</b>	<b><u>439,065.95</u></b>	<b><u>572,675.86</u></b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Credit Cards</b>		
Fremont MC	3,180.23	-1,118.51
<b>Total Credit Cards</b>	<u>3,180.23</u>	<u>-1,118.51</u>
<b>Other Current Liabilities</b>		
Restricted Program Funds	175,727.84	275,000.00 (1)
Deferred Revenue	124,908.22	124,908.22 (2)
San Leandro Loan 2017	70,139.31	70,139.31
<b>Total Other Current Liabilities</b>	<u>370,775.37</u>	<u>470,047.53</u>
<b>Total Current Liabilities</b>	<u>373,955.60</u>	<u>468,929.02</u>
<b>Total Liabilities</b>	373,955.60	468,929.02
<b>Equity</b>		
30000 — Opening Balance Equity	122,325.20	122,325.20
32000 — Unrestricted Net Assets	-18,578.36	-119,259.97
Net Income	-38,636.49	100,681.61
<b>Total Equity</b>	<u>65,110.35</u>	<u>103,746.84</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>439,065.95</u></b>	<b><u>572,675.86</u></b>

1. \$99,272 in restricted funds spent on purchase of Big Belly "smart" trash receptacles and wrap designs. Remaining restricted funds for Safety Ambassador program.

2. Deferred revenue are the pre-paid assessments from governmental agencies which is recognized at the beginning of the fiscal year (Jan 1).

# San Leandro Improvement Association 2022 APPROVED BUDGET

APPROVED  
2022 Budget

Budgeted Income/Expense	
<b>Income</b>	
Interest Earned	
Assessment Income	461,310
Delinquency	-13,839
<hr/>	
Carry Forward	
Programs Income	
Sponsorships	13,000
Safety Ambassadors	175,000
<b>Total Income</b>	<b>635,470</b>
<b>Total Budget Revenue</b>	<b>635,470</b>
<hr/>	
<b>Expense</b>	
<b>ADMIN</b>	
Annual Elections / Mailing	240
Bank Charges/CC Interest Charge	1,000
City Loan	16,028
Total Staff Administration	53,848
Accounting	1,650
Association Dues	800
Rent	9,000
Insurance	1,300
Office Supplies / Equipment	1,600
Board Meetings / Retreats	500
Legal	80
Phone and Communications	1,725
Printing	1,200
Office Cleaning	0
<b>Total ADMIN</b>	<b>88,971</b>
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<b>DISI</b>	
Advertising	0
Branding / Signage	0
Public Space Dev.	0
Social Media	500
Total DISI Staff Admin	43,056
Seasonal Displays	2,000
Newsletters	225
Total Special Events	13,000
Web Site	1,500
<b>Total DISI</b>	<b>60,281</b>
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<b>SOBO</b>	
Block By Block Contract	455,849
Public Space Maintenance	5,000
Nursery Supplies & Equipment	3,500
Rent / Storage	9,000
Total SOBO Admin	9,568
Vehicle Related	1,000
SOBO Contingency	1,500
<b>Total SOBO</b>	<b>485,417</b>
<hr/>	
<b>Total Budget Expense</b>	<b>634,669</b>
<hr/>	
<b>EOY Net Budgeted</b>	<b>802</b>



## **Board Committees**

Bylaws require that all Directors serve on at least one committee. A board-appointed chair convenes each committee. This year we ask that each committee identify, in coordination with staff, goals they would like to achieve in 2022.

### **DISI**

The District Identity and Streetscape Improvement Committee (DISI) focuses on district events, projects, branding, and marketing.

### **SOBO**

The Sidewalk, Operations, Beautification, and Order Committee (SOBO) oversees the maintenance and safety component of the district and on physical enhancements (i.e., planters, tables and chairs, etc.) of Downtown San Leandro.

### **Land Use**

The Land Use Committee focuses on collaborating with existing and prospective property owners to establish a sense of continuity between new projects and the current character of the downtown and serves as a valuable mechanism for community feedback on new developments.

### **Nominating Committee**

The Nominating Committee solicits nominees for consideration and election as Directors. It must include the Board president and at least two Directors. This committee will identify and cultivate prospective nominees throughout the year for consideration at the Annual Meeting in November.

### **Executive Committee**

The Executive Committee currently consists of a President, Vice-President, Secretary, and Treasurer who are elected for one-year terms at the Annual Meeting.





## Proposed 2022 Board Calendar

All meetings 8:30 a.m. – 10:00 a.m. unless otherwise noted.

**January 13, 2022**

**March 10, 2022**

**April 14, 2022** – Spring Social<sup>1</sup>

**May 12, 2022**

**July 14, 2022**

**September 8, 2022** – Planning Retreat<sup>2</sup>

**November 10, 2022** – Annual Meeting

**December 8, 2022** – Holiday Social<sup>1</sup>

<sup>1</sup> 5:00 p.m. – 6:30 p.m.

<sup>2</sup> 8:30 a.m. – 2:00 p.m.