

# Board of Directors Meeting San Leandro Improvement Association Thursday, January 9<sup>th</sup>, 2020, 8:00 a.m. Chamber of Commerce Offices, 120 Estudillo Ave.

### AGENDA:

- 1. Introductions President, Emily Griego
- 2. Approval of November 14<sup>th</sup>, 2019 Annual Meeting minutes

**Action Item** 

- 3. Public Comment Announcements
- 4. Committee Reports:

### (Executive Committee) - Emily Griego

- Final FY18-19 Year-End Budget Report
- b. Proposed FY19-20 Fiscal Year Budget
- c. Executive Director/DM Job posting, review of candidates

## Action Item Action Item

### (DISI Committee) -Emilio Garcia

- a. SLIA IAWN Holiday Preparations
- b. SLIA 2019 Toy Soldier Sponsorship Drive
- Line Item Committee Priorities for FY19-20

### SOBO Committee) - Gordon Galvan

- a. Update on PD Services:
- SLIA General/Special Benefit Services
- c. Line Item Committee Priorities for FY19-20
- 5. Other
- 6. Next Board of Directors Meeting:

### SAN LEANDRO IMPROVEMENT ASSOCIATION

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 ANNUAL MEETING

Thursday, November 14<sup>th</sup>, 2019, 8:00 a.m.
Casa Peralta Theatre – 384 W. Estudillo Avenue, San Leandro

Present:

Gordon Galvan, Nicole Franklin, Emily Griego, Ted Van Nguyen, Long Van

Nguyen, Katie Bowman, Kim Pace, Emilio Garcia, Jackie Montero Flynn, David

Irmer, Matt Holmes, Shannon Hackley, Angele Sweet, Deborah Cox

Absent:

**Bob Jones** 

Staff:

Marco Li Mandri, Dominic Li Mandri

**Guests:** 

O.B. Badger, Joe Camarillo (SLPD), Pete Ballew, Jeff Kay

### **MINUTES:**

Item	Discussion	Action Taken?
1. Introductions	The meeting was called to order at 8:10 A.M. by President Gordon Galvan.	No Action Taken
2. Review of September 12 <sup>th</sup> , 2019 minutes	The minutes of the September 12 <sup>th</sup> , 2019 Board meeting were reviewed.	Deborah Cox moved, and David Irmer seconded the minutes of the September 12 <sup>th</sup> , 2019 Board meeting. The minutes were approved unanimously.
3. Public Comment and Announcements	Kim Pace gave an update on the funding and reconstruction of the Boys and Girls Club; Emily Griego gave an update on a Chamber event including Councilman Ed Hernandez; Deborah Cox gave an update on a ribbon cutting for San Leandro Hospital. Discussion followed.	No Action Taken

### SAN LEANDRO IMPROVEMENT ASSOCIATION

# 4. Report from the Nominations Committee

### Report from the respondents:

Gordon Galvan gave an update on the results of the nominations process in which the nomination forms were mailed out to all property owners in the district. The property owners whose terms were expiring and reapplied through written application, and those who applied to become new members of the Board included the following people:

Katie Bowman, David Irmer, Robert Jones, Long Nguyen, Ted Nguyen, Betty Shon (new), Nicole Franklin (new), Matt Holmes (new), Mayoral appointee (anticipated to be Councilwoman Deborah Cox)

### Nominations from the floor:

Shannon Hackley nominated Angele Sweet, former Board member, to serve as a "Community at Large rep", which the bylaws allow for. Katie Bowman seconded the motion to appoint Angele.

Board members expiring in the Fall of 2020: Gordon Galvan, Jackie Montero Flynn, Emilio Garcia, Shannon Hackley, Mario Alvarado, Kim Pace, Emily Griego David Irmer moved, and Emilio Garcia seconded the appointment of the slate of candidates to serve on the Board for 2-

year terms commencing

November 2019.

Shannon Hackley nominated Angele Sweet to serve as a Community at Large rep; Katie Bowman seconded the nomination.

Both motions were approved unanimously be the Board of Directors.

# 5. Election of officers for the coming year

The Board, as per the bylaws, needs to appoint the officers for one-year terms at each Annual meeting. The following nominations were made for the following positions:

<u>President:</u> Emily Griego nominated herself to be President. Deborah Cox seconded the motion. There were no other nominees for the position.

<u>Vice President</u>: Deborah Cox nominated Kim Pace to serve as Vice President. Emily Griego seconded the nomination. There were no other nominees for this position.

<u>Secretary:</u> Deborah Cox moved Katie Bowman to serve as secretary, Gordon Galvan seconded the motion. There were no other nominees for this position.

Treasurer: Long Van Nguyen nominated himself to

All of the nominees which were nominated and unopposed were approved unanimously by the Board.

### CITY OF SAN LEANDRO/ SLIA LOAN



	serve as Treasurer. Kim Pace seconded the nomination. There were no other nominations for the position.	
6. Committee reports (Executive	a. Marco Li Mandri gave an update and reviewed the YTD budget for FY 19.	a. The budget report was approved by consensus
Committee) a. YTD 2019 budget;	b. The Executive Committee will be meeting after the fiscal year ends on November 30 <sup>th</sup> to come up with a budget for the SLIA for 2020. It will be	b. No action taken
b. FY 2020 budget	proposed for consideration at the January Board of Directors meeting.	
c. Annual report on January 20 <sup>th</sup> to the City Council	c. The annual report to the City Council will be presented on January 20 <sup>th</sup> , 2020. Marco Li Mandri suggested that Emily Griego should be prepared to give it, with staff input, as New City America will be transitioning out of management of the SLIA at that time.	c. No action taken
DISI Committee a. Update on Social Media	a. Emilio Garcia gave a short report on the activities of the DISI Committee. He reported:	a. No action taken
consultant and other issues  b. It's a Wonderful Night	- a new Social Media consultant has been hired to keep the social content alive for the SLIA. Zach Borja, a local consultant with Blue Arris, LLC, has been hired to be the social media contractor on a trial basis. Discussion followed;	
	-Gordon Galvan reported that Olive PR's contract had been terminated not due to quality, but due to costs. \$3,600 per month was too much for the Association to afford so the Board decided to scale back;	
	- Shannon Hackley stated that we need to determine if Zach can keep the Social media network at the same numbers Olive achieved. Deborah Cox asked Emilio Garcia to make sure the number Olive had generated stay the same;	
	-Shannon Hackley mentioned that property owners need to get hashtags and promotional links to the SLIA;	
	- Matt Holmes asked which has tags are most popular in Downtown San Leandro. Discussion	

7. Authorize the Executive	Marco Li Mandri laid out a transition period for the hiring of a new manager or management team for	Deborah Cox moved, and David Irmer seconded
Sidewalk Operations (SOBO) Committee  a. Update on PD services;  b. Special vs. General Benefit discussion	<ul> <li>a. Update on PD services;</li> <li>Gordon Galvan gave the background on the PD contract that SLIA had with the City for the benefit of the new Board members. Joe Camarillo was present to give an update on crime stats for Downtown.</li> <li>b. Gordon Galvan and Dominic Li Mandri gave an update on issues he was having with the City regarding special vs. general benefits in Downtown.</li> <li>Marco Li Mandri mentioned, that this had led to a lot of friction between the SLIA and the City over the past few years and would hope that this could be resolved to benefit everyone one after New City America is no longer managing the district. City Manager, Jeff Kay, concurred that cooperation between the SLIA and the City was key. Discussion followed.</li> </ul>	a. No action taken
	followed.  b. Discussion was held on the coordination of tasks and SLIA work around the DA's "It's a Wonderful Night" this year. Dominic Li Mandri gave background on what needs to be done by the date. Deborah Cox stated that she would make calls for sponsorship.  Jeff Kay stated that he was willing to commit City resources to make the event occur this year. Pete Ballew asked which Committee would be responsible for the coordination of the event.  Dominic Li Mandri and Emilio Garcia stated that the DISI Committee was responsible for the event.  Dominic Li Mandri stated that he had reached out to the Downtown Association on a number of occasions and had not been incorporated into their discussions or meetings about the event.  c. Discussion occurred related to sponsorship for Toy Soldiers. Toy soldiers will be placed in their normal spots and past sponsors will be reached out to. Deborah Cox volunteered to reach out to sponsors  d. DISI also needs to meet to discuss priorities for 2020. Discussion followed.	b. No action taken

Photography		
Committee to oversee the Administrative transition of SLIA, new RFP	Downtown. He stated that he had "review fatigue" and that efforts to resolve outstanding issues between SLIA staff and the City had led to the decision to release an RFP to review management options for the district. The transition in management was proposed to occur from November – January as follows:	endorsing the timeline and process for solicitation of an RFP for management of the district. The motion was approved unanimously.
	<ol> <li>RFP will be issued in late November due December 31st, Executive Committee to approve RFP and salary/compensation amount. Functions to include administration, events, financial management, overseeing website, property owner relations, overseeing and managing maintenance crew;</li> <li>The Executive Committee will review respondents and send qualified candidates and recommendations to the Board in January;</li> <li>Board selects candidate or company in mid to late January;</li> <li>New Management team or ED commences on February 1st;</li> <li>Option B (if no qualified individuals or management teams respond to the RFP).</li> </ol>	
	Marco Li Mandri stated that he would post the RFP on the International Downtown Association site and encourage all Board members to distribute to qualified companies or individuals.  Emily Griego and Jeff Kay asked if NCA could stay on through the end of February if need be for the transition. Marco and Dominic Li Mandri said that would be fine, but the SLIA should try to stick to the timeline outlined above. Marco Li Mandri will give the rough draft RFP to Emily Griego for the Executive Committee to review and finalize. Once they have finalized it, it will be posted. The Executive Committee will work with Marco and Dominic Li Mandri on the transition to the new management team. A lengthy discussion followed.	
5. Next Board Meeting & Adjournment	Next meeting is scheduled for Thursday, January 9 <sup>th</sup> , 2020 at 8:00 a.m. at the San Leandro Chamber of Commerce offices.	



# 2019 SLIA Board Members

SAN LEANDR

(As of 11/25/2019) Executive Board

NAME	EMAIL	PHONE #	MAILING ADDRESS
Emily Griego President	emilyg@sanleandrochamber.com	((510) 317-1400	San Leandro Chamber of Commerce
Kimberly Pace Vice-President	klpace@bgcsl.org	(510) 301-6148	Boys & Girls Club of San Leandro 401 Marina Blvd, S. CA 94577
Long Van Nguyen Treasurer	long_van_nguyen@yahoo.com	(408) 921-9810	VN Village Center, LLC.
Katie Bowman Secretary	kbowman@sanleandro.org	(510) 577-3327	City of San Leandro 835 East 14th St. SL, CA 94577
Board Members			
Angele Sweet	angele@friendandsweet.com	(510) 875-5981	
Shannon Hackley	shannon@shannonleigh.net	(510) 969-7870	
Emilio Garcia	emilio@precisiongraphicsca.com	(510) 357-6300	Precision Graphics/440 Creates 456 Davis St. SL, CA 94577
David Irmer	dcirmer@innisfreecompanies.com	(415) 332-6250	The Innisfree Companies 1221 Bridgeway, Suite 1, Sausalito, CA 94965
Robert Jones	rbtjonesco@aol.com	(510) 357-0120	Robert Jones & Associates 142 Joaquin Av. SL, CA 94577
Deborah Cox	dcox@sanleandro.org		San Leandro City Council 835 East 14 <sup>th</sup> Street, SL, CA 94577
Ted Van Nguyen	Be_lon@yahoo.com		VN Village Center, LLC.

# 2019 SLIA Board Members



Mario Alvarado	malvarado@osisoft.com	(510) 877-9390	OSIsoft 1600 Alvarado St., SL, CA 94577
Gordon Galvan	gordongalvan@comcast.net	(510) 828-2063	P.O. Box 3101, SL, CA 94578
Jacqueline Montero-Flynn	joeandjackie@comcast.net	(510) 483-7853	877 Dolores Av. SL, CA 94577
Betty Shon	Betty.shon@westlake-realty.com	(650) 353-5647	1301 Shoreway Road, Suite 150, Belmont CA. 94002
Matt Holmes	mholmes@retailwestinc.com	(415) 601-8337	1495 E. 14 <sup>th</sup> St. San Leandro CA. 94577
Nicole Franklin	nfrankl@bart.gov	(510) 917-3217	300 Lakeside Drive, 22 <sup>nd</sup> Floor Oakland, CA. 94612
Alternates			
Pete Ballew Alternate to Deborah Cox	pballew@sanleandro.org	(510) 680-0981	San Leandro City Council 835 East 14th St. SL, CA 94577

	Nov 19	Budget	Dec '18 - Nov 19	YTD Budget	Annual Budget
Ordinary Income/Expense Income	-10	Na.			
Assessment Income	0.00	37,329.06	452,597.29	447.040.70	
Delinquency	0.00	07,020.00	0.00	447,948.72 -11,198.00	447,948.72 -11,198.00
Carry Forward	0.00		0.00	6,845.67	6,845.67
Programs Income	30000000			00 <b>*</b> 0000000	0,010.01
Holiday Truth is Beauty	0.00		1,800.00 29,594.91	0.00 0.00	0.00 0.00
Total Programs Income	0.00		31,394.91	0.00	0.00
Total Income	0.03	37,329.06	484,015.18	443,596.39	443,596.39
Expense					
Administration					
Annual Elections / Mailing	0.00	20.00	28.41	240.00	240.00
Bank Charges/CC Interest Charge Loan Interest	99.85 0.00	130.00 0.00	1,188.98	1,600.00	1,600.00
Staff Administration	4,400.00	4,400.00	0.00 52,800.00	7,804.00 52,800.00	7,804.00
Accounting	0.00	133.00	1,600.00	1,600.00	52,800.00 1,600.00
Dues and Subscriptions	0.00	10.00	45.00	125.00	125.00
Rent	750.00	750.00	9,000.00	9,000.00	9,000.00
Insurance Office Supplies / Equipment	0.00	440.00	5,218.21	5,200.00	5,200.00
Office Supplies / Equipment Board Meetings / Retreats	55.00	40.00	2,213.27	500.00	500.00
Meeting Refreshments	24.00 0.00	0.00 30.00	75.40	0.00	0.00
Phone and Communications	121.03	115.00	340.25 1,709.65	350.00 1,400.00	350.00
Printing	37.24	80.00	628.95	1,000.00	1,400.00 1,000.00
Office Cleaning	438.36		2,948.04	0.00	0.00
Total Administration	5,925.48	6,148.00	77,871.16	81,619.00	81,619.00
DISI					
Advertising	156.87	170.00	2,903.32	2.000.00	2,000.00
Branding / Signage	0.00	62.50	0.00	750.00	750.00
Public Space Dev. PR Consultant	0.00	166.00	0.00	2,000.00	2,000.00
Social Media	0.00 0.00	2,000.00	20,000.00	24,000.00	24,000.00
DISI Staff Admin	1,000.00	1,600.00 1,000.00	15,520.00 12,000.00	19,200.00	19,200.00
Seasonal Displays	0.00	166.00	0.00	12,000.00 2,000.00	12,000.00
Special Events		700.00	0.00	2,000.00	2,000.00
Truth is Beauty	0.00		27,213.17	0.00	0.00
Easter Event	0.00		81.94	0.00	0.00
Holiday Event	0.00		9,783.60	0.00	0.00
Total Special Events	0.00		37,078.71	0.00	0.00
Web Site	0.00	12.50	529.03	150.00	150.00
Total DISI SOBO	1,175.87	5,177.00	88,126.06	62,100.00	62,100.00
Sidewalk Cleaning Operations	13,987.82	14,166.00	159,823.10	170.000.00	170.000.00
Supplies, Equip, Uniforms	242 55	200.00	0.704.44		, , , , , , , , , , , , , , , , , , , ,
Public Space Maintenance	242.55 325.00	333.00 291.00	6,734.44 3,900.00	4,000.00	4,000.00
Nursery Supplies & Equipment	1,947.34	208.00	3,196.05	3,500.00 2,500.00	3,500.00 2,500.00
Rent / Storage	750.00	750.00	9,000.00	9,000.00	9,000.00
Security	7,077.00	7,083.33	77,847.00	85,000.00	85,000.00
SOBO Admin Vehicle Related	1,600.00	1,600.00	19,200.00	19,200.00	19,200.00
Gas Vehicle Repairs & Maintenance	234.90 368.03	133.00 200.00	3,670.63 3,487.10	1,600.00 2,400.00	1,600.00 2,400.00
Total Vehicle Related	602.93	333.00	7,719.92	4,000.00	4,000.00
SOBO Contingency	0.00		1,233.07	0.00	0.00
Total SOBO	26,532.64	24,764.33	295,730.58	297,200.00	297,200.00
Total Expense	33,633.99	36,089.33	462,001.83	440,919.00	440,919.00
Net Ordinary Income	-33,633.96	1,239.73	22,013.35	2,677.39	2,677.39
Other Income/Expense Other Expense					
Admin 2017-18 City Loan 2017	0.00 0.00		14,000.00 12,101.80	0.00	0.00
Total Other Expense	0.00	-	26,328.34	0.00	0.00

8:53 AM 01/06/20 Cash Basis

### San Leandro Improvement Association Budget Performance FY 2019



	Nov 19	Budget	Dec '18 - Nov 19	YTD Budget	Annual Budget
Net Other Income	0.00	0.00	-26,328.34	0.00	0.00
Net Income	-33,633.96	1,239.73	-4,314.99	2,677.39	2,677.39

### San Leandro Improvement Association Proposed FY 2020 Budget

	Actual Dec '18 - Nov 19	2018-19 Annual Budget	2020 Proposed Budget
Ordinary Income/Expense			
Income			
Assessment Income	452,597.29	447,948.72	447,873.57
Delinquency	0.00	-11,198.00	
Carry Forward	0.00	6,845.67	2,788.00
Programs Income			_,,,,
Holiday	1,800.00	0.00	
Truth is Beauty	29,594.91	0.00	
Total Programs Income	31,394.91	0.00	
Total Income	483,992.20	443,596.39	450,661.57
Expense	ø	110,000.00	430,001.37
Administration			
Annual Elections / Mailing	28.41	240.00	
Bank Charges/CC Interest Charge	1,188.98	1,600.00	
Loan Interest	0.00	7,804.00	
Staff Administration	52,800.00	52,800.00	
Accounting	1,600.00	1,600.00	
Dues and Subscriptions	45.00	125.00	
Rent	9,000.00	9,000.00	
Insurance	5,218.21	5,200.00	
Office Supplies / Equipment	2,213.27	500.00	
Board Meetings / Retreats	75.40	0.00	
Meeting Refreshments	340.25	350.00	
Phone and Communications	1,709.65	1,400.00	
Printing	628.95	1,000.00	
Office Cleaning	2,948.04	0.00	
Total Administration	77,796.16	81,619.00	
DISI	77,700.10	01,019.00	
Advertising	2,903.32	2,000.00	
Branding / Signage	0.00	750.00	
Public Space Dev.	0.00	2,000.00	
PR Consultant	20,000.00	24,000.00	
Social Media	15,520.00	19,200.00	
DISI Staff Admin	12,000.00	12,000.00	
Seasonal Displays	0.00	2,000.00	
Special Events	0.00	2,000.00	
Truth is Beauty	27,213.17	0.00	
Easter Event	81.94	0.00	
Holiday Event	9,783.60	0.00	
Total Special Events	37,078.71		
Web Site	529.03	0.00 150.00	
Total DISI	88,031.06	62,100.00	

	Actual Dec '18 - Nov 19	2018-19 Annual Budget	2020 Proposed Budget
SOBO			
Sidewalk Cleaning Operations	159,823.10	170,000.00	
Supplies, Equip, Uniforms	6,734.44	4,000.00	
Public Space Maintenance	3,900.00	3,500.00	
Nursery Supplies & Equipment	3,196.05	2,500.00	
Rent / Storage	9,000.00	9,000.00	
Security	77,847.00	85,000.00	
SOBO Admin	19,200.00	19,200.00	
Vehicle Related			
Gas	3,670.63	1,600.00	
Vehicle Repairs & Maintenance	3,487.10	2,400.00	
Total Vehicle Related	7,157.73	4,000.00	
SOBO Contingency	1,233.07	0.00	
Total SOBO	288,091.39	297,200.00	
Total Expense	453,918.61	440,919.00	

### **CITY OF SAN LEANDRO/ SLIA** LOAN

8/5/2019 most recent debt service payment

1/31/2020 next interest payment

7/31/2019 subsequent interest payments every 6 months, through 7/31/22

1/31/2022 first debt service payment with principal amortization, then every 6 months with level debt service

7/31/2026 last debt service payment with principal amortization

3.00% loan rate

\$70,139.00 loan principal balance (9/9/19)

Semi-annual period	Payment <u>Date</u>	# Days Since Last Payment	Interest Payment	Principal Payment	Total Debt Service
2	8/5/2019	186	3,934.00	190,000.00	193,934.00
3	1/31/2020	179	1,031.91	,	1,031.91
4	7/31/2020	182	1,049.20		1,049.20
5	1/31/2021	184	1,060.73		1,060.73
6	7/31/2021	181	1,043.44		1,043.44
7	1/31/2022	184	1,060.73	7,013.90	8,074.63
8	7/31/2022	181	939.09	7,013.90	7,952.99
9	1/31/2023	184	848.59	7,013.90	7,862.49
10	7/31/2023	181	730.41	7,013.90	7,744.31
11	1/31/2024	184	636.44	7,013.90	7,650.34
12	7/31/2024	182	524.60	7,013.90	7,538.50
13	1/31/2025	184	424.29	7,013.90	7,438.19
14	7/31/2025	181	313.03	7,013.90	7,326.93
15	1/31/2026	184	212.15	7,013.90	7,226.05
16	7/31/2026	181	104.34	7,013.90	7,118.24
			13,912.95	260,139.00	274,051.95



## Jobs & RFPs

### Jobs

Looking to post a job opportunity? Click here to e-mail a PDF file for posting.

JOB/RFP: District Manager (12-26-19)

Downtown Ontario Improvement Association Ontario, CA

JOB/RFP: District Manager / Executive Director (12-26-19)

San Leandro Improvement Association San Leandro, CA

JOB: Executive Director (12-18-19)

Telegraph Business Improvement District Berkeley, CA

JOB: Operations/Quality Control Manager (12-16-19)

Hollywood, CA

JOB: Executive Director or District Management Company (11-26-19)

Downtown Community Benefit District San Francisco, CA

JOB: Sponsorship and Events Manager (11-20-19)

Downtown Long Beach Alliance (DLBA) Long Beach, CA

JOB: Executive Director (11-13-19)

Downtown Pomona Owners Association (DPOA)

Pomona, CA

Downtown Santa Monica Santa Monica. CA

### **RFPs**

Looking to post an RFP? Click here to e-mail a PDF file for posting.

RFP: Executive Director or District Management Company (11-26-19) Downtown Community Benefit District

San Francisco, CA

RFP: Public Relations Firm (11-26-19)

Downtown Downey Improvement Association

Downey, CA

RFP: Public Relations Firm (10-16-19)

Downtown Hayward Improvement Association

Hayward, CA

RFP: Safety/Hospitality and Maintenance Ambassador Services (10-4-19)

Uptown Downtown Oakland Community Benefit Districts

Oakland, CA