



**Board of Directors Meeting Agenda**

**San Leandro Improvement Association**

**Thursday, July 8, 2021, 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, Katie Bowman

**Adjourn to Closed Session**

1. Personnel Matters

- a. Executive Director

**Return to Open Session**

3. Report Out of Action from Closed Session, If Any

4. Approval of Minutes

- a. May 13, 2021

**Action Item**

5. Executive Directors Report – M. Mack-Rose

**Information**

6. Review of YTD Financials – L. Van Nguyen

**Information**

7. Acquisition of Surplus Truck

**Action**

- a. The Board will consider acquisition of surplus F250 truck with toolbox and liftgate from City of San Leandro for a cost of \$1.

8. Safety Ambassador Pilot Program – K. Bowman (9:15)

**Discussion**

- a. The Board will discuss timeline for Safety Ambassador Pilot Program.

9. SOBO Projects Update – A. Sweet (9:20)

**Information**

10. District Identity Project: Rebranding Update – S. Hackley (9:30)

**Information**

11. Next Board Meeting – E. Griego

**Discussion**

- a. Discussion of format for Annual Board Planning Session
- b. September 9, 2021, 8:30 – 1:30 (In person breakfast & lunch provided)

12. Public Comment – Announcements (8:35)

**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**

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# Downtown SAN LEANDRO

## San Leandro Improvement Association Board Meeting Minutes May 13, 2021 – 8:30 am Telephonic

**Present:** Katie Bowman (Secretary), Deborah Cox, Emilio Garcia, David Irmer, Shannon Hackley, Robert Jones, Ted Nguyen, Betty Shon, Angele Sweet, and.

**Absent:** Emily Griego, Pete Ballew, Nicole Franklin, Matt Holmes, Kimberly Pace, Long Van Nguyen

**Guests:**

**Staff:** Morgan Mack-Rose

### MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	<p>At the start of the meeting, the following was read into the record:</p> <p>Before roll call, I would like to make clear for the record of this meeting, and it should be reflected in the minutes that this meeting is conducted pursuant to California Government Code Section 54953 (b) as amended by Executive Order N-25-20, in that all members are participating by speakerphone. In accordance with the Ralph M. Brown Act, the teleconference participation information has been identified in the notice and agenda for this meeting.</p> <p>We will be recording attendance and all votes by Roll Call.</p>	
<b>2. Roll Call</b>	K. Bowman took roll call.	

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<p><b>3. Public Comment-Announcements</b></p>	<p>K. Bowman announced that the Economic Development Dept. was partnering with the Chamber of Commerce for a business roundtable on May 19. The event will solicit input on how best to help San Leandro businesses recover from the impact of COVID-19. Pre-registration is required and while it is a virtual meeting, lunch will be sent to participants for free. Assistance is needed in getting the word out. <a href="http://bit.ly/bizroundtable21">bit.ly/bizroundtable21</a></p> <p>M. Mack-Rose shared that the Centro Callan project received conditional approval from the BZA on May 6<sup>th</sup>. The decision can be appealed up until May 21<sup>st</sup>.</p>	
<p><b>4. Approval of Minutes</b></p>	<p>March 11, 2021 minutes were submitted for approval.</p> <p><b>Moved: S. Hackley Second: A. Sweet Approved by Consent</b></p>	<p><b>APPROVED AS PRESENTED</b></p>
<p><b>5. Executive Director's Report</b></p>	<p>M. Mack-Rose reviewed cleaning statistics reflecting the increased impact of unsheltered people in the district. The Block By Block contract is for 120 hours of services per week and reviewed how that is scheduled. This is a very small staffing level to cover seven days a week and provide regular pressure-washing of the plazas. She outlined a potential alternative to add 16 hours to the contract and change services hours. The estimated additional cost would be \$27,000 annually. D. Irmer asked if the City and County were aware of the issue and both he and B. Shon noted the increase in unsheltered people on their properties. D. Cox noted that the City is considering support for Safety Ambassadors downtown which may help.</p>	<p><b>INFORMATION</b></p>
<p><b>6. Review of YTD Financials</b></p>	<p>M. Mack-Rose reviewed financial projections for the end of this fiscal year and two years out. Initial information indicates that assessments are not showing an increased delinquency rate so she</p>	<p><b>INFORMATION</b></p>

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	<p>has reduced the assumed delinquency rate by 4%. Other adjustments were made to reflect known changes resulting in an increased EOY balance (see board packet for details.) She also indicated that it would be recommended to pay off the EIDL loan in full if assessments continue to come in as expected. Finally, M. Mack-Rose reviewed unallocated cash on hand and recommended the board set aside a significant amount in restricted reserves for the anticipated costs associated with district renewal in 2027.</p>	
<p><b>7. Annual Assessment Increase</b></p>	<p>M. Mack-Rose reviewed the parameters of an assessment increase noting that regardless of the actual CPI, the District Management Agreement caps increases at 3% annually (the current Bay Area CPI is at 3.8%). K. Bowman noted that while the delinquency rate is low now, property taxes tend to be a lagging economic indicator and approving an increase now could cushion future spikes in delinquency. A. Sweet noted that prices are going up everywhere and that there are high service level expectations in the district. She felt if the assessment wasn't increased this year, the district would fall behind even more. K. Pace sent a message saying it was a small price to pay to maintain important services in the downtown. S. Hackley felt the average increase of \$41 per parcel wasn't going to be a burden on small business owners. D. Irmer and E. Garcia recommended communicating the increased demand on services as context for the increase.</p>	<p><b>ACTION Motion to increase assessment by 3% approved.</b></p> <p>m/ D. Cox s/ S. Hackley</p> <p><u>Roll Call Vote</u> Ayes: D. Irmer, B. Shon, E. Garcia, S. Hackley, D. Cox, K. Bowman, A. Sweet, T. Nguyen, B. Jones</p> <p>Nays: none</p>
<p><b>8. Sidewalk Beautification Project: Self-watering Planters</b></p>	<p>M. Mack-Rose presented SOBO committee's recommendation for the purchase of self-watering planters to replace deteriorating barrel planters and reduce time spent on watering.</p>	<p><b>ACTION Motion to allocated \$5,535 for the purchase of self-watering planters.</b></p>

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		<p>m/ D. Irmer s/ S. Hackley</p> <p><u>Roll Call Vote</u></p> <p>Aye: S. Hackley, K. Bowman, D. Irmer, B. Shon, T. Nguyen, A. Sweet, T. Nguyen</p> <p>No Vote: B. Jones</p>
<p><b>9. District Identity Project: Rebranding Contract</b></p>	<p>M. Mack-Rose presented the DISI Committee’s recommendation on approving a contract with Barretto &amp; Co. for design services. E. Garcia recused himself from the meeting due to a conflict of interest. She emphasized that importance of creating a distinctive district identity to attract regional visitors and investors to San Leandro as well as to distinguish CBD services from City of San Leandro general services. Four proposals were received, three presented to the DISI Committee. The committee felt that Barretto &amp; Co.’s fresh eyes, coupled with an extensive portfolio that included both Fortune 500 companies and local non-profits would be the best for the district. They also noted Barretto’s strong commitment to non-profit work and confidence in their ability to create a design that would bring everyone together. D. Irmer questioned whether the scope could be accomplished with \$15,000. S. Hackley believed the scope would be exceeded and that her and E. Garcia’s professional experience would help to ensure that.</p>	<p><b>ACTION</b> <b>Motion to award \$15,000 design services contract to Barretto &amp; Co. approved.</b></p> <p>m/ S. Hackley s/ D. Irmer</p> <p><u>Roll Call Vote</u></p> <p>Aye: S. Hackley, K. Bowman, D. Irmer, B. Shon, T. Nguyen, B. Jones, A. Sweet, T. Nguyen</p>
<p><b>10. Next Board Meeting</b></p>	<p>The board agreed for try holding future meetings using a hybrid virtual/in-person model. It was noted that all who attend in person should be vaccinated and that there may be a need for a</p>	

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	<p>minimum requirement of in-person attendance on an annual basis.</p> <p>Adjourned 9:26 a.m. July 8, 2021, 8:30 – 10:00 a.m.</p>	
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Minutes by M. Mack-Rose

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**YTD Financials**  
**(December 1, 2020 – June 30, 2021)**  
**Executive Summary**

SLIA remains in a solid financial position.

**REVENUE**

We received \$132,853 from assessments collected in April. We are \$19,768 shy of anticipated assessment revenue for the year. However, it is common for us to receive an additional disbursement in July of late assessments collected after April 30<sup>th</sup>.

**EXPENSES**

We remain on target with no unanticipated-expenses other than the adjustments reviewed at the May board meeting.

**ADDITIONAL CONSIDERATIONS**

**SBA EDIL Loan**

The \$150,000 EIDL taken in November 2020 continues to accrue interest at 2.75%. The Executive Committee does not recommend repaying the loan at this time but will bring it to the board for consideration in September.

# San Leandro Improvement Association

11:03 AM

## Balance Sheet Standard

07/07/21

As of June 30, 2021

Cash Basis

	Jun 30, '21	Jun 30, '20
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
Fremont Operations Account 7400	144.04	123,207.11
10100 — Fremont Payroll Account 7826	326.46	8,245.93
Fremont Savings Acct 6471	274,994.12	
Fremont MMC 6420	177,462.97	
Debit Account		51.09
Total Checking/Savings	452,927.59	131,504.13
Total Current Assets	452,927.59	131,504.13
<b>TOTAL ASSETS</b>	<b>452,927.59</b>	<b>131,504.13</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 — Accounts Payable	718.83	-225.55
Total Accounts Payable	718.83	-225.55
Credit Cards		
Fremont MC	180.99	
Total Credit Cards	180.99	
Other Current Liabilities		
SBA EIDL	150,000.00	
PPP Loan		27,500.00
San Leandro Loan 2017	70,139.31	70,139.31
Total Other Current Liabilities	220,139.31	97,639.31
Total Current Liabilities	221,039.13	97,413.76
Total Liabilities	221,039.13	97,413.76
Equity		
30000 — Opening Balance Equity	122,325.20	122,325.20
32000 — Unrestricted Net Assets	-119,161.72	-180,042.17
Net Income	228,724.98	91,807.34
Total Equity	231,888.46	34,090.37
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>452,927.59</b>	<b>131,504.13</b>



**San Leandro Improvement Association**  
**Profit and Loss Standard**  
 December 2020 through June 2021

10:59 AM  
 07/07/21  
 Cash Basis

	Dec '20 - Jun '21	Dec '19 - Jun '20
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Assessment Income	428,182.34	325,533.50
Programs Income		
Holiday	3,576.12	7,401.10
Landscaping	7,000.00	
Total Programs Income	10,576.12	7,401.10
Non Assessment Revenue	27,500.00	4,000.00
<b>Total Income</b>	<b>466,258.46</b>	<b>336,934.60</b>
<b>Gross Profit</b>	<b>466,258.46</b>	<b>336,934.60</b>
<b>Expense</b>		
<b>Administration</b>		
Admin Misc.	306.02	
Annual Elections / Mailing	1,247.94	
Bank Charges/CC Interest Charge	198.00	357.66
Loan Interest	2,104.17	2,081.11
<b>Staff Administration</b>		
66000 — Gross Wages	24,592.34	4,250.03
66100 — Payroll Tax Expense (ADMI)	4,230.68	
IRA Match	3,463.21	
Staff Administration - Other		17,600.00
<b>Total Staff Administration</b>	<b>32,286.23</b>	<b>21,850.03</b>
Accounting	1,650.00	2,790.00
Dues and Subscriptions		350.00
Rent	6,000.00	5,250.00
Insurance	1,416.00	2,607.27
Office Supplies / Equipment	666.03	3,003.34
Board Meetings / Retreats		72.00
Legal	3,575.00	80.00
Phone and Communications	1,040.16	822.42
Printing		476.25
Office Cleaning	2,050.23	1,327.82
<b>Total Administration</b>	<b>52,539.78</b>	<b>41,067.90</b>
<b>DISI</b>		
Advertising		100.17
Branding / Signage	7,633.70	
Social Media	274.40	6,000.00
DISI Staff Admin	24,592.34	8,250.03
Seasonal Displays	448.72	
Newsletters		57.00
<b>Special Events</b>		
Holiday Event	5,565.55	2,297.50
<b>Total Special Events</b>	<b>5,565.55</b>	<b>2,297.50</b>
Web Site	54.51	18.17
<b>Total DISI</b>	<b>38,569.22</b>	<b>16,722.87</b>
<b>SOBO</b>		
<b>Sidewalk Cleaning Operations</b>		
52000 — Payroll Tax Expense	754.58	11,723.03
53000 — Deductions		1,924.20
56000 — Health Ins	-36.77	1,589.91
Workers Comp	637.83	713.05
55000 — Payroll Service	909.96	1,403.77
51000 — Wages	5,986.34	90,791.68
<b>Total Sidewalk Cleaning Operations</b>	<b>8,251.94</b>	<b>108,145.64</b>
<b>Supplies, Equip, Uniforms</b>		
54000 — SOBO Comm		90.00
Supplies, Equip, Uniforms - Other	162.47	3,191.29
<b>Total Supplies, Equip, Uniforms</b>	<b>162.47</b>	<b>3,281.29</b>
Public Space Maintenance	8,067.00	2,925.00
Nursery Supplies & Equipment	620.46	1,751.58
Rent / Storage	6,000.00	5,250.00
Security		49,539.00
SOBO Admin	7,430.69	6,400.00
<b>Vehicle Related</b>		
Gas	85.87	823.80
Vehicle Repairs & Maintenance		1,008.15
Vehicle Related - Other		447.00
<b>Total Vehicle Related</b>	<b>85.87</b>	<b>2,278.95</b>
SOBO Contingency	2,842.44	765.44
Block By Block	113,084.14	
<b>Total SOBO</b>	<b>146,545.01</b>	<b>180,336.90</b>
<b>Total Expense</b>	<b>237,654.01</b>	<b>238,127.67</b>
<b>Net Ordinary Income</b>	<b>228,604.45</b>	<b>98,806.93</b>
<b>Other Income/Expense</b>		
<b>Other Income</b>		
Interest Earned	120.53	0.41
<b>Total Other Income</b>	<b>120.53</b>	<b>0.41</b>
<b>Other Expense</b>		
Admin 2017-18		7,000.00
<b>Total Other Expense</b>		<b>7,000.00</b>
<b>Net Other Income</b>	<b>120.53</b>	<b>-6,999.59</b>
<b>Net Income</b>	<b>228,724.98</b>	<b>91,807.34</b>