



DRAFT Board of Directors Meeting Agenda

San Leandro Improvement Association

Thursday, March 11, 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**
- 3. Public Comment – Announcements (8:35)**
- 4. Approval of Minutes (8:55)** **Action Item**
 - a. January 14, 2021
- 5. Executive Directors Report – M. Mack-Rose (8:57)** **Information**
- 6. Review of YTD Financials – L. Van Nguyen (9:03)** **Information**
- 7. Annual Assessment Increase – L. Van Nguyen (9:08)** **Discussion**
 - a. Initial discussion regarding an assessment increase, effective November, 2021.
- 8. Committee Reports (9:18)** **Information**
 - a. SOBO Committee (A. Sweet)
 - b. DISI Committee (S. Hackley)
- 9. Advocacy Issues – M. Mack-Rose (9:28)** **Discussion**
 - a. Safety Ambassadors
 - b. Plaza Capital Improvement Project
- 10. Next Board Meeting**
 - a. May 13, 2021, 8:30 – 10:00

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

384 W. Estudillo Avenue, 2nd Floor • San Leandro, CA 94577 • Phone: 510-281-0703
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San Leandro Improvement Association

Board Meeting Minutes

January 14, 2021 – 8:30 am.

Telephonic

Present: Pete Ballew (Alternate), Katie Bowman (Secretary), Deborah Cox, Nicole Franklin, Emilio Garcia, Emily Griego (President), Shannon Hackley, Matt Holmes, Robert Jones, Long Van Nguyen (Treasurer), ~~Ted Nguyen~~, Betty Shon, Angele Sweet, and Kimberly Pace (Vice-President)

Absent: David Irmer (exused), Ted Nguyen

Guests: Nicole Tobor, Manager of Operations, Block by Block

Staff: Morgan Mack-Rose

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	<p>8:34</p> <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, 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>	

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<p>2. Roll Call</p>	<p>Katie Bowman took roll call.</p>
<p>3. Public Comment-Announcements</p>	<p>K. Pace announced annual BGCSL Feb 20 Crab Feed drive-through fundraiser.</p> <p>E. Griego announced a 1/26 Chamber Industry Connect event focusing on non-profits and human services. Lunch will be provided (via delivery) to all participants. Members and non-members are welcome.</p> <p>In early February, Fran Robustelli Interim City Manager, will be the guest at the Governmental Roundtable at Chamber.</p> <p>D. Cox is enjoying working with the Interim City Manager but the Council has engaged a search firm for permanent City Manager. Chief Tudor has announced retirement for June. That position is hired by the City Manager.</p> <p>D. Cox also announced that the Maximus Alvarado development is on a minimum of one year pause. The city has created a Budget Advisory Taskforce in response to anticipated dip in sales tax revenue and reallocation of 1.7M from police department. D. Cox expressed concern about taking additional funds (beyond the 1.7M) from police services and how that may impact response times and coverage. Any taskforce recommendations must go before the City council for action. At this point the only public comments are coming from those supporting the cuts. She is encouraging people to share their opinion. The budget process begins in April.</p> <p>E. Griego reminded people that comments can be submitted in writing that can be read into the record. The Chamber of Commerce has already expressed that while changes in the police department are needed, they do not support further budget cuts. Comments should be directed to clerk@sanleandro.org She asked if SLIA would like to submit a comment as an organization. She suggested polling either the board or CBD payers. L. Van Nguyen would like to have one written with multiple signers. A. Sweet asked what the recommended reduction is but that hasn't been disclosed yet. Many members agreed that reforming policies and procedures is more important than the budget. L. Van Nguyen expressed concern about response times delaying and a rise in criminal behavior. P. Ballew echoed D. Cox's</p>

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	<p>comments and the sentiment that policies and procedure reform should be the focus. He noted a significant difference that a police officer has on deterrence vs. security. He is concerned that it will degrade the Downtown. Last night there were 18 comments in favor of reducing police budget and 30+ against it. He sees a need for SLIA to present a balanced opinion.</p> <p>The Exec Comm will draft a letter and send it for a vote of the board via email.</p> <p>K. Bowman reported that the city has been sharing funding opportunities for businesses. The city provided a \$150K match with the county. Over 600 businesses applied. The city is looking into using and additional \$400K funds to support businesses. There was also a state funded program and round two of the PPP has opened. The city has been working with Blue Aris to promote local businesses on social media.</p> <p>N. Franklin reported that BART was awarded a 300K grant for a business attraction strategy on the “A” Line which includes San Leandro.</p>	
<p>4. Approval of Minutes</p>	<p>November 12, 2020 minutes were submitted for approval</p> <p>Moved: D. Cox Second: N. Franklin Ayes: Unanimous Nays: None Absent: DI, TN</p>	<p>APPROVED AS PRESENTED</p>
<p>5. Review and Acceptance of FY 2019 Year-End Financials</p>	<p>L. Van Nguyen presented year end financials and noted that we are in a good position compared to the previous year. In a few months the Board will review early repayment of the SBA loan if assessment revenue holds steady.</p> <p>Moved: L. Van Nguyen Second: AS Unanimous: AS, SH, EG, RJ, DC, BS, MH, NF, EG, KP, LN, KB Absent: DI, TN</p>	<p>APPROVED AS PRESENTED</p>

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<p>6. Review of December, 2020 Financials</p>	<p>L. Van Nguyen noted that there isn't much to derive from one months of P&L. The financials are cash basis vs. accrual. He pointed out that the financials do not reflect the Block By Block invoice due to several weeks lag in receipt of the invoice. However, they do reflect the approximate \$2,100 COVID tax credit due to crew covid exposure in late November.</p>	<p>INFORMATION</p>
<p>7. Annual Review of Conflict of Interest Policy</p>	<p>M. Mack-Rose presented the Conflict-of-Interest policy found in the bylaws and need for all board members to submit an annual statement of Conflict of Interest. She asked that all board members return the completed form by February 1, 2021.</p>	<p>INFORMATION</p>
<p>8. Board Committee Appointments</p>	<p>The Board appointed the following Committee Chairs:</p> <p>SOBO, Angele Sweet Motion: D. Cox Second: E. Griego Aye: AS, SH, EG, EG, LN, RJ, DC, BS, MH, NF, KP, KB Absent: DI, TN Absent: DI, TN</p> <p>DISI, Shannon Hackley Motion: D. Cox Second: E. Griego Aye: AS, SH, EG, EG, LN, RJ, DC, BS, MH, NF, KP, KB Absent: DI, TN</p>	<p>ELECTED</p>
<p>9. Recap of Holiday Décor Program</p>	<p>M. Mack-Rose thanked all of the stage sponsors and E. Garcia for his in-kind design support for helping make the Downtown Holiday Décor Program a success. The program was set to be revenue neutral but the COVID shut down necessitated bringing outside assistance to install the nutcrackers and the tree at a cost of \$1,000. The live streaming tree-lighting was a success, and it was suggested that SLIA continue that in future years. M. Mack-Rose will begin soliciting sponsorships for twenty nutcrackers in June for</p>	<p>INFORMATION</p>

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	the 2021 Holiday Program.	
10. Review of Block by Block Program	M. Mack-Rose recapped the implementation of the BBB contract. There was a difficult start with initial staffing, but the management at BBB has been very responsive to concerns and the current crew is working well. M. Mack-Rose is working on negotiating some sort of compensation for SLIA to offset the rough start. She also reported that while the downtown is already looking much cleaner, it will take several months for the program to settle in.	INFORMATION
11. Next Board Meeting	March 11, 2021, 8:30 – 10:00 a.m.	
	Meeting Adjourned, 9:52	

M. Mack-Rose took minutes

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YTD Financials
(Dec 1, 2020 – Feb 28, 2020)
Executive Summary

SLIA remains in a strong financial position.

Revenue

We received a \$168,866 disbursement from the City of San Leandro representing assessments collected in November 2020; \$8,000 more than we anticipated. This brings last fiscal year's delinquency rate to 3.66%, down from 5.45%. As a reminder, we conservatively budgeted for an 8% delinquency rate this year as a buffer from continued COVID-related financial uncertainties.

On February 22, the SBA forgave SLIA's \$27,500 Paycheck Protection Program loan. This unrestricted revenue will be added to the approximately \$50,000 of unallocated carry-over from the previous fiscal year.

Expenses

Our expenses remain on budget, except for the board-approved purchase of a second Tuff Shed to house new SOBO equipment. The shed cost \$2,665, exceeding the SOBO contingency budget of \$1,500.

Advisory

These YTD financials do not include February's contracted services from BBB, which typically invoices two-weeks into the following month.

The \$150,000 SBA loan taken out as protection against financial uncertainties continues to accrue interest at a rate of 2.75%.

San Leandro Improvement Assoc 11:30 AM
Balance Sheet Standard 03/08/21
As of February 28, 2021 **Cash Basis**

Feb 28, '21

ASSETS

Current Assets

Checking/Savings

Fremont Operations Account 7400 3,990.47

10100 — Fremont Payroll Account 7826 2,338.14

Fremont Savings Acct 7471 282,390.15

Fremont MMC 6420 177,432.83

Total Checking/Savings 466,151.59

Total Current Assets 466,151.59

TOTAL ASSETS **466,151.59**

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

Fremont MC 3,591.42

Total Credit Cards 3,591.42

Other Current Liabilities

SBA EIDL 150,000.00

San Leandro Loan 2017 70,139.31

Total Other Current Liabilities 220,139.31

Total Current Liabilities 223,730.73

Total Liabilities 223,730.73

Equity

30000 — Opening Balance Equity 122,325.20

32000 — Unrestricted Net Assets -119,161.72

Net Income 239,257.38

Total Equity 242,420.86

TOTAL LIABILITIES & EQUITY **466,151.59**

**San Leandro Improvement Ass
Profit and Loss Standard
December 2020 through February 2021**

12:08 PM

03/08/21

Cash Basis

Dec '20 - Feb '21

Ordinary Income/Expense	
Income	
Assessment Income	295,329.51
Programs Income	
Holiday	3,576.12
Total Programs Income	3,576.12
Non Assessment Revenue	27,500.00
Total Income	326,405.63
Gross Profit	326,405.63
Expense	
Administration	
Admin Misc.	430.65
Annual Elections / Mailing	25.50
Bank Charges/CC Interest Charge	102.00
Loan Interest	1,060.73
Staff Administration	
66000 — Gross Wages	10,261.55
66100 — Payroll Tax Expense (ADM)	1,794.45
IRA Match	2,507.86
Total Staff Administration	14,563.86
Rent	2,250.00
Office Supplies / Equipment	506.17
Board Meetings / Retreats	127.62
Phone and Communications	412.45
Office Cleaning	676.65
Total Administration	20,155.63
DISI	
Social Media	419.40
DISI Staff Admin	10,261.55
Seasonal Displays	581.81
Special Events	
Holiday Event	1,111.01
Total Special Events	1,111.01
Web Site	18.17
Total DISI	12,391.94
SOBO	
Sidewalk Cleaning Operations	
52000 — Payroll Tax Expense	999.33
56000 — Health Ins	-36.77
Workers Comp	637.83
55000 — Payroll Service	581.51
51000 — Wages	9,170.94
Total Sidewalk Cleaning Operations	11,352.84
Supplies, Equip, Uniforms	173.13
Public Space Maintenance	1,290.00
Nursery Supplies & Equipment	254.82
Rent / Storage	2,250.00
SOBO Admin	1,061.52
Vehicle Related	
Gas	85.87
Total Vehicle Related	85.87
SOBO Contingency	2,665.00
Block By Block	35,513.64
Total SOBO	54,646.82
Total Expense	87,194.39
Net Ordinary Income	239,211.24
Other Income/Expense	
Other Income	
Interest Earned	46.14
Total Other Income	46.14
Net Other Income	46.14
Net Income	239,257.38

Proposed Assessment Increase Executive Report

Background

Community Benefit District assessments are based on the physical measurement of the district parcels and their improvements, not on the property's assessed value. Unlike property taxes that increase annually at a set amount, CBD assessments require an action of the CBD Board.

The District Management Plan caps the annual assessment increase at 3%. Since its inception in 2013, the assessment has increased 8.64% or 1.23% on average per year.

Our budget assumptions for the next fiscal year include a 3% increase to keep pace with cost escalation.

Financial Impact

A 3% increase of the District's current assessments would generate an additional \$13,436 in revenue.

The median increase per parcel for privately held parcels would be \$40.19, or \$3.35 per month. The highest increase for a single, private payer (having multiple parcels) would be \$1,382 or \$115 per month. If approved, the assessment increase would be reflected in November and April tax bills.

Proposed Timeline

March 11

Board agrees to consider the proposed increase at the May 13th meeting.

Early April

Property owners receive the 2019-20 Annual Report and notice of the proposed increase.

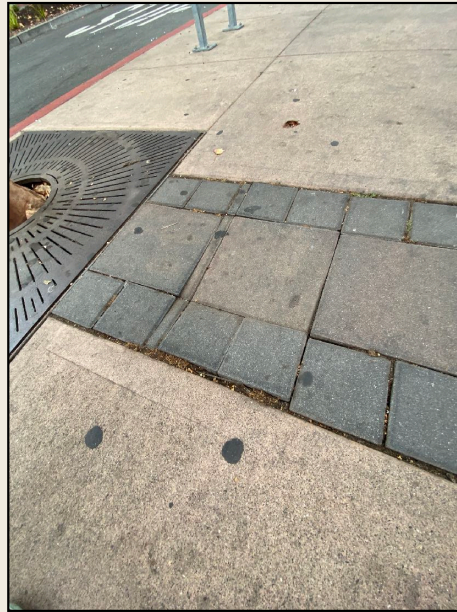
May 13

Board votes on the proposed increase.

June 1

City notified of board action (if any) and receives new assessment data.

PLAZA CAPITAL MAINTENANCE AND ENHANCEMENTS



2022 CIP PROJECT ESTMIATED AT \$450,000

- Patch and repair existing public plazas in Downtown area.
- Work doesn't include sidewalk repair that is the responsibility of the property owners.
- Work may include resetting pavers, patching curbs, planters, and walls, and sealing or coating concrete.
- This is a maintenance project, renovation is not included.

This work is a subset of project 2018.4490 for renovation of the downtown walkways and plazas.



Safety Ambassadors provide a variety of services, including:

- On-demand safety escorts to vehicles (i.e., from restaurants or BART stations)
- Reminders of quality-of-life municipal codes such as no smoking or alcohol in public spaces
- Wellness checks and referrals to unsheltered people
- Hospitality assistance for visitors
- Ongoing contact with merchants
- Reporting and information sharing with appropriate city departments

Two ambassadors on duty 12 pm – 8pm, seven days a week is less than \$200,000 annually*.

*If administered through existing Block by Block contract.