



Board of Directors Meeting Agenda
San Leandro Improvement Association

Thursday, May 12, 2022, 8:30 – 10:00 am

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. Announcements/Public Comment – E. Griego (8:35 – 8:45)** **Information**
- 4. Approval of Minutes** **Action**
 - a. March 10, 2022
- 5. Executive Director Report (8:50 – 9:10)** **Information**
 - a. Staff update board on Safety and Cleaning Ambassador programs, upcoming events, and other relevant operational information.
- 6. Review of Financials – Treasurer Long V. Nguyen (9:10 – 9:30)** **Information**
 - a. Treasurer Nguyen will present financial current financial position of the organization.
- 7. Annual Increase of District Assessments – M. Mack-Rose (9:30 – 9:40)** **Action**
 - a. The Board will consider a 3% assessment increase effective July 1, 2022, as provided for in the District Management plan.
- 8. Contract for Communications and Event Planning Support – M. Mack-Rose (9:40 – 10:00)** **Action**
 - a. The Executive Director is responsible for direct oversight of two contracts for service, special events, social media, advocacy, accounting, and supporting the board of directors. The Board will consider a \$15,000 contract for communication and event planning support for the remainder of the fiscal year.
- 9. Adjournment (Next Meeting; July 14th Board Lunch Mtg)**

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
DRAFT Board Meeting Minutes
Thursday, March 10, 2022, 11 a.m. – 1:00 p.m.
Downtown Walking Tour

Present: Katie Bowman, Deborah Cox, Emily Griego (President), Long Van Nguyen (Treasurer), Kimberly Pace, Matt Holmes (Vice President), Justin Osler, Robert Jones, Angele Sweet, Toby Lieberman, Pete Ballew (Alternate)

Absent: Betty Shon

Staff: Morgan Mack-Rose

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	E. Griego called the meeting to order at 11:02	
2. Public Comment	<ul style="list-style-type: none"> • The City will be hosting the 150th Anniversary Kick-Off at City Hall on March 21st at 5 pm • The SLPD building will be rededicated to Ret. Chief Bob Magginis on March 23rd. • Chamber of Commerce is organizing the State of the City Address April 26th, 6 PM @ Senior Center. • Chamber of Commerce Annual Business Awards on April 28th, 5 pm @ Boys and Girls Club. 	
3. District Walk	Board members walked the core of Downtown and identified potential projects to improve the District (see attached “Downtown Punch List”).	
4. Approval of Minutes	Meeting minutes from November 9, 2021 and January 13, 2022 were approved as submitted.	Moved: K. Bowman Second: E. Griego Abstain: T. Lieberman
5. Adjourn	Meeting was adjourned at 1:04 pm	

Minutes by M. Mack-Rose

Downtown Punch List

Project	Priority	Difficulty	Key Partner	Notes	1st Steps
Window Clings @ Asia Express/Joaquin Breezeway		1	K. Bowman/Asia Express/SLIA	K Bowman has \$\$\$, need to get designer	Reach out for permission, then engage designer \$13-15 sq ft
Joaquin Plaza Fountain Repair or turn into planter?		1	Public Works	Need to check in w/ PW, I think the pump is old and they can't parts. How does drought effect this? Do we want planters? Who will \$\$\$	Talk to Debbie Pollart for status
Motor Oil Stain in Joaquin Breezeway		1	BevBox Contractor		Pictures and text contractor
B of A Planter Removal		1	B of A, PW?	three empty planters, need to be removed	B of A manager
Chimeway Refurb		1	Lars/Public Works		
Cafe Lights in Joaquin Plaza & Breezeway		1	Lars/Public Works		
Ambassador Services Signage		1	Businesses/Public Works	Need to design window clings for businesses and signage for key areas	Site map for permanent signs
Cement Planter Replacement		1	Public Works/Eco Club	Planters ordered, not shipped	Need to request removal/relocation by PW
Tree Planting in Estudillo Plaza		2	Public Works/Engineering	Need to cut concrete, plant crepe myrtels?, water bag	Site map
Window Clings @ vacancies		2	Property Owners	Have designer who did first draft for Scribner. Need to talk to Scribner (again).	Identify locations
Fixed seating/Tables in Estudillo Plaza		2	Engineering/PW	Need to research ideas	
Utility Box Wraps/Art		3	Lars?/Cal Trans/Utilities	May need to "ask forgiveness"	Identify locations and owners of prospective utility boxes.
Private Property Landscaping (Buffey Fortuna/Bella Vista Dental)		3	Businesses	Need owners to care	Owner contact
Murals US Bank Parkng lot Cafe Sorrisso Parking Lot		3	Property Owners, City	Who will \$\$\$, get artists referrals from Lars	
Public Bathroom (City Lot, W. Juana)		3	City/Nearby Businesses	City pursuing funding	Send potential location to D Pollart
Way Finding		3	City	This is an advocacy project	

San Leandro Improvement Association
Operating Statement
April 2022

2:22 PM

05/03/22

Cash Basis

	Apr '22	Mar '22	Apr '21	Jan - Apr '22	
Ordinary Income/Expense					
Income					
Assessment Income				286,507.37	
Total Programs Income	0.00	5,000.00		12,180.50	(1)
Non Assessment Revenue		1,216.00		19,421.56	(2)
Total Income	0.00	6,216.00		318,109.43	
Gross Profit	0.00	6,216.00		318,109.43	
Expense					
Interest expense				1,060.73	
Administration					
Admin Misc.	162.67	99.51	55.57	383.65	
Annual Elections / Mailing			1,222.44		
Bank Charges/CC Interest Charge	33.95	48.95	33.95	297.12	
Total Staff Administration	4,168.56	4,095.85	3,938.30	16,977.95	
Accounting	1,000.00	1,650.00		2,650.00	(3)
Dues and Subscriptions				725.00	
Rent	1,500.00	750.00	750.00	3,750.00	(4)
Insurance	1,169.00	1,007.00	1,663.00	2,176.00	
Office Supplies / Equipment	84.98	156.85	14.99	563.39	
Legal		75.00		100.00	
Phone and Communications	55.62	55.62	56.05	222.67	
Printing		30.75		30.75	
Total Administration	8,174.78	7,969.53	7,734.30	27,876.53	
DISI					
Public Space Dev.	200.00			200.00	(5)
Social Media				25.18	
DISI Staff Admin	3,312.00	3,312.00	3,184.62	13,248.00	
Seasonal Displays				2,065.49	
Total Special Events	477.99	899.49		1,377.48	
DISI Miscellaneous	119.88			119.88	(6)
Web Site	7.95	7.95		51.97	
Total DISI	4,117.82	4,219.44	3,184.62	17,088.00	
SOBO					
Cleaning Amb/MO Block By Block		41,930.16	19,870.01	41,930.16	
Total Safety Ambassadors		1,216.00		19,421.56	(7)
Total Sidewalk Cleaning Operations		50.00	60.29	50.00	(8)
Public Space Maintenance	430.00	430.00	430.00	1,720.00	
Total Nursery Supplies & Equipment	5,043.00			5,457.64	(9)
Rent / Storage	1,500.00	750.00	750.00	3,750.00	(10)
SOBO Admin	736.00	736.00	707.70	2,944.00	
Vehicle Related	453.00			453.00	
SOBO Contingency	466.91	1,003.22	177.44	1,586.43	(11)
Total SOBO	8,628.91	46,115.38	21,995.44	77,312.79	
Total Expense	20,921.51	58,304.35	32,914.36	123,338.05	
Net Ordinary Income	-20,921.51	-52,088.35	-32,914.36	194,771.38	
Net Other Income	19.01	20.51	17.15	73.44	
Net Income	-20,902.50	-52,067.84	-32,897.21	194,844.82	

1. March income from Simplicity Grant for planters.
2. Recognizes Safety Ambassador equipment cost draw down from restricted funds.
3. CPA cost for December "Short Fiscal Year."
4. March & April rent checks cleared in April.
5. Graphic designer work on window clings.
6. 1 year subscripton of dynamic QR code generator.
7. Invoices delayed due to required adjustments. Actual cost for Safety Amb in Jan & Feb \$29,500.
8. Invoices delayed due to required adjustments.
9. Grant funded planters for E 14th St.
10. March & April rent checks cleared in April.
11. Graffiti remover order that was cancelled, refund in process.

San Leandro Improvement Association
Balance Sheet Standard
As of April 30, 2022

11:34 AM

05/04/22

Cash Basis

	Apr 30, '22	Mar 31, '22	Apr 30, '21	% Change '21 - '22'
ASSETS				
Current Assets				
Checking/Savings				
Fremont Operations Account 7400	695.31	2,464.26	2,200.99	-68.4%
10100 — Fremont Payroll Account 7826	576.07	616.60	312.38	84.4%
Fremont Savings Acct 6471	11,624.67	28,424.34	234,217.42	-95.0%
Fremont MMC 6420	469,441.80	469,423.15	177,448.14	164.6%
Total Checking/Savings	482,337.85	500,928.35	414,178.93	16.5%
Other Current Assets				
Other Receivables			3,500.00	-100.0%
Total Other Current Assets			3,500.00	-100.0%
Total Current Assets	482,337.85	500,928.35	417,678.93	15.5%
TOTAL ASSETS	482,337.85	500,928.35	417,678.93	15.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
20000 — Accounts Payable			2,585.92	-100.0%
Total Accounts Payable			2,585.92	-100.0%
Credit Cards				
Fremont MC	2,550.99	638.99	153.72	1,559.5%
Total Credit Cards	2,550.99	638.99	153.72	1,559.5%
Other Current Liabilities				
Restricted Program Funds	156,306.28	156,306.28		100.0%
SBA EIDL			150,000.00	-100.0%
San Leandro Loan 2017	63,125.41	63,125.41	70,139.31	-10.0%
Total Other Current Liabilities	219,431.69	219,431.69	220,139.31	-0.3%
Total Current Liabilities	221,982.68	220,070.68	222,878.95	-0.4%
Total Liabilities	221,982.68	220,070.68	222,878.95	-0.4%
Equity				
30000 — Opening Balance Equity	122,325.20	122,325.20	122,325.20	
32000 — Unrestricted Net Assets	-57,214.85	-57,214.85	-14,082.79	306.3%
Net Income	195,244.82	215,747.32	86,557.57	125.6%
Total Equity	260,355.17	280,857.67	194,799.98	33.7%
TOTAL LIABILITIES & EQUITY	482,337.85	500,928.35	417,678.93	15.5%

Notes:

April Assessment disbursement of approximately \$120K expected this month followed by an additional "late payment" disbursement of approximately \$50K.

Estimated AP not reflected include est \$106K for three months of Block By Block services & \$5K remaining on webiste contract.

San Leandro Improvement Association
Budget vs. YTD Actual
 Jan - Apr

2:01 PM
 05/09/22

	YTD ACTUALS	APPROVED BUDGET	YTD % of BUDGET	
Ordinary Income/Expense				
Income				
Assessment Income	286,507.37	461,310.00	62.1%	
Delinquency		-13,839.00		
Total Programs Income	12,580.50	13,000.00	96.8%	
Non Assessment Revenue	61,271.90	175,000.00	35.0%	
Gross Profit	360,359.77	635,471.00	56.7%	
Expense				
Interest expense	1,060.73			
Administration				
Admin Misc.	383.65			
Annual Elections / Mailing		240.00		
Bank Charges/CC Interest Charge	297.12	1,000.00	29.7%	
Loan Interest		2,000.00		
Total Staff Administration	19,025.87	57,088.00	33.3%	
Accounting	2,650.00	1,650.00	160.6%	(1)
Dues and Subscriptions	725.00	800.00	90.6%	
Rent	3,750.00	9,000.00	41.7%	
Insurance	2,176.00	1,300.00	167.4%	(2)
Office Supplies / Equipment	563.39	1,600.00	35.2%	
Board Meetings / Retreats		500.00		
Legal	100.00	80.00	125.0%	
Phone and Communications	222.67	1,725.00	12.9%	
Printing	30.75	1,200.00	2.6%	
Total Administration	30,985.18	78,183.00	39.6%	
DISI				
Public Space Dev.	200.00			
Social Media	25.18	500.00	5.0%	
DISI Staff Admin	14,904.00	43,056.00	34.6%	
Seasonal Displays	2,065.49	2,000.00	103.3%	
Newsletters		225.00		
Total Special Events	1,377.48	13,000.00	10.6%	
DISI Miscellaneous	119.88			
Web Site	51.97	1,500.00	3.5%	(3)
Total DISI	18,744.00	60,281.00	31.1%	
SOBO				
Cleaning Amb/MO Block By Block	62,029.04	262,489.00	23.6%	(4)
Total Safety Ambassadors	61,271.90	193,360.00	31.7%	
Total Sidewalk Cleaning Operations	50.00			
Public Space Maintenance	1,720.00	5,000.00	34.4%	
Total Nursery Supplies & Equipment	5,457.64	3,500.00	155.9%	(5)
Rent / Storage	3,750.00	9,000.00	41.7%	
SOBO Admin	3,312.00	9,568.00	34.6%	
Vehicle Related	453.00	1,000.00	45.3%	
SOBO Contingency	1,119.52	1,500.00	74.6%	
Total SOBO	139,163.10	485,417.00	28.7%	
Total Expense	189,953.01	623,881.00	30.4%	
Net Ordinary Income	170,406.76	11,590.00	1,470.3%	
Net Other Income	73.44		100.0%	
Net Income	170,480.20	11,590.00	1,470.9%	

1. \$1,000 for December FY filing was not included in approved budget.
2. Approved Budget did not include \$611 Exec Dir WC Insurance which was previously rolled in with SOBO employees.
3. We have a known additional A/P \$5,000 for website contract that was approved in June 2021 but not spent, and was not included in Approved Budget.
4. There are approximately \$44K in A/P pending invoice adjustments. This would bring us to 40.2% of budget. However, that includes December 2021 expenses paid this Fiscal Year.
5. We received (and spent) a \$5k grant for planters that was not included in original budget.

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 allows for an annual assessment increase based on the February 12-month CPI for the San Francisco-Oakland-Hayward Area. However, regardless of the CPI, the increase is capped 3%. Since its inception in 2013, the assessment has increased 11.64% or 1.46% on average per year.

Financial Impact

A 3% increase of the District's current assessments would generate an additional \$13,842 in revenue.

The median increase per parcel for privately held parcels would be \$41.13, or \$3.42 per month. The highest increase for a single, private payer (having multiple parcels) would be \$1,331 or \$110 per month. If approved, the assessment increase would be reflected in November and April tax bills.

Recommendation

The February 12-month CPI was 5.2%, well above the 3% CAP. The next CPI data will be released May 11, and it is anticipated to be even higher. The Block By Block contract for cleaning and safety services represents 72% of the District budget. Given the extraordinary rate of inflation, we anticipate the 2023 Block by Block contract increase to be significant. The 3% increase in assessment revenue will be essential to maintain services in the district.



Communications-Special Event Assistant Scope of Work Agreement

Background

The Downtown San Leandro CBD, managed by the San Leandro Improvement Association (SLIA), provides district improvements and activities, including cleaning, security, beautification, district identity, and other special benefit programs to parcels within the boundaries of the district. The goal is to attract new customers, increase sales, and increase occupancies in the district.

District identity is an important component to the downtown's success and has been identified as an area for programmatic growth. District identity efforts can include marketing and promotions, newsletter, public relations, media relations, social media, publicity, special events, website development and maintenance, public space development, and holiday decorations. Additionally, the district adopted a new brand identity in late Summer of 2021 and seeks to implement the brand in a creative and cohesive way.

Communications-Special Event Assistant – Independent Contractor

The role of the Communications & Special Event Assistant encompasses

- Creation and implementation of a cohesive social media plan including:
 - Identifying the best tool for managing social media across platforms,
 - Developing a strategic social media calendar,
 - Amplifying the social media of downtown businesses and key partners.
- Development of original content including but not limited to graphic design and photography
- Development of district newsletter template
- Regularly updating district website calendar and content
- Working closely with the Executive Director, assist with the development, marketing, and day-of support for a variety of special events including:
 - Global Restaurant Week
 - (re)Discover Downtown San Leandro
 - San Leandro Makers Market
 - It's a Wonderful Night
- Developing or coordinating public space art including:
 - Window clings
 - Holiday décor

Ownership of Work Product: All work product, information or other materials created and developed in connection with the performance of the services under this agreement shall be considered “Work for Hire” as defined under the U.S. Copyright Laws. Any resulting intellectual property rights are the sole and exclusive property of the San Leandro Improvement Association (SLIA) including but not limited to all copyrights, publishing rights and rights to use, reproduce and otherwise use the work product in any and all formats, media, or all channels, whether now known or hereafter created.

Hours: 20 hours weekly, on an as-needed basis at \$25 per hour, not to exceed \$15,000 over the term of the contract. Work location is flexible with working from home and at the district office as needed.

Term of Contract: May 16, 2022 – December 9, 2022

DRAFT