



Board of Directors Meeting Agenda
San Leandro Improvement Association
Thursday, July 14, 2022, 12:00 – 1:30 pm
Tequila Grill Restaurant
1350 E 14th St, San Leandro, CA 94577

AGENDA:

- 1. Call to Order – President, Emily Griego**
- 2. Roll Call – Secretary, Angele Sweet**
- 3. Announcements/Public Comment – E. Griego (12:05 – 12:20)** **Information**
- 4. Approval of Minutes** **Action**
 - a. May 12, 2022
- 5. Executive Director Report** **Information**
 - a. Update on SOBO Operations
 - b. Review of Board Punchlist
 - c. Update on Downtown Development Projects
- 6. Review of Financials – Treasurer Long V. Nguyen** **Information**
 - a. Treasurer Nguyen will present financial current financial position of the organization including Mid-Year Budget Analysis.
- 7. (re)Discover Downtown Event – M. Mack-Rose** **Discussion**
 - a. The District will be hosting its first large event since the pandemic.
 - b. The September 17 (re)Discover Downtown will feature an app-based scavenger hunt, live music, a Makers' Market, and kid/teen zone.
 - c. \$25,000 lead sponsor has been secured, but a stage sponsorship and scavenger hunt sponsors are needed for \$48,000 event.
- 8. Board Member Recruitment – E. Griego** **Discussion**
- 9. Adjournment (Next Meeting; September 8 Planning Session 8:30 am – 2:00 pm)**

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, May 12, 2022, 8:30 – 10:00 am
Telephonic (Zoom)

Present: Katie Bowman, Deborah Cox, Emily Griego (President), Long Van Nguyen (Treasurer), , Matt Holmes (Vice President), Justin Osler, Betty Shon, Robert Jones, Angele Sweet, and Toby Liebermann.

Absent: Kim Pace, Robert Jones, Pete Ballew

Staff: Morgan Mack-Rose

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<ul style="list-style-type: none"> Call to Order 	<p>E. Griego called the meeting to order at 11:02</p>	
<ul style="list-style-type: none"> Public Comment 	<ul style="list-style-type: none"> D. Cox updated the board on the City’s 150th Celebration and the upcoming June 4th Cherry Parade and “Gathering.” K. Bowman said the Downtown Farmer’s market is going well and that the Shoreline Project is going to the City Council meeting for its final entitlements. They are also convening a public meeting for the mural at the Downtown BART. Additionally, new lights are being installed at Joaquin plaza, helping SLIA with downtown window clings, and some utility box art. The Econ Development department is working on an insert in the SF Business Times which will include coverage of the downtown. M. Holmes hopes that the Fieldworks and Dave’s Hot Chicken hopes to open in August but that County Health Dept. is not providing approvals in a timely manner. <p>Justin Osler shared his experience on wayfinding signage for a development in downtown Oakland. Improved wayfinding is on the Board’s identified “punch list” for downtown.</p>	Information
<ul style="list-style-type: none"> Approval of Minutes 	<p>Meeting minutes from March 10, 2022 were approved as submitted.</p>	<p>Moved: D. Cox Second:</p>

		A. Sweet
<ul style="list-style-type: none"> Executive Director's Report 	<p>The District has had several significant thefts from the grounds of the Casa Peralta including catalytic converter theft, two pressure-washer trikes, and a patrol bicycle. Cumulatively, the value of these thefts nearly \$20,000 in losses. Block by Block covered the catalytic converter repair (\$5,000). It isn't clear they will cover the loss of the pressure washing trike. Long cautioned about filing a claim without checking how it will impact the District insurance premium.</p> <p>There are no City cameras on the property, and no plans to install them. The ED installed trail cams and was able to capture evidence of the trike theft. The suspect is known to SLPD, however there seems to be a hesitance to arrest him without assurance that he would be prosecuted by the DA.</p> <p>M. Mack-Rose reviewed the cleaning statistics which remain strong despite labor challenges, thanks in part to Safety Ambassadors assisting in the evening. The safety program is headed in the right direction as we dial down on which stats to track, and making sure ambassadors are trained properly. Safety ambassadors have been distributing donated lunches to unsheltered neighbors. Operations Manager Matt Mayo is working to improve the safety program overall with staffing and training. Unfortunately, the hiring process is slowed by background checks. Currently counties are taking well over two-weeks.</p> <p>Regency Center continues to be a problem. M. Mack-Rose reviewed the MOREA in detail. It is clear that Regency is not providing what is required. They are supposed to be providing security during store hours, but they only have one guard working from 8:30 to approximately 5:00 pm. Janitorial is also inadequate. However, the buildings themselves are also falling apart and not being maintained. M. Holmes offered to connect the Regional VP to make him aware of the problems. M. Mack-Rose will send K. Bowman documentation of the issues.</p> <p>M. Mack-Rose recapped the first district event since the pandemic; a successful Family Earth Day festival at Casa Peralta. The event included twelve community partners, attracted over 300 attendees and cost less the \$1,000.</p> <p>New self-watering planters are being installed on E. 14th street thanks to grants from Simplicity and Rotary. Bigbellys (funded by Amazon grant) are being installed by the end of the month.</p>	Information
<ul style="list-style-type: none"> Review of Financials 	<p>Treasurer Long Van Nguyen reviewed the current Balance Sheet and Operating Statement. The December "Short Year" tax returns have been filed, aligning our FY from Dec. 1 to Jan. 1. We are in line with our approved budget. Due to staffing challenges with</p>	Information

	<p>cleaning and safety ambassadors, we are underbudget for our contract with Block by Block. M. Mack-Rose noted that while this is good for our budget, it is not good for our operations.</p> <p>We do have one outstanding liability to the City of San Leandro. The Board would like to seek a loan forgiveness given the positive impact the district has on community. The current balance is \$63,000.</p>	
<ul style="list-style-type: none"> Annual Increase of District Assessments 	<p>Per the Management Agreement, the board approved a 3% assessment increase. The median price for privately held parcels would be raised to \$3.42 per month.</p>	<p>Roll Call Vote: Moved: L. Van Nguyen Seconded: D. Cox Ayes: M. Holmes, D. Cox, K Bowman, E. Griego, L. Van Nguyen, B. Shon, A. Sweet, T. Lieberman. J. Osler Nays: None</p>
<ul style="list-style-type: none"> Contract for Communications and Event Planning Support 	<p>The Executive Director is the only staff working on district goals. The work required full time attention before the post-pandemic re-opening. To move the district forward, more staffing is needed. M. Mack-Rose has identified a qualified candidate to assist with communications and event planning. She requested \$15,000 from unallocated funds for a \$25 an hour, 20 hour per week contract position to work through December 9th.</p>	<p>Moved: D. Cox Seconded: K. Bowman Unanimously approved</p>
<ul style="list-style-type: none"> Adjourn 	<p>Meeting was adjourned at 10:21 a.m.</p>	

Minutes by M. Mack-Rose

San Leandro Improvement Association

Balance Sheet Standard

As of June 30, 2022

07/06/22

Cash Basis

	Jun 30, '22	Jun 30, '21	Jun 30, '21
ASSETS			
Current Assets			
Checking/Savings			
Fremont Operations Account 7400	5,956.09	94.29	94.29
10100 — Fremont Payroll Account 7826	421.57	326.46	326.46
Fremont Savings Acct 6471	608.74	274,994.12	274994.12
Fremont MMC 6420	528,559.20	177,462.97	177462.97
Total Checking/Savings	535,545.60	452,877.84	452877.84
Total Current Assets	535,545.60	452,877.84	452877.84
TOTAL ASSETS	535,545.60	452,877.84	452877.84
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Total Accounts Payable		718.73	718.73
Credit Cards			
Fremont MC	-283.02	279.34	279.34
Total Credit Cards	-283.02	279.34	279.34
Other Current Liabilities			
Restricted Program Funds	114,455.94		
SBA EIDL		150,000.00	150000
San Leandro Loan 2017	63,125.41	70,139.31	70139.31
Total Other Current Liabilities	177,581.35	220,139.31	220139.31
Total Current Liabilities	177,298.33	221,137.38	221137.38
Total Liabilities	177,298.33	221,137.38	221137.38
Equity			
30000 — Opening Balance Equity	122,325.20	122,325.20	122325.2
32000 — Unrestricted Net Assets	-57,214.85	-14,082.79	-14082.79
Net Income	293,136.92	123,498.05	123498.05
Total Equity	358,247.27	231,740.46	231740.46
TOTAL LIABILITIES & EQUITY	535,545.60	452,877.84	452877.84

San Leandro Improvement Association
Operating Statement
 January through June 2022

5:35 PM
 07/06/22
 Cash Basis

	Jun-22	YTD 2022	YTD 2021	
Ordinary Income/Expense				
Income				
Assessment Income	166,427.70	452,935.07	301,718.43	(1)
Total Programs Income	25,000.00	38,830.50	7,000.00	(2)
Non Assessment Revenue		61,271.90	27,500.00	(3)
Total Income	191,427.70	553,037.47	336,218.43	
Gross Profit	191,427.70	553,037.47	336,218.43	
Expense				
Interest expense		1,060.73		
Administration				
Admin Misc.		489.35	61.47	
Annual Elections / Mailing			1,222.44	
Bank Charges/CC Interest Charge	33.95	-2,786.34	223.75	
Loan Interest			2,104.17	
Total Staff Administration	6,192.24	27,314.51	26,252.27	
Accounting		2,650.00	1,650.00	(4)
Dues and Subscriptions		725.00		
Rent	750.00	4,500.00	5,250.00	
Insurance	281.00	2,478.00	1,416.00	
Office Supplies / Equipment	114.80	2,467.07	666.03	
Legal		125.00	3,575.00	
Phone and Communications	237.20	782.66	984.49	
Printing		30.75		
Office Cleaning			1,824.68	
Total Administration	7,609.19	38,776.00	45,230.30	
DISI				
Comm & Event Consultant	575.00	1,575.00		
Branding / Signage			7,633.70	
Public Space Dev.		200.00		
Social Media	17.00	84.70	124.40	
DISI Staff Admin	4,968.00	21,528.00	20,700.03	
Seasonal Displays	387.63	2,453.12	4,548.72	
Total Special Events		1,388.80		
DISI Miscellaneous		119.88		
Web Site	7.95	3,566.87	54.51	
Total DISI	5,955.58	30,916.37	33,061.36	
SOBO				
Cleaning Amb/MO Block By Block	44,622.98	106,671.92	113,102.71	(5)
Safety Ambassadors				(6)
Safety Amb Block By Block		60,055.90		
Safety Amb Equip & Supplies		1,216.00		
Total Safety Ambassadors		61,271.90		
Total Sidewalk Cleaning Operations		50.00	475.85	
Public Space Maintenance		2,724.17	2,580.00	
Total Nursery Supplies & Equipment		8,153.12	5,677.46	
Rent / Storage	750.00	4,500.00	5,250.00	
SOBO Admin	1,104.00	4,784.00	4,599.93	
Vehicle Related		453.00		
SOBO Contingency		652.61	2,842.44	
Total SOBO	46,476.98	189,260.72	134,528.39	
Total Expense	60,041.75	260,013.82	212,820.05	
Net Ordinary Income	131,385.95	293,023.65	123,398.38	
Net Other Income	21.75	113.27	99.67	
Net Income	131,407.70	293,136.92	123,498.05	

1. \$166,427 from Spring non-public assessments collected as of April 30th. Final "Late Payment" assessments will be included in July disbursement.
2. \$25,000 "Presenting Sponsor" from Gate 510 for (re)Discover Downtown event.
3. Non-assessment revenue recognizes drawdown from restricted funds (Safety Ambassador program.)
4. New office furniture was purchased in May, approved by Exec Comm (\$1,500).
5. February and March Cleaning Ambassador services.

San Leandro Improvement Association

2022 Annual Budget vs. Mid-Year Actuals

	Jan - Jun '22 Actuals	2022 Budget	% of Budget	
Ordinary Income/Expense				
Income				
Assessment Income	\$ 452,935	\$ 461,310	98%	(1)
Delinquency		\$ (13,839)		
Total Programs Income	\$ 38,831	\$ 13,000	299%	(2)
Non Assessment Revenue	\$ 92,798	\$ 175,000	53%	(3)
Total Income	\$ 584,564	\$ 635,471	92%	
Gross Profit	\$ 584,564	\$ 635,471	92%	
Expense				
Interest expense	\$ 1,061	\$ 2,000	53%	
Administration				
Admin Misc.	\$ 489			
Annual Elections / Mailing		\$ 240		
Bank Charges/CC Interest Charge	\$ 365	\$ 1,000	37%	
Total Staff Administration	\$ 27,315	\$ 53,848	51%	
Accounting	\$ 2,650	\$ 1,650	161%	(4)
Dues and Subscriptions	\$ 725	\$ 800	91%	
Rent	\$ 4,500	\$ 9,000	50%	
Insurance	\$ 2,478	\$ 1,300	191%	(5)
Office Supplies / Equipment	\$ 2,467	\$ 1,600	154%	(6)
Board Meetings / Retreats		\$ 500	0%	
Legal	\$ 125	\$ 80	156%	
Phone and Communications	\$ 783	\$ 1,725	45%	
Printing	\$ 31	\$ 1,200	3%	
Total Administration	\$ 41,927	\$ 72,943	57%	
DISI				
Comm & Event Consultant	\$ 1,575	\$ 15,000	11%	(7)
Public Space Dev.	\$ 200		100%	
Social Media	\$ 85	\$ 500	17%	
DISI Staff Admin	\$ 21,528	\$ 43,056	50%	
Seasonal Displays	\$ 2,453	\$ 2,000	123%	
Newsletters		\$ 225		
Total Special Events	\$ 1,389	\$ 13,000	11%	
DISI Miscellaneous	\$ 120			
Web Site	\$ 3,567	\$ 1,500	238%	(8)
Total DISI	\$ 30,916	\$ 75,281	41%	
SOBO				
Total Safety Ambassadors	\$ 92,798	\$ 261,859	35%	
Cleaning Amb/MO Block By Block	\$ 104,925	\$ 231,792	45%	(9)
Total Sidewalk Cleaning Operations	\$ 50			
Public Space Maintenance	\$ 2,724	\$ 5,000	54%	
Total Nursery Supplies & Equipment	\$ 8,153	\$ 3,500	233%	(10)
Rent / Storage	\$ 4,500	\$ 9,000	50%	
SOBO Admin	\$ 4,784	\$ 9,568	50%	
Vehicle Related	\$ 453	\$ 1,000	45%	
SOBO Contingency	\$ 699	\$ 1,500	47%	
Total SOBO	\$ 219,087	\$ 523,219	42%	
Total Expense	\$ 292,992	\$ 673,443	44%	
Net Ordinary Income	\$ 291,572	\$ (37,972)	-768%	
Other Income/Expense				
Net Other Income	\$ 113		100%	
Net Income	\$ 291,685	\$ (37,972)	-768%	(11)

1. We are on track to come in well below our 3% delinquency assumption with "Late payments" yet to be received. Previous delinquency rates were higher because Union Pacific and Cal Trans never pay. This year, we took them out of the revenue projection.
2. While sponsorship revenue has exceeded the budget, the cost for events and seasonal displays will be higher than budgeted so it will be a "wash."
3. Restricted Safety Ambassador funds are recognized as non-assessment revenue as they are spent.
4. Accounting is over budget by \$1,000 for the "December Short-Month" filing that aligned our FY with the calendar year.
5. Insurance was under-estimated primarily because of Workman's Comp was an unknown at the time of the budget.
6. \$1,500 in one time funds approved by Exec Comm for new office furniture.
7. Use of \$15,000 in one-time funds approved by board.
8. The website contract expense was a carry-over expense from the previous year not accounted for in the budget. I anticipate an additional \$500 yet to be invoiced on the contract.
9. Annual budget increased to reflect 13-month contract created by Jan 1 FY alignment.
10. Grant funded planter project.
11. Approved Budget went from \$7,470 to \$(37,972) because of inclusion of December Block by Block Services and addition of \$15,000 contracted services using one time funds.

Block By Block Contract Actuals vs Budget

Cleaning Ambassador Program

	13 - Month Contract	Dec - Jun Actuals	% of Budget
Cleaning	\$ 180,402	\$ 81,207	45%
Manager	\$ 51,390	\$ 23,718	46%
TOTAL	\$ 231,792	\$ 104,925	45%

Safety Ambassador Program

	13 - Month Contract	Dec - Jun Actuals	% of Budget
Ambassadors	\$ 210,469	\$ 69,080	33%
Manager	\$ 51,390	\$ 23,718	46%
Equipment	\$ 1,263	\$ 1,263	100%
TOTAL	\$ 263,122	\$ 94,061	36%