



Board of Directors Planning Session*
San Leandro Improvement Association
Thursday, November 10, 2022, 10 am – 3 pm

1. Welcome – Bryanna Hatcher, Facilitator

- a. Housekeeping
- b. How today will be structured

2. Exec Dir Presentation - Morgan

- a. Recap of 2022 IDEA Conference
- b. Recap of 2022 accomplishments
- c. Looking forward – Challenges & Opportunities

3. Financials – Long

- a. 35,000' Budget Review

4. 2 Year Strategic Plan

- a. 2020 Review – Where do we stand? Emily
- b. Review Board Priorities Survey – Angele
- c. What are the priorities for 2023-2025?
- d. What does success look like? What are the obstacles to success? What are solutions to those obstacles?

5. January Annual Meeting

- a. Election/Re-election of Board Members
- b. Election of Board Officers
- c. Adopt Board Priorities
- d. Adopt FY 2023 Budget

*This is not a business meeting. No action will be taken.

2022 IDA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

***“DOWNTOWNS ARE TOO
BIG TO FAIL.”***

**Brent Toderian
Toderian Urbanworks**

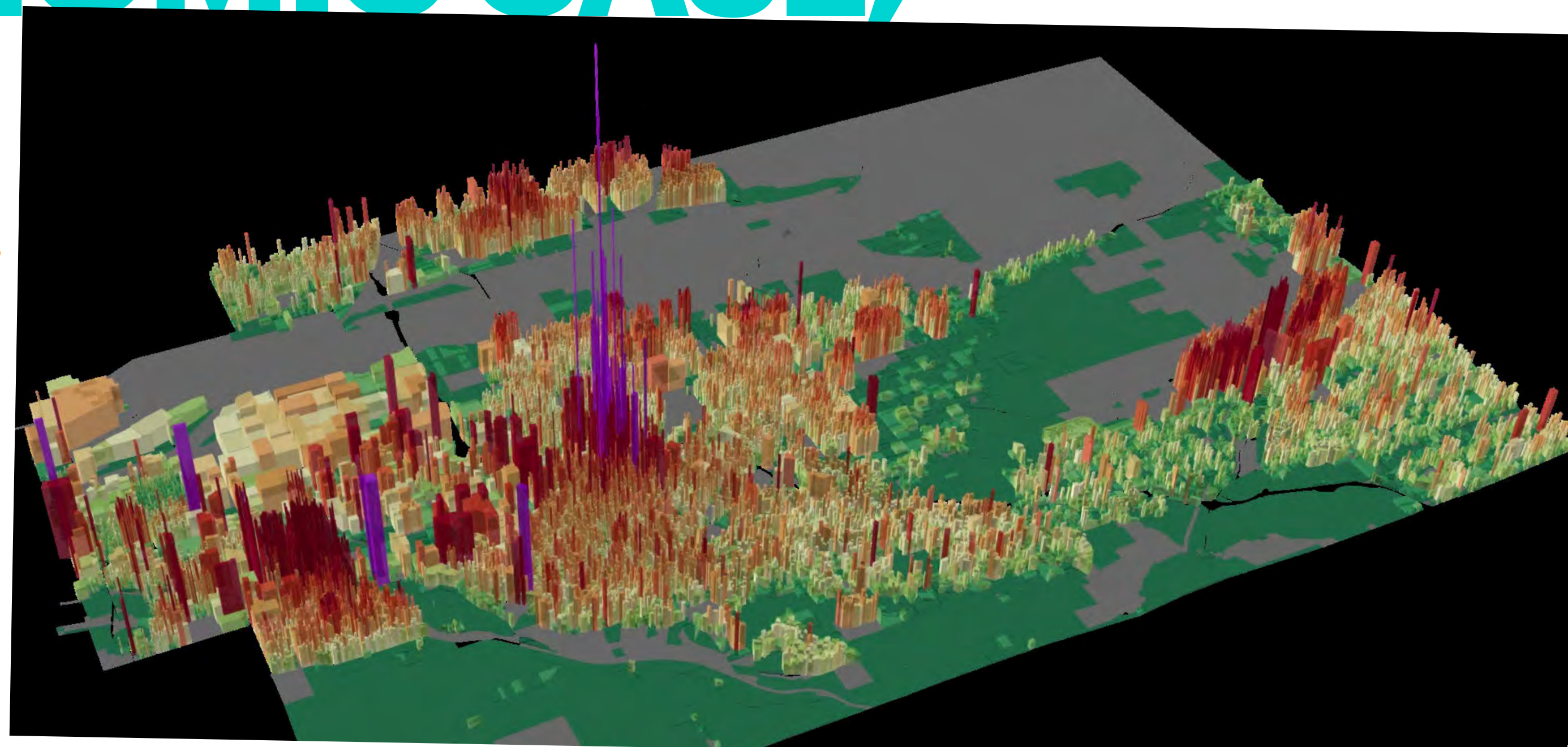
2022 IDA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

MAKE THE ECONOMIC CASE;

Downtowns generate more value per acre (tax-revenue) than any other area of a city.

With strategic planning and investment, downtowns can be economic drivers.



Urban2 analysis of Redlands, CA found that though the downtown is small, it has 6.5 times the property and retail tax production compared with the 120-acre Mountain Grove Shopping Center. Urban3's work often finds that even a small downtown can outcompete large shopping centers, in terms of revenue generation productivity.

2022 IDA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

STOP SURRENDERING TO THE CAR;

Is that land space being used to the maximum benefit for the community?

Cities we admire made better choices 40 years ago and are still making better choices.



Amsterdam 1970s



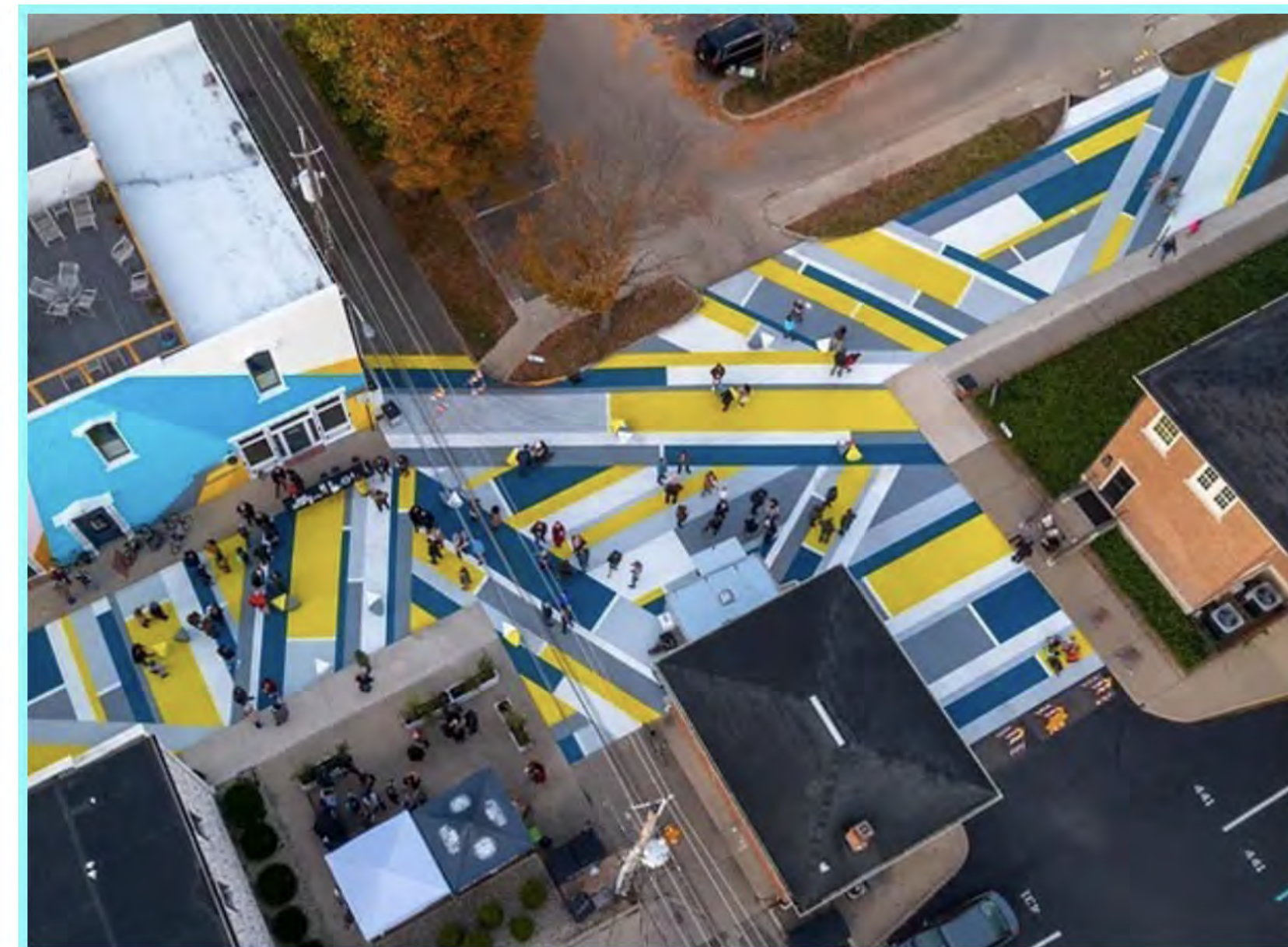
schlijper.nl
today

2022 IDA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

BE BOLD;

Don't say, "We could never do that in our town."



2022 IDEA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

Map Our Downtown

- **Diversity of Businesses**
- **Cultural Assets**
- **Structural Assets & Challenges**
- **Opportunity Sites**
- **Track economic impact of BID activities (i.e., special events and business promotions)**

2022 IDEA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

Support Emerging Businesses

- Foster unique and funky to create a destination district.
- Pop-up businesses in vacant store fronts.
- Retail kiosks/sheds with rotating small vendors.
- Multi-vendor market places.

2022 IDEA CONFERENCE

INTERNATIONAL DOWNTOWN ASSOCIATION

Downtowns Big and Small are Struggling with the Impact of the Unhoused

- **No “magic bullet”**
- **Distinguishing between the “unhoused” and the “unhousable”**
- **BIDs do not have the capacity to address the issue**
- **Ultimately it is a governmental responsibility, though BIDs can/should cooperate**
- **BIDs rely on consistent municipal enforcement**
- **There needs to be public space for the unhoused (i.e. designated park)**

2022 ACCOMPLISHMENTS

A YEAR OF IMPLEMENTATION



2022 ACCOMPLISHMENTS

A YEAR OF IMPLEMENTATION

Program Highlights

- **95% success rate at de-escalating incidences without SLPD support**
- **Delivering volunteer lunches to most vulnerable in the district**
- **Began promoting safety escort service this month**
- **Proactively reporting hazards to the City**
- **Supporting special events**
- **Hand-delivering communications to businesses (i.e. grant opportunity fliers)**
- **Wellness checks and calling for EMS when needed**



2022 ACCOMPLISHMENTS

A YEAR OF IMPLEMENTATION

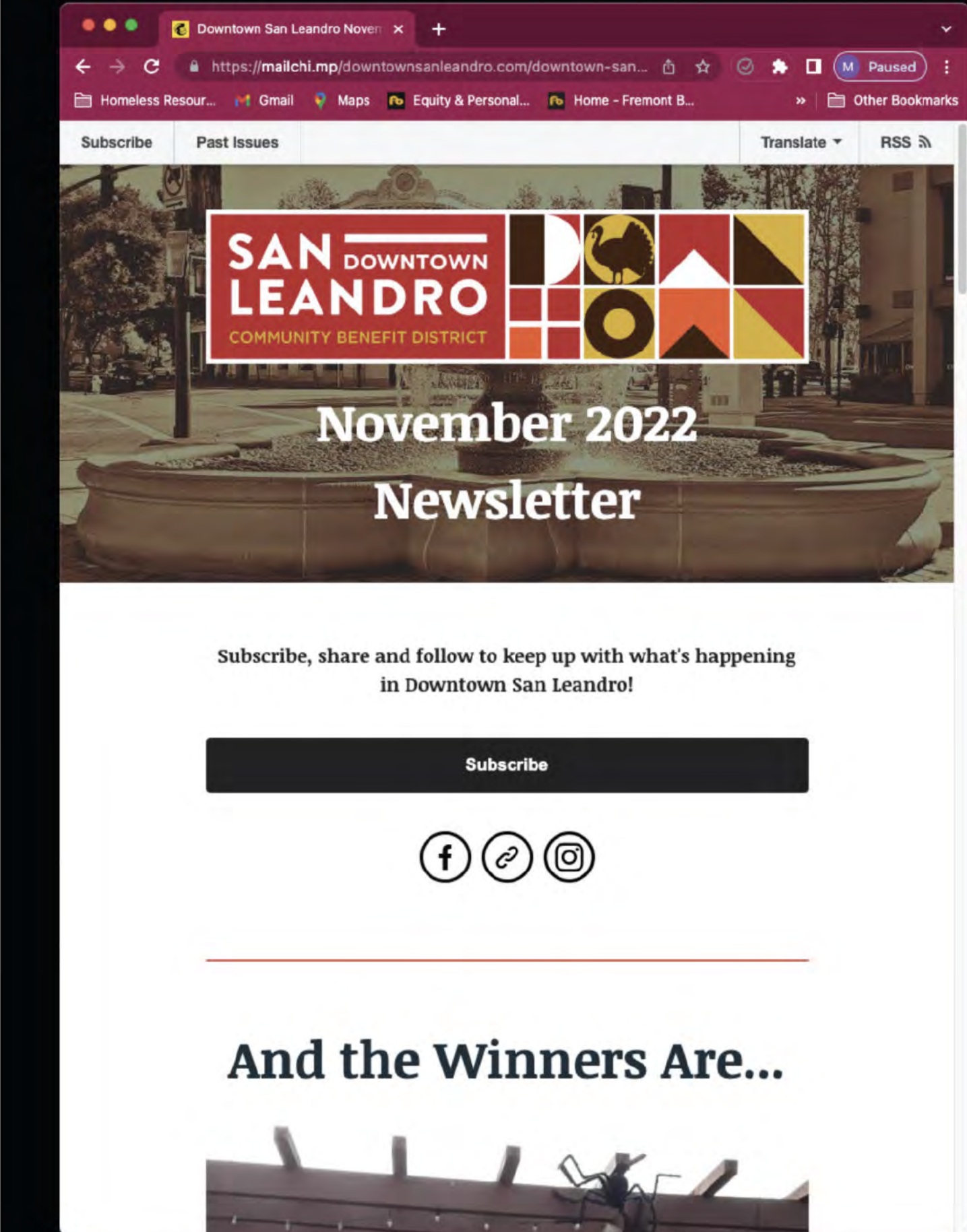
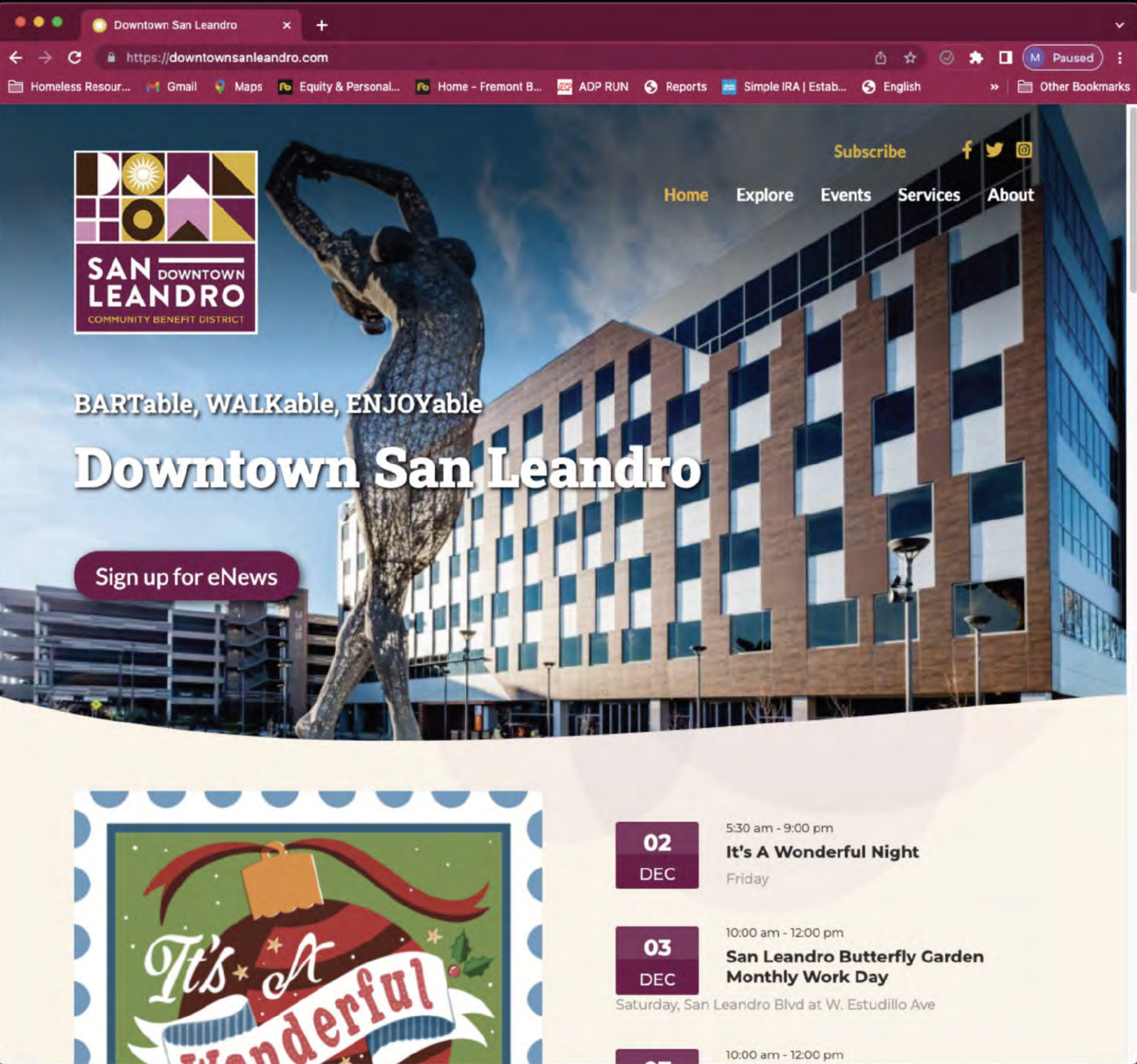
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2022 ACCOMPLISHMENTS

A YEAR OF IMPLEMENTATION





ARDE CHOCOLATE
DISCOVER DOWNTOWN IN LEANDRIA

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LEANDRIA

LEANDRIA

2022 ACCOMPLISHMENTS

A YEAR OF IMPLEMENTATION



2022 ACCOMPLISHMENTS

A YEAR OF IMPLEMENTATION

Downtown Scavenger Hunts

Family Earth Day

SAN LEANDRO DOWNTOWN

FREE

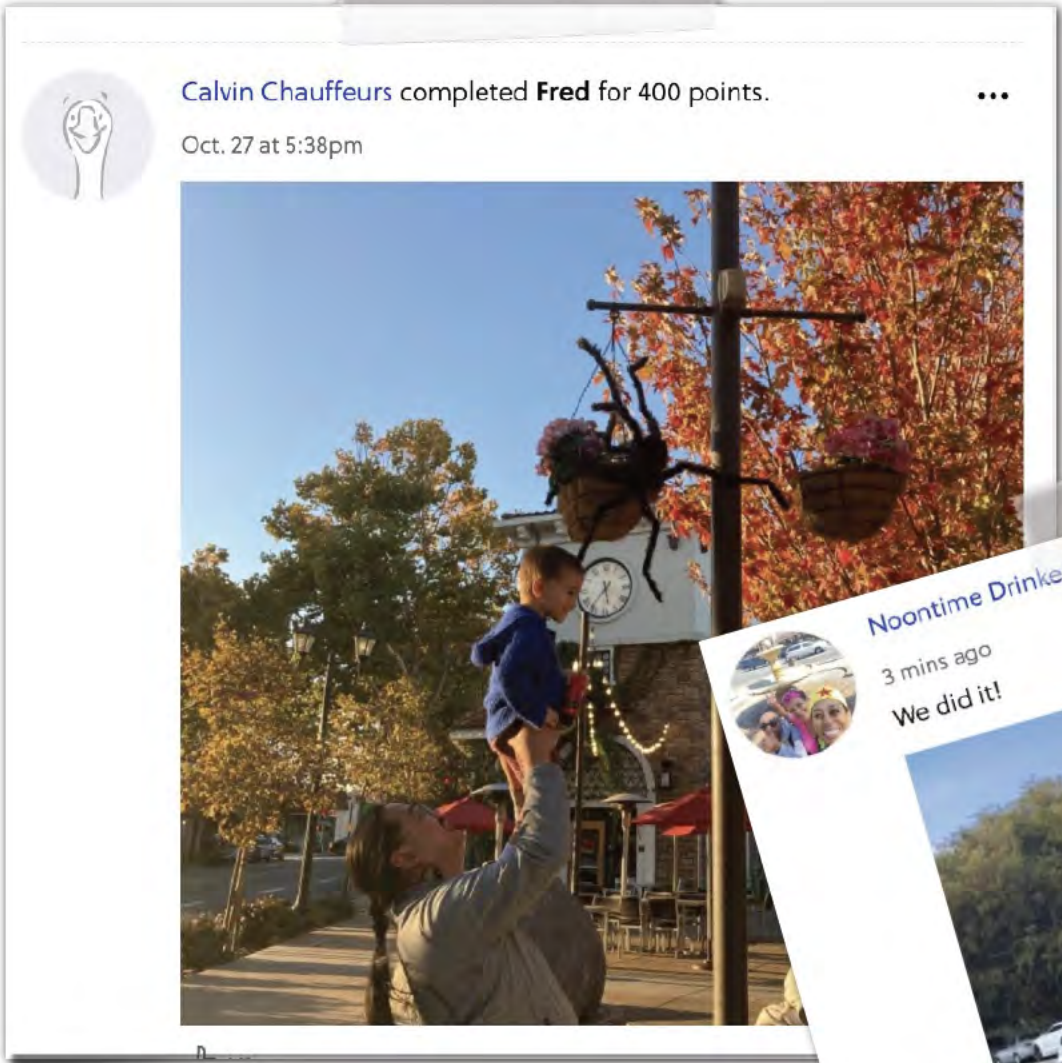
DOWNTOWN FAMILY EARTH DAY FESTIVAL

Saturday, April 23
10 am - 12 pm
Casa Peralta, 384 W. Estudillo Ave.

EARTH DAY



Especially for kids 10 and under!
Bring a Toy, Take a Toy • Make your own bird feeder
Eco-Story Time • Seed Planting • Tote-Decorating and more!



Holiday Events

25th Anniversary
San Leandro Downtown Association
FREE Community Event!

Presents

It's A Wonderful Night

Friday, December 2nd
5:30 PM - 9 PM

**Downtown San Leandro
E. 14th @ W. Juana Ave.**

Tree Lighting at 5:30 in Estudillo Plaza
Light Show • Holiday Market
Music & Holiday Entertainment
Photo ops with Santa!

Sponsored By



ARIAT 80,000 Sq Ft Lease



Ike's Q1 2024



Fieldwork Brewery 8/30/22



Ihop Late Q4 2022



Centro Callan Q4 2024



Dave's Hot Chicken 11/17/22



2023 CHALLENGES & OPPORTUNITIES

AMBASSADOR PROGRAM

- Ambassador services at 68%
- Major burden on Operations Manager
- Necessitated overtime
- Wages must be increased to compete with neighboring districts

STAFF SUPPORT

- Events/Communications consultant was essential to much of this year's success.
- Contract ends mid-December
- Work No longer fits the definition of "Contractor"

PROPERTY MAINTENANCE

- Ambassador Services are doing their part
- Property owners need to improve or at least maintain their buildings at a higher level
- The City needs to prioritize deferred maintenance in Plaza areas

STRUCTURAL CHALLENGES

- Parking is an issue. Surface parking is not the answer.
- Lack of functional public space
- No control over our focal streets (E 14th & Davis)

2023 CHALLENGES & OPPORTUNITIES

PROGRAM EXPANSION

- City is considering replicating Safety Ambassador program in other areas of the City
- Potentially including a program management contract with SLIA

EVENT MANAGEMENT CONTRACT

- City would like to contract Cherry Festival management with SLIA
- Scope of Work fits well with our skill set
- Could significantly offset the cost of Comm/Events employee

ZONING AND ORDINANCE

- Economic Development Dept is increasing attention on municipal codes to enhance property standards
- Partnering closely with SLPD and Economic Development and advocating for additional department resources may have significant impact

MERCHANT ASSOCIATION

- Downtown Association appears ready to dissolve or merge
- Could be structural opportunity to create merchant membership program to increase engagement and revenue