



Board of Directors ANNUAL Meeting Agenda

San Leandro Improvement Association

Thursday, January 19, 2021, 3:30 – 5 p.m.

San Leandro Chamber of Commerce

120 Estudillo Ave., San Leandro, California

AGENDA:

- 1. Call to Order – President, Emily Griego (3:30)**
- 2. Roll Call – Secretary, Angele Sweet**
- 3. Public Comment & Introductions (3:35)**
- 4. Approval of Minutes (3:45) Action**
 - a. September 8, 2022
- 5. Board and Officer Elections – E. Griego (3:47) Action**
 - a. The Board will consider the election/re-election of Directors to a two-year term as outlined in the Bylaws.
 - b. The Board will consider the election/re-election Officers as outlined in the Bylaws.
- 6. Management Agreement for 2023 Cherry Festival (4:15) Action**
 - a. The Board will consider approval of management agreement between SLIA and City of San Leandro for the coordination of 2023 Cherry Festival in the amount of \$34,000.
- 7. Presentation Year-end Financials and FY 2023 Budget (4:25) Action**
 - a. Treasurer will review year-end financials.
 - b. Executive Director will present proposed budget including potential additional revenue.
 - c. Board will vote on adopting FY 2023 Budget

8. Adoption of 2023-25 Strategic Priorities (4:40)

Action

- a. The Board will review and consider adoption of strategic priorities identified at the November 11, 2022 retreat.
- b. Members will sign up for priority related, ad-hoc committees that will commit to meeting prior to March 1 to establish priority benchmarks.

9. 2023 Meeting Schedule (4:55)

Discussion

- a. The Board will discuss meeting times for future meetings and work sessions.

10. Adjournment (5:00)

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 and online at www.downtownsanleandro.com. 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, September 8, 2022, 12:00 – 1:16 pm
Telephonic Meeting

Present: Pete Ballew, Katie Bowman, Deborah Cox, Emily Griego (President), Robert Jones, Toby Liebermann, Justin Osler, and Betty Shon

Absent: Kim Pace, Angele Sweet, Matt Holmes, Long V. Nguyen

Staff: Morgan Mack-Rose

Guests: Avalon Shultz, Economic Dev. Dept.

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
Call to Order	E. Griego called the meeting to order at 12:00 noting that the location needed to be changed at the last minute due to unforeseen circumstances.	
Approval of Minutes	Meeting minutes from July 14, 2022 were approved with the spelling correction of “Angele Sweet.”	Moved: K. Bowman Second: E. Griego
Public Comment	<ul style="list-style-type: none"> E. Griego announced the Chamber of Commerce will host an in-person candidates form with City Council and Mayoral candidates on Sept 21st at the Main Library. And on Sept 27th will host a virtual candidates forum with Alameda County Supervisor and District Attorney candidates. September 15th the Chamber will host it s Multi-Cultural Mixer at the Casa Peralta. K. Bowman announced a Manufacturing Day/150th Anniversary event at the Gate 510/21st Amendment on October 2nd. There will also be in person and virtual tours of local manufacturers the week of October 7th. September 14th the SLPD will be participating in a seminar on “Safety Through Design.” New businesses 	Information

	<p>opened: Books Inc. & Fieldwork. Coming soon: Ike’s Sandwiches and Nick the Greek in downtown.</p> <ul style="list-style-type: none"> • B. Shon announced leasing four floors with Ariat at SLTC II. Ariat is a western clothing design and manufacturing company • P. Ballew announced the Moon Festival on September 10th at the Main Library. • J. Osler is completing storm drain work which will allow them to re-open Hyde St. and then will begin work on E. 14th St. for PG&E work. There will be a groundbreaking with Council members and Staff on September 20th. Main construction will begin at the end of the month or early October. • T. Lieberman announced that BART’s 50th Anniversary Celebration is at Lake Merritt September 10th. They are also kicking off a federal grant-funded jobs creation study on the A-line which runs from Lake Merritt to Fremont and includes two stations in San Leandro. The study will identify how to attract tech businesses near the BART line. M. Mack-Rose shared that at a recent event San Leandro was highlighted as a mid-point in the Bay Area tech environment and that the two BART stations enhance that advantage. 	
<p>Executive Director’s Report</p>	<ul style="list-style-type: none"> • Covid continues to impact operations with staff members being out. • We are fully staffed with cleaners for now but still remain understaffed in safety ambassadors, so she has authorized over-time for safety reasons. • The ambassador team was recognized at the City Council meeting and brought their families. The team went out to SOLA afterward to celebrate. • M. Mack-Rose expressed thanks to T. Lieberman for addressing some issues with BART. • She reviewed the board punch list created earlier in the year and added a “Percent Complete” column. There was discussion about tiling the “bell planters” and who would pay for it. M. Holmes suggested billing Regency for the entire project. J. Osler mentioned covering the labor if it coincides with his project. • She reviewed the plans for the Sept. 17th (re)Discover Downtown event. M. Holmes suggested using the graphics to recruit makers for future events. 	<p>Information</p>
<p>Review of Financials</p>	<p>M. Mack-Rose presented the current Balance Sheet and Operating Statement which shows that SLIA remains on strong financial footing. However, we do have one outstanding liability to the City of San Leandro. She reported that CM Robustelli is still working on a mechanism to forgive the loan. She also reported that SLIA has yet to receive the late-payment disbursement, but expects it will make the delinquency rate for this year very low. She</p>	<p>Information</p>

	highlighted that the cost of traveling to the International Downtown Association conference in Vancouver and a refund issued by the IRS. E. Griego shared appreciation for all of L. Nguyen's work.	
Annual Planning Session	E. Griego shared that M. Holmes has invited the board to his home in Napa for the November 10 th Board Planning session. Breanna Hatcher will facilitate the meeting so that staff can participate in the discussion. There was discussion about what the day should look like. M. Holmes thought that the Regency should be addressed. A straw poll of members present was taken and the majority of members agreed to have the meeting in Napa. K. Bowman shared recent discussions between the City and Regency and that the City will continue to press Regency to meet the standards of the MOREA. Mack-Rose noted that there is no on-site supervision of porter and security. She has shared a proposal to expand ambassador services with Regency as well as information about Big Bellies. The Chamber is also extremely concerned about the situation.	Information
Board Member Recruitment	E. Griego shared that she spoke with Virginia Harrington with Waste Management (a resident) about serving, M. Mack-Rose will follow up. Mack-Rose reviewed the nomination process and the board offered up additional prospects.	Discussion
Adjourn	Meeting was adjourned at 1:30 p.m.	

Minutes by M. Mack-Rose



Nomination Committee Slate

Board of Directors 2 Year Term 2023-24

New Directors

1. **Jennifer Delgadillo**, Community-At-Large Member
Manager, Fieldwork Brewing Co.
2. **Kevin Dilling**, Property Owner
Owner, Santos Robinson Mortuary
3. **Virginia S. Harrington**, Community-At-Large Member
Public Sector Solutions Manager, Waste Management
4. **Kevin Norman**, Community-At-Large Member
Architect | Principal, DES Architects + Engineers

Re-Election of Directors

1. **Deborah Cox***, Community-At-Large Member
Former City Council Member
2. **Kim Pace**, Property Owner Representative (206 Juana Ave)
Executive Director, Boys & Girls Club of San Leandro

Board Officers 1 Year Term 2023

Election of Board Officers

1. Angele Sweet, President
2. Matt Holmes, Vice-President
3. Betty Shon, Secretary
4. Long Van Nguyen, Treasurer
5. Emily Griego, Immediate Past-President

New Applicant Information

1. **Jennifer Delgadillo**, Community-At-Large Member
Manager, Fieldwork Brewing Co.
Interest: Maintenance, Safety & Beautification
Statement:
As a native of San Leandro and Manager for Fieldwork Brewing Company, I'm proud to have the opportunity to manage our newest location here in Downtown San Leandro. I hope to provide insight from a business perspective in an effort to improve our community. As a representative of Fieldwork, I hope to exemplify our mission statement "to create a long-lasting relationship with our community and beyond."
2. **Kevin Dilling**, Property Owner
Owner, Santos Robinson Mortuary
Interest: Maintenance, Safety & Beautification
Statement: How to help improve.
3. **Virginia S. Harrington**, Community-At-Large Member
Public Sector Solutions Manager, Waste Management
Interest: Maintenance, Safety & Beautification
Statement:
My personal philosophy about solving community problems is collaboration among stakeholders. I've been a San Leandro resident for over 20 years and as such am personally invested in San Leandro being a vibrant, clean, and welcoming community. The current board has a good variety of stakeholders, and as a board member I can add an additional perspective from the waste, recycling, and environmental industry due to my employment as a Public Sector Manager at Waste Management of Alameda County (my 4 year anniversary at WM is coming up in March 2023). I would like to contribute ideas focused on beautification, reducing litter, reducing illegal dumping, and compliance for SB 1383. Thank you for your consideration.
4. **Kevin Norman**, Community-At-Large Member
Architect|Principal, DES Architects + Engineers
Interest: Marketing & Economic Development
Statement:
I have lived in San Leandro for twenty five years and am an architect who has been practicing in the Bay Area for thirty five years. I have been a member of the American Institute of Architects most of that time and have served on the AIA San Mateo County chapter (AIASMC) board for a number of years including serving as President and Vice-President.
I also lead the AIASMC Charrette Committee for a number of years working with a number of cities on the peninsula to plan and facilitate charrettes to engage community involvement and create a catalyst for change. These sessions were highly effective in bringing design professionals, city staff and officials, and groups and individuals within the community together for focused participatory brainstorming sessions that produced a wealth of ideas addressing a variety of community based challenges and proposing possible visions of the future for the study areas. These proved to be valuable elements helping the communities define and achieve their goals.

I have also served on the boards of local chapters for other professional organizations including the Construction Specification Institute (CSI) and International Society of Pharmaceutical Engineers (ISPE).

5. **Deborah Cox***, Member-At-Large

Former Council Member

Interest: Land Use

Statement:

As a former councilmember for District 1 I have spent the past eight years working with the businesses in the downtown. I personally recruited the businesses Antigua Coffee and Papaito Rotisserie to come to San Leandro. I have excellent relationships with all of the city staff including the City Manager and her Directors which will enable me to help get their attention to issues that affect SLIA. I will bring any and all of my contacts from both my role as a councilmember as well as my past role as the Chief of Staff for Assemblymember Quirk which will help to bring attention at the state level as well.

*Deborah Cox has previously served on the Board as an appointed representative of the City Council.

**AGREEMENT BETWEEN THE CITY OF SAN LEANDRO AND THE
SAN LEANDRO IMPROVEMENT ASSOCIATION
FOR MANAGEMENT OF THE 2023 CHERRY FESTIVAL**

THIS AGREEMENT is made and entered into by and between the CITY OF SAN LEANDRO, a municipal corporation of the State of California, herein called "City," and SAN LEANDRO IMPROVEMENT ASSOCIATION, a non-profit public benefit corporation, herein called "SLIA" (collectively, the "Parties").

Recitals

WHEREAS, on or about June of each year, City plans, produces, and manages the Cherry Festival (the "Festival"); and

WHEREAS, City desires to present the 2023 Cherry Festival, and is doing so, contract with SLIA to assist the City with planning, production, and management of the 2023 Cherry Festival; and

WHEREAS, the purpose of this Agreement is to define the scope of work and responsibilities of the Parties to produce the 2023 Cherry Festival.

NOW, THEREFORE, for good and valuable consideration described herein, the receipt of which is hereby acknowledged, the City and SLIA agree as follows:

1. GENERAL.

- a. Term: This agreement shall be effective **December 19, 2022, to June 30, 2023.**
- b. During the term of this Agreement, the Parties agree that SLIA shall bear the primary duties and responsibilities for the planning and management of the Festival, as provided in section 2 below.
- c. During the term of this Agreement, City agrees to fund the production of the Festival and pay compensation to SLIA for the planning and management of the Festival for a not to exceed amount of compensation inclusive of all fees, costs, and expenses, of **\$34,000.**

2. GENERAL RESPONSIBILITIES OF SLIA.

In coordination with City staff, SLIA shall be responsible for the following in relation to the Festival:

- A. Recommend all activities, including the run of show, for the Festival.
- B. Coordinate with City staff regarding planning and management of the activities to be included in the Festival.
- C. Procure, conduct all necessary and proper vetting, and manage all Festival vendors,

presenters, entertainment acts, and Festival activities.

- D. Coordinate with City staff regarding financial management of the Festival.
- E. Project Manage all pre-, during, and post- activities and aspects of the Festival.
- F. In coordination with City, manage all communications, marketing, advertising, and public relations for the Festival.

- 1. Recommend advertising publications and press releases for the Festival that builds on the City's vendor list and relationships with community-based organizations.

- (a) Recommendations shall include development of brand and use of advertising online, social media, posters, radio, newsprint, television, and other advertising outlets. Arrange all media events.

- 2. Develop and recommend a marketing schedule and promotional materials for the Festival.

G. Day-of Festival management and staffing, including:

- 1. Manage and execute all aspects of the Festival.
- 2. Manage a master checklist and run-of-show;
- 3. Manage all volunteers;
- 4. Vendor oversight;
- 5. Manage load-in/out of vendors.

H. Festival Services, including:

- 1. Develop and recommend all Festival activities.
- 2. Develop and recommend staffing and volunteer requirements.
- 3. Oversee volunteers.
- 4. Review vendor contracts.
- 5. Provide other Festival advice for the City.
- 6. Recommend entertainment.
- 7. Recommend equipment that must be rented or purchased for the Festival.
- 8. Coordination of food sales during the Festival.
- 9. Coordinate with City Staff to facilitate any street closures required for the Festival.
- 10. Coordinate with City Staff to arrange parking for the Festival.

3. CONTACTS. The Parties shall assign main contact persons who shall have responsibility for the execution and progress of this MOU, and to whom all formal communication regarding this MOU shall be sent.

The contact person for the City:

Ely Hwang
Recreation Manager
City of San Leandro
835 E 14th St
San Leandro, CA 94577
Email: ehwang@sanleandro.org

The contact person for the SLIA:

Morgan Mack-Rose
Executive Director
San Leandro Downtown Community Benefit District
384 W. Estudillo Ave
San Leandro, CA 94577
Email: morgan@downtownsanleandro.com

4. TERMINATION This Agreement may only be terminated by joint agreement of the Parties. A Party may initiate termination by delivery of thirty (30) days' written notice to terminate. Notices shall be served either by personal delivery or mail, to the contacts in Section 3. above.
5. ASSIGNMENT Neither this Agreement nor any interest herein may be assigned by either party without the prior written consent of the other party. Neither party shall subcontract to any other person, entity or agency the performance of any of its obligations under this Agreement without the prior written consent of the other party.
6. CAPACITY AND AUTHORITY All individuals signing this Agreement represent and warrant that they have the necessary capacity and authority to act for, sign and bind the respective party on whose behalf they are signing.
7. INSURANCE. SLIA, at its own cost and expense, shall carry, maintain for the duration of this Agreement, and provide proof thereof that is acceptable to the City the insurance specified in subsections (a) and (b) below with insurers and under forms of insurance satisfactory in all respects to the City.
 - (a) Workers' Compensation. Statutory Workers' Compensation Insurance and Employer's Liability insurance shall be provided with limits not less than **one million dollars (\$1,000,000.00)**. The insurer, if insurance is provided, shall waive all rights of subrogation against the City for loss arising from work performed under this Agreement.
 - (b) Commercial General and Automobile Liability. SLIA, at its own cost and expense, shall maintain commercial general and automobile liability insurance for the period covered by this Agreement in an amount not less than **one million dollars (\$1,000,000.00)** per occurrence, combined single limit coverage for risks

associated with the work contemplated by this agreement. If a Commercial General Liability Insurance or an Automobile Liability Insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit. Such coverage shall include but shall not be limited to, protection against claims arising from bodily and personal injury, including death resulting there from, and damage to property resulting from activities contemplated under this Agreement, including the use of owned and non-owned automobiles.

Coverage shall be at least as broad as Insurance Services Office Commercial General Liability occurrence form CG 0001 (most recent edition) and Insurance Services Office Automobile Liability form CA 0001 (more recent edition) Code 1 (any auto).

(c) Notice of Reduction in Coverage. In the event that any coverage required under subsections (a) or (b) of this section of the Agreement is reduced, limited, or materially affected in any other manner, SLIA shall provide written notice to City at the earliest possible opportunity and in no case later than five days after SLIA is notified of the change in coverage.

(d) All Policies Requirements. All insurance required by this section is to be placed with insurers with a Bests' rating of no less than A:VII. If applicable and deemed necessary by City, SLIA shall disclose to and obtain the written approval of City for the self-insured retentions and deductibles before beginning any of the services or work called for by any term of this Agreement. At the option of the City, the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the City. All insurance required above with the exception of Workers' Compensation, shall be endorsed to name as additional insured: City of San Leandro, its officials, officers, agents, employees, and volunteers.

8. INDEMNIFICATION AND HOLD HARMLESS SLIA shall indemnify, defend with counsel acceptable to City, and hold harmless City and its officers, officials, employees, agents and volunteers from and against any and all liabilities, losses, damages, claims, expenses, and costs (including without limitation, attorneys' fees and costs and fees of litigation) (collectively, "Liability") of every nature arising out of or in connection with the performance or other obligations under this Agreement, including but not limited to Liability caused by the actions of volunteers, except such Liability caused by the sole negligence or willful misconduct of City. This Section shall survive the termination of this Agreement.

9. MISCELLANEOUS PROVISIONS

A. *Captions.* Any captions to, or headings of, the sections or subsections of this Agreement are solely for the convenience of the Parties, are not a part of this Agreement,

and shall not be used for the interpretation or determination of the validity of this Agreement or any provision hereof.

B. *No Obligations to Third Parties.* Except as otherwise expressly provided herein, the execution and delivery of this Agreement shall not be deemed to confer any rights upon, or obligate the Parties, to any person or entity other than the parties hereto.

C. *Applicable Law.* This Agreement shall be governed by and construed in accordance with the laws of the State of California.

D. *Exhibits and Schedules.* Any Exhibits and Schedules attached to this Agreement are incorporated into this Agreement by this reference for all purposes.

E. *Amendment to this Agreement.* The terms of this Agreement may not be modified or amended except by an instrument in writing executed by each of the Parties.

F. *Waiver.* The waiver or failure to enforce any provision of this Agreement shall not operate as a waiver of any future breach of any such provision or any other provision hereof.

G. *Authority.* The individuals executing this Agreement represent and warrant that they have the lawful authority to execute this Agreement and bind their respective agencies.

H. *Counterparts.* This Agreement may be executed in multiple counterparts, each of which shall be an original and all of which together shall constitute one agreement.

IN WITNESS WHEREOF, the Parties have executed this Agreement on the date and year first above written.

- a. This Agreement shall be in effect from December 19, 2022, until June 30, 2023.

SIGNATURES ON FOLLOWING PAGE

WHEREFORE, the Parties hereto have executed this Agreement on the ___day of _____, 2022.

CITY OF SAN LEANDRO

**SAN LEANDRO DOWNTOWN
COMMUNITY BENEFIT DISTRICT**

By: _____
Fran Robustelli
City Manager

By: _____
Morgan Mack-Rose
Executive Director

APPROVED AS TO FORM:

By: _____

Richard D. Pio Roda
City Attorney

By: _____

Scott Koll
Deputy City Manager

ATTEST:

By: _____
Kelly B. Clancy
Acting City Clerk

5242497.1

EOY Financials and Proposed Budget Executive Director Summary

EOY 2022

SLIA continues to maintain a strong cash position. There was an approximately **\$55,000** budget surplus at the end of FY 2022 due to chronic understaffing. Please note that even with the understaffing, the pilot Safety Ambassador program went nearly **\$20,000** over budget due to underestimating the actual cost of the program when it was initially conceived.

SLIA maintains a high cash balance consistently throughout the year because we receive most of the revenue in a handful of lump payments. Treasurer Nguyen will discuss putting some of that cash into a Treasury bill or Certificate of Deposit with the Executive Committee.

2023 Proposed Budget

The proposed budget anticipates a deficit of **\$49,500** due to underfunding the Ambassador Pilot program. However, the City Manager and Economic Development Manager are confident that a one-time allocation of **\$92,804**, representing 90% of the pilot program's deficit for Years 1 and 2, will be approved at the City's mid-cycle budget revision in March.

Other significant changes to this year's budget include a **\$34,000** contract for services with the City of San Leandro to coordinate the 2023 Cherry Festival and the addition of a 30-hour per Events and Communication (**\$52,000** including salary-driven costs) position. This will convert our contractor, Julia Marquis, to a regular employee, as state and federal law requires.

Documentation

1. **EOY Balance Statement**
2. **EOY Balance Statement** (monthly to show average cash position)
3. **EOY Operating Statement** (actuals vs. budget, summary)
4. **EOY Operating Statement** (actuals vs. budget, notated)
5. **2023 PROPOSED Budget** (notated)

San Leandro Improvement Association
2022 EOY Balance Statement
As of December 31, 2022

3:23 PM
01/16/23
Cash Basis

	2022	2021	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Fremont Operations Account 7400	2,822.32	2,780.90	41.42
10100 — Fremont Payroll Account 7826	327.88	241.89	85.99
PayPal	555.48		555.48
Fremont Savings Acct 6471		105,869.42	-105,869.42
Fremont MMC 6420	488,895.92	330,173.74	158,722.18
Total Checking/Savings	492,601.60	439,065.95	53,535.65
Total Current Assets	492,601.60	439,065.95	53,535.65
TOTAL ASSETS	492,601.60	439,065.95	53,535.65
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
Fremont MC	1,139.46	3,180.23	-2,040.77
Total Credit Cards	1,139.46	3,180.23	-2,040.77
Other Current Liabilities			
Restricted Program Funds	175,499.92	175,727.84	-227.92
Deferred Revenue	132,515.04	124,908.22	7,606.82
San Leandro Loan 2017	63,125.41	70,139.31	-7,013.90
Total Other Current Liabilities	371,140.37	370,775.37	365.00
Total Current Liabilities	372,279.83	373,955.60	-1,675.77
Total Liabilities	372,279.83	373,955.60	-1,675.77
Equity			
30000 — Opening Balance Equity	122,325.20	122,325.20	
32000 — Unrestricted Net Assets	-57,214.85	-14,082.79	-43,132.06
Net Income	55,211.42	-43,132.06	98,343.48
Total Equity	120,321.77	65,110.35	55,211.42
TOTAL LIABILITIES & EQUITY	492,601.60	439,065.95	53,535.65

(1)

NOTE
1. Savings account 6471 was merged with MMC 6420.

San Leandro Improvement Association
Balance Sheet Standard
As of December 31, 2022

	Jan 31, '22	Feb 28, '22	Mar 31, '22	Apr 30, '22	May 31, '...	Jun 30, '22	Jul 31, '22	Aug 31, '...	Sep 30, '...	Oct 31, '22	Nov 30, '...	Dec 31, '...
ASSETS												
Current Assets												
Checking/Savings												
Fremont Operations Account 7400	3,676.66	44,678.65	2,464.26	1,269.31	26,193.17	5,956.09	893.89	-5,656.94	46,000.84	147.87	1,361.97	2,822.32
10100 — Fremont Payroll Account...	386.71	184.43	616.60	576.07	4,359.78	421.57	405.26	360.38	4,441.15	4,435.93	358.79	327.88
PayPal	97.50					24.15	24.15	2,266.40	555.48	628.50	1,916.37	555.48
Fremont Savings Acct 6471	88,872.07	42,873.76	28,424.34	11,608.67	608.73	608.74	592.75	576.76	560.77			
Fremont MMC 6420	330,187.76	467,203.24	469,423.15	469,441.80	372,959.79	528,559.20	457,378.59	416,698.12	324,178.63	435,002.07	377,865.91	488,895.92
Total Checking/Savings	423,220.70	554,940.08	500,928.35	482,895.85	404,121.47	535,569.75	459,294.64	414,244.72	375,736.87	440,214.37	381,503.04	492,601.60
Total Current Assets	423,220.70	554,940.08	500,928.35	482,895.85	404,121.47	535,569.75	459,294.64	414,244.72	375,736.87	440,214.37	381,503.04	492,601.60
TOTAL ASSETS	423,220.70	554,940.08	500,928.35	482,895.85	404,121.47	535,569.75	459,294.64	414,244.72	375,736.87	440,214.37	381,503.04	492,601.60
LIABILITIES & EQUITY												
Liabilities												
Current Liabilities												
Credit Cards												
Fremont MC	196.59	1,366.88	638.99	2,550.99	3,318.82	3,335.25	2,902.97	8,037.79	5,620.98	2,649.24	4,442.95	1,139.46
Total Credit Cards	196.59	1,366.88	638.99	2,550.99	3,318.82	3,335.25	2,902.97	8,037.79	5,620.98	2,649.24	4,442.95	1,139.46
Other Current Liabilities												
Restricted Program Funds	175,727.84	157,522.28	149,234.08	149,234.08	94,795.30	71,077.30	49,282.97	28,285.81	28,285.81	-0.08	-0.08	175,499.92
Deferred Revenue										132,515.04	132,515.04	132,515.04
San Leandro Loan 2017	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41	63,125.41
Total Other Current Liabilities	238,853.25	220,647.69	212,359.49	212,359.49	157,920.71	134,202.71	112,408.38	91,411.22	91,411.22	195,640.37	195,640.37	371,140.37
Total Current Liabilities	239,049.84	222,014.57	212,998.48	214,910.48	161,239.53	137,537.96	115,311.35	99,449.01	97,032.20	198,289.61	200,083.32	372,279.83
Total Liabilities	239,049.84	222,014.57	212,998.48	214,910.48	161,239.53	137,537.96	115,311.35	99,449.01	97,032.20	198,289.61	200,083.32	372,279.83
Equity												
30000 — Opening Balance Equity	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20	122,325.20
32000 — Unrestricted Net Assets	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85	-57,214.85
Net Income	119,060.51	267,815.16	222,819.52	202,875.02	177,771.59	332,921.44	278,872.94	249,685.36	213,594.32	176,814.41	116,309.37	55,211.42
Total Equity	184,170.86	332,925.51	287,929.87	267,985.37	242,881.94	398,031.79	343,983.29	314,795.71	278,704.67	241,924.76	181,419.72	120,321.77
TOTAL LIABILITIES & EQUITY	423,220.70	554,940.08	500,928.35	482,895.85	404,121.47	535,569.75	459,294.64	414,244.72	375,736.87	440,214.37	381,503.04	492,601.60

San Leandro Improvement Association

2022 EOY Operating Statement (summary)

3:16 PM

01/16/23

Actuals vs. Budget

	2022 ACTUALS	2022 BUDGET	\$ Over Budget
Ordinary Income/Expense			
Income			
Assessment Income	467,122.40	461,310.00	5,812.40
Delinquency		-13,839.00	13,839.00
Programs Income	65,041.00	13,000.00	52,041.00
Non Assessment Revenue	175,514.72	175,000.00	514.72
Total Income	707,678.12	635,471.00	72,207.12
Gross Profit	707,678.12	635,471.00	72,207.12
Expense			
Interest expense	1,999.82	2,000.00	-0.18
Administration	77,595.46	74,943.00	2,652.46
DISI	135,266.47	60,281.00	74,985.47
SOBO	435,883.85	523,219.00	-87,335.15
Total Expense	650,745.60	660,443.00	-9,697.40
Net Ordinary Income	56,932.52	-24,972.00	81,904.52
Other Income/Expense			
Other Income			
Other income	4,051.65		
Other income - Paypal	1,475.00		
Interest Earned	423.92		
Total Other Income	5,950.57		
Other Expense			
Other expenses	3,579.62		
Prior Year Assessment Refund	4,092.05		
City Loan 2017			
Total Other Expense	7,671.67		7,671.67
Net Other Income	-1,721.10		-1,721.10
Net Income	55,211.42	-24,972.00	80,183.42

San Leandro Improvement Association
2022 EOY Operating Statement
Actuals vs. Budget

2:31 PM
01/16/23

	2022 ACTUALS	2022 BUDGET	\$ Over Budget	
Ordinary Income/Expense				
Income				
Assessment Income	467,122.40	461,310.00	5,812.40	(1)
Delinquency		-13,839.00	13,839.00	
Total Programs Income	65,041.00	13,000.00	52,041.00	
Non Assessment Revenue	175,514.72	175,000.00	514.72	
Total Income	707,678.12	635,471.00	72,207.12	
Gross Profit	707,678.12	635,471.00	72,207.12	
Expense				
Interest expense	1,999.82	2,000.00	-0.18	
Administration				
Conference/Travel	2,766.90			(1.1)
Admin Misc.	932.73			(1.2)
Annual Elections / Mailing	352.12	240.00	112.12	
Bank Charges/CC Interest Charge	510.71	1,000.00	-489.29	
Loan Interest		2,000.00	-2,000.00	(2)
Total Staff Administration	49,552.94	53,848.00	-4,295.06	(3)
Accounting	2,650.00	1,650.00	1,000.00	(4)
Dues and Subscriptions	1,025.00	800.00	225.00	
Rent	9,750.00	9,000.00	750.00	
Insurance	2,496.00	1,300.00	1,196.00	(5)
Office Supplies / Equipment	3,519.07	1,600.00	1,919.07	(6)
Board Meetings / Retreats	2,467.30	500.00	1,967.30	(7)
Legal	125.00	80.00	45.00	
Phone and Communications	1,416.94	1,725.00	-308.06	
Printing	30.75	1,200.00	-1,169.25	
Total Administration	77,595.46	74,943.00	2,652.46	
DISI				
Scavenger Hunts	1,544.45			
Comm & Event Consultant	17,531.25			(8)
Advertising	88.92			
Branding / Signage	818.45			
Public Space Dev.	200.00			
Social Media	50.70	500.00	-449.30	
DISI Staff Admin	43,056.00	43,056.00		
Seasonal Displays	3,121.15	2,000.00	1,121.15	
Newsletters	100.30	225.00	-124.70	
Total Special Events	64,418.15	13,000.00	51,418.15	
DISI Miscellaneous	190.48			
Web Site	4,146.62	1,500.00	2,646.62	(9)
Total DISI	135,266.47	60,281.00	74,985.47	
SOBO				
Total Cleaning Ambassadors/MO	177,671.09	231,792.00	-54,120.91	(10)
Total Safety Ambassadors	219,899.61	261,859.00	-41,959.39	
Public Space Maintenance	7,053.17	5,000.00	2,053.17	(11)
Total Nursery Supplies & Equipment	9,847.06	3,500.00	6,347.06	(12)
Rent / Storage	9,750.00	9,000.00	750.00	
SOBO Admin	9,568.00	9,568.00		
Total Vehicle Related	880.25	1,000.00	-119.75	
SOBO Contingency	1,214.67	1,500.00	-285.33	
Total SOBO	435,883.85	523,219.00	-87,335.15	
Total Expense	650,745.60	660,443.00	-9,697.40	
Net Ordinary Income	56,932.52	-24,972.00	81,904.52	
Other Income/Expense				
Other Income				
Other income	4,051.65			(13)
Other income - Paypal	1,475.00			(14)
Interest Earned	423.92			
Total Other Income	5,950.57			
Other Expense				
Other expenses	3,579.62			(15)
Prior Year Assessment Refund	4,092.05			
City Loan 2017				
Total Other Expense	7,671.67		7,671.67	
Net Other Income	-1,721.10		-1,721.10	
Net Income	55,211.42	-24,972.00	80,183.42	

NOTES:

1. Assessment correction of \$3,579 + late payments received from prior years.
- 1.1 International Downtown Association Conference
- 1.2 Exec Dir business related lunches, coffees, chamber event registrations, etc.
2. Was erroneously budgeted twice (Interest expense & Loan Expense).
3. IRS Refund from prior year expense.
4. Cost for additional filing to change fiscal year from Dec 1 to Jan 1.
5. Rates did not increase significantly, just underbudgeted.
6. Purchase of office furniture.
7. Napa retreat expense (mainly professional facilitation)
8. Board approved contract for event/communications consultant (J. Marquis)
9. Expense carried over from previous year contract + training.
10. Staffing shortages caused us to be significantly underbudget.
11. Stolen plant replacement and years supply of Big Belly bags
12. Grant funded planters.
13. Vendor deposits from (re)Discover Downtown and sale of surplus equipment.
14. Revenue from vendor space fees at holiday event.
15. Refund of vendor deposits from (re)Discover Downtown event.

San Leandro Improvement Association

FY 2023 Proposed Budget

	2022 ACTUALS	2023 Proposed Budget	
Ordinary Income/Expense			
Income			
Assessment Income	467,122.40	469,736.00	(1)
Delinquency			
Total Programs Income	65,041.00	10,682.00	
Non Assessment Revenue	175,514.72	209,000.00	(2)
Total Income	707,678.12	689,418.00	
Gross Profit	707,678.12	689,418.00	
Expense			
Interest expense	1,999.82	2,518.09	(3)
Administration			
Conference/Travel	2,766.90	3,000.00	
Admin Misc.	932.73		
Annual Elections / Mailing	352.12	240.00	
Bank Charges/CC Interest Charge	510.71	500.00	
Total Staff Administration	49,552.94	54,894.15	(4)
Accounting	2,650.00	1,000.00	
Dues and Subscriptions	1,025.00	500.00	
Rent	9,750.00	9,000.00	
Insurance	2,496.00	2,500.00	
Office Supplies / Equipment	3,519.07	1,600.00	
Board Meetings / Retreats	2,467.30	1,500.00	
Legal	125.00	125.00	
Phone and Communications	1,416.94	1,500.00	
Printing	30.75	750.00	
Total Administration	77,595.46	77,109.15	
DISI			
Scavenger Hunts	1,544.45		
Comm & Event Staff	17,531.25	52,000.00	(5)
Advertising	88.92		
Branding / Signage	818.45		
Public Space Dev.	200.00		
Social Media	50.70	500.00	
DISI Staff Admin	43,056.00	47,792.16	
Seasonal Displays	3,121.15	2,000.00	
Newsletters	100.30	240.00	
Total Special Events	64,418.15	0.00	
DISI Miscellaneous	190.48		
Web Site	4,146.62	1,500.00	(5)
Total DISI	135,266.47	104,032.16	
SOBO			
Total Safety Ambassadors	219,899.61	283,216.48	(6)
Total Cleaning Ambassadors/MO	177,671.09	241,972.64	
Public Space Maintenance	7,053.17	7,000.00	
Total Nursery Supplies & Equipment	9,847.06	1,000.00	
Rent / Storage	9,750.00	9,000.00	
SOBO Admin	9,568.00	10,620.48	
Total Vehicle Related	880.25	1,000.00	
SOBO Contingency	1,214.67	1,500.00	
Total SOBO	435,883.85	555,309.60	
Total Expense	650,745.60	738,968.99	
Net Ordinary Income	56,932.52	-49,550.99	
Other Income/Expense			
Total Other Income	5,950.57		
Other Expense			
Prior Year Assessment Refund	3,579.62		
City of SL Loan (interest & principal)	4,092.05		
Total Other Expense	7,671.67	0.00	
Net Other Income	-1,721.10	0.00	(7)
Net Income	55,211.42	-49,550.99	(8)

BUDGET NOTES

1. This reflects a 3% increase, however it appears as less than 2022 EOY Assessment would indicate due to the **\$3,579** assessment refund.
2. Includes **\$175,000** Y2 Safety Ambassador Pilot **and \$34,000** Cherry Festival Contract.
3. City Loan Interest (including deferred payment from '22).
4. Includes 11% salary increase for Executive Director.
5. Est for 30 hour per week Events/Communication position.
6. This budget relies on sponsorships for 100% of downtown special event costs (Earth Day, Fall Event, and Holiday)
7. Y1 Safety program came in **\$19,899** over budget, which SLIA absorbed. Raising starting wages to remain competitive and adjusting Operations Manager salary to reflect oversight of 98 hour a week operation puts the program **\$83,216** over in Y2.
8. There will be City Loan Principal payments of **\$21,042** (including deferred payment from '22)
9. City staff is recommending a one-time payment of **\$92,804** to cover 90% of the Safety Ambassador program deficit for Y1 & Y2. If approved, it will be received in late March/early April and which would change net income to **\$ 43,253**.



SLIA STRATEGIC BOARD PRIORITIES

10 Votes Increase Owner & Tenant Engagement w/SLIA.	9 Votes Engage City Owners & Tenants Around Increased Security Efforts	9 Votes Engage Community Through Social Media & Events	5 Votes Partner with the City to Identify Needed Codes & Enforce Existing Codes	Engage with the Chamber & City in New Business Recruitment. Board recruitment, seek local stakeholders.
<p>Important: Property owners vote to pay special tax. Important to get small non-white businesses engaged and invested. Emphasize the benefits of SLIA.</p>	<p>Important: People will come downtown when they feel safe.</p>	<p>Important: Events highlight community interest and cultivate ideas that create retail. Attract more visitors especially families.</p>	<p>Important: We need higher objective standards to hold owner/tenants to because some only do the minimum,</p>	<p>Important: Board needs new members that bring excitement and love. Who we recruit is who we become.</p>
<p>Success: Turning potential board members diverse/vibrant board members.</p>	<p>Success: Business buy-in Contribute to solution through business investment or operations. Business security trainings. List of cameras – participation network. Where do they point.</p>	<p>Success: High Participation! 1. Population ↑ @ events Sharing event posts – viral views</p>	<p>Success: Raised aesthetic standards. Attracting more foot traffic & investment. City has staffing capacity to enforce. Mechanism exists to assist business owners.</p>	<p>Success: Board members who are SL stakeholders. Diverse & robust. Mobilize, parents, families, merchants. Clearly define business vision. Create DTN objectives for services. Products/environment. Robust small & unique merchants' options for all ages. Targeted marketing.</p>
<p>Obstacles : Language/culture. Busy owners/tenants communication</p>	<p>Obstacles: Financial, apathy, hold out, don't want to participate. Hopelessness</p>	<p>Obstacles : 1. Community apathy/fear 2. Competing Events/Priorities 3. Un-cool un hip San Leandro Language- barrier cultural?</p>	<p>Obstacles: Code adoption process. City capacity (funding) Owner push back Funding for assistance Lack of owner resources</p>	<p>Obstacles: Zoning & licenses</p>



SLIA STRATEGIC BOARD PRIORITIES

<p>Increase Owner & Tenant Engagement w/SLIA.</p>	<p>Engage City Owners & Tenants Around Increased Security Efforts</p>	<p>Engage Community Through Social Media & Events</p>	<p>Partner with the City to Identify Needed Codes & Enforce Existing Codes</p>	<p>Engage with the Chamber & City in New Business Recruitment. Board recruitment, seek local stakeholders.</p>
<p>Strategies: More social engagement. Target influencers in various groups (young & diverse)</p>	<p>Action: Hire trainers multi-cultural engagement, public information campaign, share stats in comparisons to neighboring cities.</p>	<p>Actions for Success!</p> <ol style="list-style-type: none"> 1. Stressing safety w/ social media for Event Organization Get to know your Ambassador. 2. Apathy: Compelling events! Music, food, wine, pop-ups. Beer Bash! Dim Sum Trail 3. Skin in the game: volunteers, call to the community, service projects in downtown Music/Art Finding SL Identity. "Hipper than Hayward" 4. Language barrier: Recruitment of diverse people for the board. Language translates to visit biz. Youth help here? 	<p>Strategies: Identify best practices. Advocate during budget process. Make the case to owners.</p>	<p>Actions: Target marketing. Options for all ages. SLIA events become incubators to fill spaces.</p>
				<p>Next Steps: Matt to form a task force</p>