

Board of Directors ANNUAL Meeting Agenda

San Leandro Improvement Association Thursday, May 18, 2023, 3:30 – 5 p.m.

San Leandro Chamber of Commerce • 120 Estudillo Ave., San Leandro, California

Dial-In: 1 (669) 900-6833 Meeting ID: 292 409 5566

https://us02web.zoom.us/j/2924095566

AGENDA:

- 1. Call to Order President, Angele Sweet (3:30)
- 2. Roll Call Secretary, Betty Shon
- 3. Public Comment & Introductions (3:35)
- 4. Approval of Minutes (3:45)
 - a. March 16, 2023
- 5. Financial Report and Mid-Year Budget Adjustment (3:47)
 - a. The Board will review current financial statements.
 - b. The Board will consider adjusting the FY 2023 budget.
- 6. President's Report, Angele Sweet
- 7. Executive Director's Report, Morgan Mack-Rose (4:00)
- 8. Annual Increase of District Assessments, Long V. Nguyen (4:45)
 - a. The Board will consider a 3% assessment increase effective July 1, 2023, as provided for in the District Management Plan.
- 9. Contract for Holiday Tree Assembly & Decorating

a. The Board will consider a contract for services with Splurge Catering for holiday décor services not to exceed \$3,700 from unallocated funds.

10. Okdroberfest Budget Authorization

Action

Action

Action

Action

Action

Information

a. The Board will consider allocating up to \$20,000 from unallocated funds for Okdroberfest related expenses.

11. Adjournment (5:00)



San Leandro Improvement Association Draft Board Meeting Minutes Thursday, March 16, 2023, 3:30 – 5:00 pm San Leandro Chamber of Commerce

<u>Present:</u> Xouhoa Bowen, Pete Ballew, Katie Bowman, Deborah Cox, Jenny Delgadillo, Emily Griego (Immediate Past Pres.), Virginia Harrington, Matt Holmes (V-P), Robert Jones, Toby Liebermann, Kevin Norman, Kim Pace, Betty Shon,

Absent: Angele Sweet (Pres), Betty Shon (Sec), Long V. Nguyen (Tres.), Justin Osler, Kevin Dilling

Staff: Morgan Mack-Rose (Exec Dir), Matt Mayo (Block By Block)

Guests:

MINUTES:

Item	Discussion	Action Taken?
Call to Order	E. Griego called the meeting to order at 3:30	
Approval of Minutes	Meeting minutes from January 19, 2023, were approved as presented. m/s/c D. Cox/K. Pace/Carried	APPROVED
Public Comment	 M. Mack-Rose thanked board members for attending the annual presentation to City Council on March 6th. E. Griego announced the Chamber of Commerce Job Fair on 3/17/23, Taste of San Leandro with tickets still available 3/28/23, and Annual Awards Dinner dinner. Councilmember Xouhoa Bowen was introduced as the primary City Council representative to the Board. 	INFORMATION
Financial Report	M. Mack-Rose presented the YTD financials and explained the variations from the previous year were attributed to a lag in invoicing from Block By Block for January services due to the new contract negotiation. She noted that two payments on the 2017 loan from the City had decreased the principal by approximately \$16,000 and that Operating Expenses are in line with the approved budget.	INFORMATION

President's Report	Tabled	INFORMATION
Board Strategic Priorities	M. Mack-Rose presented a matrix outlining Strategic Priority deliverables for the 2023 year. These were derived from ad hoc committee discussions of each priority. Mack-Rose noted that chart represented a tremendous amount of work and that it may need to be adjusted depending on the overall workload of the staff. She plans to update the document for each meeting. The Board will conduct a thorough review of progress and make necessary recommendation for changes at the annual planning session in November.	DISCUSSION
Contract for District Services	The Board discussed the proposed expansion of Block by Block safety and cleaning services into the MOREA (interior of the Washington Plaza) property. They expansion would be beneficial but would also have an operational impact on the District. Typically contract expansions like this include a 10-20% administrative fee paid to the host district by the 3 rd party. T. Lieberman sought assurances that SLIA would not be responsible for Regency's bill if they did not make their payment to BBB. The Board wants any agreement to be renegotiable after a year if the impact turns out to be more than anticipated. The Board authorized Director K. Norman to negotiate with Regency Center on behalf of SLIA within set guidelines. m/s/c D. Cox/V. Harrington/Unanimous	APPROVED
Public Space Enhancements	a. M. Mack-Rose presented a proposal to purchase five tables and ten chairs for the Estudillo Plaza area. She noted that while they will be secured each evening, they should be seen as temporary until the City is able to install permanent seating and tables. The request was for up to \$3,000 from unallocated funds. m/s/c b. M. Mack-Rose was going to propose purchasing a new holiday tree that would be easier and less time consuming to install.	APPROVED
	However, the price for such a tree would be around \$30,000. She is exploring a contract to have the tree decorated by an outside vendor instead.	

Minutes by M. Mack-Rose

San Leandro Improvement Association Balance Sheet Standard

As of April 30, 2023

3:17 PM 05/10/23

Cash Basis

	Apr 30, '23	Apr 30, '22	
ASSETS			
Current Assets			
Checking/Savings			
Fremont Operations Account 7400	2,168	1,269	
10100 — Fremont Payroll Account 7826	584	576	
PayPal	555		
Fremont Savings Acct 6471		11,609	
Fremont MMC 6420	479,131	469,442	(1)(2)
Total Checking/Savings	482,438	482,896	
Total Current Assets	482,438	482,896	
TOTAL ASSETS	482,438	482,896	
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
Fremont MC	5,489	2,551	
Total Credit Cards	5,489	2,551	
Other Current Liabilities			
Restricted Program Funds	111,664	149,234	
San Leandro Loan 2017	49,098	63,125	
Total Other Current Liabilities	160,761	212,359	
Total Current Liabilities	166,251	214,910	
Total Liabilities	166,251	214,910	
Equity			
30000 — Opening Balance Equity	122,325	122,325	
32000 — Unrestricted Net Assets	-2,003	-57,215	
Net Income	195,866	202,875	
Total Equity	316,188	267,985	
TOTAL LIABILITIES & EQUITY	482,438	482,896	

Note:

- 1. A \$93,000 Supplemental Safety Ambassador grant was deposited on May 9th to bridge the budget shortfall for the remainder fo the 2 year pilot program which concludes December 1.
- 2. Money Market Checking is now earning 2.5% vs. .05% interest.

Financials **Executive Summary**

Balance Statement and Budget vs. Actuals

Our cash position remains strong, and our only liabilities to outside creditors are a \$5,489 credit card balance due in May and a balance of \$49,098 on the 2017 City of San Leandro loan. In early May, we received a supplemental Safety Ambassador grant for \$93,000 to cover 90% of the budget shortfall from the two-year pilot program. This is not reflected in the Balance Statement. One-third of the way through the fiscal year, our expenses are on target, with 38.7% of the approved budget spent.

Mid-Year Budget Adjustment

After reviewing expenditures and confirming additional non-assessment revenue, staff recommends a mid-year budget adjustment. This reflects the \$93,000 supplemental Safety Ambassador grant and a \$3,400 sponsorship for Earth Day.

Additional adjustments reflect minor increases in insurance premiums and dues and reduced fees for accounting, website, and other categories, as noted.

The recommended Mid-Year Budget Adjustment takes SLIA's anticipated year-end balance from a \$49,551 deficit to an \$46,749 surplus. Surplus funds could be used to purchase a light-duty, late-model Ford Ranger. Currently, SLIA has a 2008 F350 mounted with a pressure washer, and a 2008 F150 used for hauling waste and running errands. A Ford Ranger would, in some instances, increase the response time of Safety Ambassadors. Another need would be improving district amenities such as permanent hardscaping or partnering with the City's Arts, Culture, and Library Commission on murals, mosaics, and other projects of artistic merit.

San Leandro Improvement Association Operating Statement

January through April 2023

6:25 PM 05/03/23 Cash Basis

	Jan - Apr '23	Jan - Apr '22	
Ordinary Income/Expense			
Income			
Assessment Income	309,004	286,507	
Total Programs Income	10,682	12,483	
Non Assessment Revenue	63,836	26,494	(A)
Total Income	383,522	325,484	
Gross Profit	383,522	325,484	
Expense			
Interest expense	1,894	1,061	
Administration			
Admin Misc.	165	384	
Bank Charges/CC Interest Charge	110	297	
Total Staff Administration	16,044	16,978	
Accounting	11	2,650	
Dues and Subscriptions	940	725	
Rent	2,250	3,750	
Insurance	3,065	1,618	
Office Supplies / Equipment	1,264	563	
Board Meetings / Retreats	420		
Legal		100	
Phone and Communications	528	223	
Printing		31	
Total Administration	24,797	27,319	
DISI			
Total DISI Staff Associate	16,029		
DISI Staff Admin	16,361	13,248	
Scavenger Hunts	109		
Comm & Event Consultant	950		
Public Space Dev.		200	
Social Media		25	
Seasonal Displays	1,455	2,065	
Newsletters	87		
Total Special Events	1,863	1,377	
Special Projects	119	,	
DISI Miscellaneous	120	120	
Web Site	123	52	
Total DISI	37,215	17,088	
SOBO	5.,210	,000	
Total Cleaning Ambassadors/MO	49,982	34,908	
Total Safety Ambassadors	64,456	26,494	(B)
Public Space Maintenance	1,930	1,720	` '
Total Nursery Supplies & Equipment	663	5,458	
Rent / Storage	2,250	3,750	
SOBO Admin	3,636	2.944	
Public Space Amenities	2,735	2,044	(C)
Vehicle Related	2,100	453	()
SOBO Contingency		1,586	
Total SOBO	125,651	77,313	
Total Expense	189,557	122,780	
Net Ordinary Income	193,965	202,704	
	193,905	202,704	
Other Income/Expense Net Other Income	1,901	171	(D)

Note

- A. Reflects the draw down of Safety Ambassador restricted funds.
- B. Last year the billing was signficantly behind and the program was severely understaffed. YTD reflects cost of Safety Ambassadors from December 22 thru February 23 at full staffing.
- C. Purchase of tables and chairs for Estudillo Plaza.
- D. Our main savings account was earning .05% but is now earning 2.5%

	Jan - Apr '23 ACTUAL	2023 Approved BUDGET	\$ Over Budget	% of Budget
rdinary Income/Expense				
Income				
Assessment Income	309,003.69	469,736.00		
Programs Income	10,682.00	10,682.00		
Non Assessment Revenue	114,484.78	209,000.00		
Total Income	434,170.47	689,418.00		
Gross Profit	434,170.47	689,418.00		
Expense				
Interest expense	1,893.75	2,518.09	-624.34	75.2%
Administration				
Conference/Travel		3,000.00	-3,000.00	
Admin Misc.	165.00			
Annual Elections / Mailing		240.00	-240.00	
Bank Charges/CC Interest Charge	109.80	500.00	-390.20	22.0%
Total Staff Administration	18,316.82	54,894.14	-36,577.32	33.4%
Accounting	10.88	1,000.00	-989.12	1.1%
Dues and Subscriptions	940.00	500.00	440.00	188.0%
Rent	2,250.00	9,000.00	-6,750.00	25.0%
Insurance	3,065.00	2,500.00	565.00	122.6%
Office Supplies / Equipment	1,264.42	1,600.00	-335.58	79.0%
Board Meetings / Retreats	419.92	1,500.00	-1,080.08	28.0%
Legal		125.00	-125.00	/
Phone and Communications	563.15	1,500.00	-936.85	37.5%
Printing		750.00	-750.00	
Total Administration	27,104.99	77,109.14	-50,004.15	35%
DISI				
Total DISI Staff Associate	17,966.98	52,000.00	-34,033.02	34.6%
DISI Staff Admin	18,199.44	47,792.16	-29,592.72	38.1%
Scavenger Hunts	109.12			
Comm & Event Consultant	950.00	500.00	500.00	
Social Media	4 454 50	500.00	-500.00	70.70/
Seasonal Displays	1,454.50	2,000.00	-545.50	72.7%
Newsletters	86.50	240.00	-153.50	36.0%
Total Special Events	2,131.30			
Special Projects DISI Miscellaneous	119.03 119.88			
Web Site	122.79	1,500.00	-1,377.21	8.2%
Total DISI	41,259.54	104,032.16	-62,772.62	40%
SOBO	41,239.34	104,032.10	-02,112.02	40 %
Total Cleaning Ambassadors/MO	89,181.88	241,972.64	-152,790.76	36.9%
Total Safety Ambassadors	115,104.23	283,216.48	-168,112.25	40.6%
Public Space Maintenance	1,930.00	7,000.00	-5,070.00	27.6%
Total Nursery Supplies & Equipment	662.59	1,000.00	-337.41	66.3%
Rent / Storage	2,250.00	9,000.00	-6,750.00	25.0%
SOBO Admin	4,044.32	10,620.48	-6,576.16	38.1%
Public Space Amenities	2,734.98	, , , , , , , , , , , , , , , , , , , ,	, , , , , , , , , , , , , , , , , , , ,	
Vehicle Related	,	1,000.00	-1,000.00	
SOBO Contingency		1,500.00	-1,500.00	
			-339,401.60	39%
	215.908.00	222.309.00		
Total SOBO	215,908.00 286.166.28	555,309.60 738.968.99		38.7%
Total SOBO Total Expense	286,166.28	738,968.99	-452,802.71	38.7%
Total SOBO Total Expense Net Ordinary Income				38.7%
Total SOBO Total Expense	286,166.28	738,968.99		38.7%

Note

- 1. Increased budget bumped us to higher dues tier for Intl Downtown Assoc.
- 2. All policies increased (WC for extra employee, GL for Bigbelly coverage)
- 3. Office printer had to be replaced.
- 4. Holiday tree stage rental came in after 12/31/22.
- 5. Interest income from savings account.

	APPROVED FY 2023	PROPOSED ADJUSTMENT	DELTA
rdinary Income/Expense	2020	7.2000 12.111	
Income			
Assessment Income	469,736.00	469,736.00	
Programs Income	10,682.00	14,082.00	3,400.00
Non Assessment Revenue	209,000.00	302,000.00	93,000.00
Total Income	689,418.00	785,818.00	96,400.00
Gross Profit	689,418.00	785,818.00	96,400.00
Expense			
Interest expense	2,518.09	2,518.09	
Administration	0.000.00	0.000.00	
Conference/Travel	3,000.00	3,000.00	
Annual Elections / Mailing	240.00 500.00	240.00 500.00	
Bank Charges/CC Interest Charge Staff Administration	300.00	300.00	
66200 — Payroll Service	650.00	650.00	
66000 — Gross Wages	47,792.16	47,792.16	
66100 — Payroll Tax Expense (ADMIN)	3,271.98	3,271.98	
IRA Match	3,180.00	3,180.00	
Total Staff Administration	54,894.14	54,894.14	
Accounting	1,000.00	500.00	-500.00
Dues and Subscriptions	500.00	1,000.00	500.00
Rent	9,000.00	9,000.00	
Insurance	2,500.00	3,100.00	600.00
Office Supplies / Equipment	1,600.00	1,600.00	
Board Meetings / Retreats	1,500.00	1,500.00	
Legal	125.00	125.00	
Phone and Communications	1,500.00	1,500.00	
Printing Total Administration	750.00 77,109.14	750.00	600.00
DISI	11,109.14	77,709.14	000.00
DISI Staff Associate			
66101 — Payroll Tax Expense (ASSOCIATE)	3,796.00	3,796.00	
66001 — Gross Wages	46,800.00	46,800.00	
IRA Match	1,404.00	1,404.00	
Total DISI Staff Associate	52,000.00	52,000.00	
DISI Staff Admin	47,792.16	47,792.16	
Social Media	500.00	500.00	
Seasonal Displays	2,000.00	2,000.00	
Newsletters	240.00	240.00	500.00
Web Site	1,500.00	1,000.00	-500.00
Total DISI	104,032.16	103,532.16	-500.00
SOBO (MAC)			
Cleaning Ambassadors/MO Cleaning Amb/MO Block By Block	244.072.64	2/1 072 64	
Total Cleaning Ambassadors/MO	241,972.64 241,972.64	241,972.64 241,972.64	
Safety Ambassadors	241,972.04	241,972.04	
Safety Amb Block By Block	282,216.48	282,216.48	
Safety Amb Equip & Supplies	1,000.00	1,000.00	
Total Safety Ambassadors	283,216.48	283,216.48	
Public Space Maintenance	7,000.00	7,000.00	
Nursery Supplies & Equipment	1,000.00	1,000.00	
Rent / Storage	9,000.00	9,000.00	
SOBO Admin	10,620.48	10,620.48	
Vehicle Related	1,000.00	1,000.00	
SOBO Contingency	1,500.00	1,500.00	
Total SOBO	555,309.60	555,309.60	
Total Expense	738,968.99	739,068.99	100.00
et Ordinary Income	-49,550.99	46,749.01	96,300.00
ncome	-49,550.99	46,749.01	96,300.00

- \$3,400 Earthday Sponsorship
 \$93,000 Supplemental Safety Grant
- 3. New CPA rates
- 4. Reflects increased IDA dues
- 5. Reflects increased premiums

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 14.64% or 1.62% on average per year.

Financial Impact

A 3% increase of the District's current assessments would generate an additional \$14,254.47 in revenue.

The median increase per parcel for privately held parcels would be \$40.33 or \$3.36 per month. The highest increase for a single, private payer (having multiple parcels) would be \$1,373 or \$114 per month. If approved, the assessment increase would be reflected in November and April tax bills.

Recommendation

The February 12-month CPI was 5.3%, well above the 3% CAP. Our largest expense, by far, is our contract with Block by Block for cleaning services. The tight labor market has required us to increase the hourly wage for our cleaners by 8% over last year. That single contract increase alone comes to \$14,492, barely covered by the 3% CPI. Each year, our assessment revenue fails to keep pace with cost escalation of core services. Staff and the Executive Committee recommends approval of the 3% increase.

Cap:

The CBD budget and assessments may be subject to changes in the Consumer Price Index (CPI) for the San Francisco – Oakland – San Jose Consumer Price Index for all urban consumers from February to February, with annual increases not to exceed 3% per year. Increases will be determined by the Owners' Association/District Management Corporation and will vary between 0% and 3% annually.

4.7.1

Reports, Work Plans and Budgets. The SLIA shall submit an Annual Work Plan and Budget on or before November 30 for each fiscal year for which Assessments are to be levied and collected (the "Annual Report and Budget"). The Annual Work Plan andBudget shall be prepared in accordance with Section 36622 of the Streets and Highways Code, and Article XIII.D of the California Constitution. If changes to the Annual Work Plan and/or Budget are requested that would require a public hearing and/or a public meeting pursuant to state law, the Community Benefit District Ordinance, or which would affect the Assessment database and resulting budget of the upcoming fiscal year, then such modification shall be submitted prior to May 1 of each year. The City must report any changes to the database or boundaries to the County by July 15 of each year during the Term. The Budget for any year shall not be effective until approved by the City.

4.11

Annual Assessment Preparation. By June 1 of each operating year, SLIA shall provide the City with Assessment data for the subsequent tax year (July 1 – June 30), in a format prescribed by the City. The Assessment data shall include all of the information required in "Assessment Records," as described in paragraph 4.10.

4.12.3

<u>Assessment Notification.</u> SLIA shall notify all property owners in writing when an increase in Assessments is proposed.

Splurge Catering and Special Events, Inc.

25350 Cypress Avenue Suite B Hayward, CA 94644 US 510-777-9999 splurgecatering@yahoo.com



ADDRESS

Morgan Mack-Rose 384 W Estudillo Ave San Leandro, CA 94577

	catering & event production brand marketing consumer engagement programs
1012	

DATE 04/01/2023

DATE	DESCRIPTION		QTY	AMOUNT
09/01/2023	City of San Leandro 2023 Holida Installation Services to include: Installation/Decoration of 20' Ma Tree (Downtown San Leandro associa supplies, and lift) Installation date: TBD by Sept 1,	jestic Mountain Pine Christmas ation to provide tree, decor, all	1	3,615.00
09/01/2023	Splurge Catering and Special Ev Christmas tree (Optional) Take down date: TBD by Downto	·	1	2,160.00
Pricing on quote v	alid until June 30, 2023.	SUBTOTAL TAX		5,775.00 0.00
		TOTAL	\$5	,775.00

Accepted By **Accepted Date**

Okdroberfest DRAFT Budget

Stage	\$52,5 \$15,0 \$37,5 \$52,5 \$5,0 \$5,0 \$5,0 \$2,0 \$2,5
Food Sales?	\$37,5 \$52,5 \$5,0 \$5 \$2,0
Stein + 2 Tickets 1500 25 otal Income ite Fees Permits	\$37,5 \$52,5 \$5,0 \$5 \$2,0
Stein + 2 Tickets 1500 25	\$37,5 \$52,5 \$5,0 \$5 \$2,0
Stein + 2 Tickets 1500 25	\$37,5 \$52,5 \$5,0 \$5 \$2,0
otal Income ite Fees Permits Image: Control of the	\$52,5 \$5,0 \$5 \$2,0
Permits	\$52,5 \$5,0 \$5 \$2,0
Permits	\$5,0 \$5 \$2,0
Permits	\$5 \$2,0
Security Event Insurance Health Services* entals Stage & Sound 1 ea.	\$2,0
Event Insurance Health Services* entals Stage & Sound 1 ea.	\$2,0
Event Insurance Health Services* entals Stage & Sound 1 ea.	
Health Services* entals Stage & Sound 1 ea.	. ,
entals Stage & Sound 1 ea.	
Stage & Sound 1 ea.	
	\$12,3
Porta Potties ea.	\$5,C
	\$1,1
Barricades ea.	\$1,0
Rental Svc Fees (less discount)	\$1,2
Water Barrels ea. \$ 24.00	
8' Tables 100 ea. \$ 10.85	\$1,0
Chairs 800 ea. \$ 1.85	\$1,4
Canopies (10x30) 2 ea. \$ 315.00	\$6
Misc Tents (10x10) 5 ea. \$ 165.00	\$8
(10.120) Carrier (10.120)	7~
larketing	\$3,0
eMarketing (social, youtube, Google)	\$1,0
Banners	\$1,5
Print (Posters/Postcards/Beer Coasters)	\$5
	.
Dood & Drink Alcohol 27 \$ 200.00	\$5,4 \$5,4
Alcohol 27 \$ 200.00	\$5,4
iscellaneous	\$9,3
Signage total	\$5
Tent Banners total	,
Glassware 2000 total 2.68	\$5,9
Glassware shipping total	\$1,4
Bands 1 total	\$1,5
Volunteer Hospitality 1 total	ب ب
volunces nospitality 1 1 total	
otal Expenses	\$35,0
otal Income	\$17,4