



**Board of Directors ANNUAL Meeting Agenda**

**San Leandro Improvement Association**

**Thursday, July 20, 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)** **Action**
  - a. May 18, 2023
- 5. Financial Report (3:47)** **Information**
  - a. The Board will review current financial statements.
- 6. President’s Report, Angele Sweet (4:00)** **Information**
- 7. Town Hall Square Development Presentation (4:05)** **Information**
  - a. Anita Bajaj from Beam Development will present the Town Hall Square Development project. The project is located at the NW corner of E. 14<sup>th</sup> and Davis streets, across from Centro Callan.
- 8. Executive Director’s Report, Morgan Mack-Rose (4:30)** **Information**
- 9. Holiday Art Trees (4:50)** **Action**
  - a. The Board will consider allocating up to \$4,000 (25%) in matching funds for a potential Arts, Culture, and Library Commission grant.
- 10. Adjournment (5:00)**



**San Leandro Improvement Association**  
**Draft Board Meeting Minutes**  
**Thursday, May 18, 2023, 3:30 – 5:00 pm**  
**San Leandro Chamber of Commerce**

**Present:** Xouhoa Bowen, Katie Bowman, Deborah Cox, Kevin Dilling, Emily Griego, Virginia Harrington Robert Jones, Matt Lewis, Long V. Nguyen (Tres.), Kevin Norman, Justin Osler, Betty Shon (Sec.), and Angele Sweet (Pres).

**Absent:**, Pete Ballew, Jenny Delgadillo, Matt Holmes, Kim Pace

**Staff:** Morgan Mack-Rose (Exec Dir), Julia Marquis (Events & Comm Assoc.)

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>Call to Order</b>	A. Sweet called the meeting to order at 3:35	
<b>Approval of Minutes</b>	Meeting minutes from March 16, 2023, were approved as presented.  <b>M/S/approved. K Bowman/A. Sweet/approved</b>	<b>APPROVED</b>
<b>Public Comment</b>	<ul style="list-style-type: none"> <li>The board welcomed Matt Lewis as the new representative from BART.</li> <li>E. Griego invited members to volunteer with the Chamber of Commerce at the Cherry Festival on June 3. Restaurant week will be held from July 16 – 23. She also announced that there is a café space available at 777 Davis St (current Kaiser office building).</li> <li>K. Bowman updated efforts to work w/ Regency on improving Washington Plaza.</li> <li>M. Mack-Rose noted that since Plaza security has improved, it has gotten better. However, problematic individuals have been pushed out into other areas of the district negatively impacting Las Pacitas and KSt. Leanders. She said she is advocating for a morning safety ambassador position with the City to help address the impact.</li> </ul>	<b>INFORMATION</b>
<b>Monthly Financials &amp; Mid-Year Budget Adjustment</b>	The Board reviewed the Balance Sheet and YTD Operating Statement. Treas. Nguyen recommended that the Board put \$250,000 into several CD to take advantage of high interest rates. He estimated 4.5% vs. the current 2% that the Money Market Account.	<b>APPROVED</b>

	<p>The organizations cash position remains strong with only one external liability (City of San Leandro Loan).</p> <p>M. Mack-Rose presented the Operating Statement and noted that there have been no major unexpected expenditures and for the most part actuals are tracking with the approved budget.</p> <p>The Board moved to approve mid-year budget adjustments to reflect a supplemental Safety Ambassador grant and some other minor changes.</p> <p><b>M/S/C D. Cox/V. Harrington/Roll Call Vote, unanimous</b></p>	
<b>President's Report</b>	A. Sweet requested that everyone raise their hand when they vote and when they want to speak.	<b>INFORMATION</b>
<b>Executive Director's Report</b>	<p>M. Mack-Rose reviewed the Strategic Priorities Benchmark List and noted that the Cherry Festival has had a significant impact on the workflow; taking more of the Exec Dir's time than anticipated. Consequently, there are some Q2 benchmarks that will need to be pushed to Q3. Benchmarks for Security are on track and on-going and Code related goals are on hold until the City's consultant is engaged.</p> <p>J. Marquis presented a prototype plywood tree to replace the Holiday Nut Crackers. M. Mack-Rose will be submitting a proposal to the City Arts, Culture, and Library Commission for funding to have artists paint them. E. Griego and X. Bowen encouraged the project to include students.</p>	<b>INFORMATION</b>
<b>Annual Increase of District Assessments</b>	<p>M. Mack-Rose reviewed how assessments are calculated and the annual increase capped at 3% by the Management Agreement. The cap is not keeping pace with inflation. L. Nguyen urged the Board to explore how to increase the cap.</p> <p>The Board approved a 3% Assessment increase.</p> <p><b>M/S/C D. Cox/A. Sweet/Roll call vote, unanimous</b></p>	<b>APPROVED</b>
<b>Contract for Holiday Tree Assembly and Decorating</b>	<p>The Board approved a contract with Splurge Catering for \$5,775 to assemble, decorate, and disassemble the downtown holiday tree.</p> <p><b>M/S/C E. Griego/K. Norman/unanimous</b></p>	<b>APPROVED</b>
<b>Okdroberfest Budget Authorization</b>	<p>M. Mack-Rose presented Okdroberfest with a goal of netting \$20,000. The Board approved \$20,000 towards Okdroberfest expenses.</p> <p><b>M/S/C V. Harrington/D. Cox/unanimous</b></p>	<b>APPROVED</b>
<b>Adjournment</b>	Adjourned at 4:58	

**San Leandro Improvement Association**  
**Balance Sheet Standard**  
As of June 30, 2023

12:36 PM

07/06/23

Cash Basis

	Jun 30, '23	Jun 30, '22	
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
10100 — Fremont Payroll Account 7826	1,005.51	421.57	
10200 — Fremont MMC 6420	322,098.84	528,559.20	
10300 — Fremont Operations Account 7400	6,401.12	5,956.09	
10400 — PayPal	555.48	24.15	
10500 — Certificates of Deposit			
472275000	50,000.00		
472274000	100,000.00		
472273000	100,000.00		
<b>Total 10500 — Certificates of Deposit</b>	<b>250,000.00</b>		( 1 )
Fremont Savings Acct 6471		608.74	
<b>Total Checking/Savings</b>	<b>580,060.95</b>	<b>535,569.75</b>	
<b>Total Current Assets</b>	<b>580,060.95</b>	<b>535,569.75</b>	
<b>TOTAL ASSETS</b>	<b>580,060.95</b>	<b>535,569.75</b>	
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Credit Cards</b>			
Fremont MC	1,592.55	3,335.25	
<b>Total Credit Cards</b>	<b>1,592.55</b>	<b>3,335.25</b>	
<b>Other Current Liabilities</b>			
Restricted Program Funds	154,015.14	71,077.30	
San Leandro Loan 2017	49,097.61	63,125.41	( 2 )
<b>Total Other Current Liabilities</b>	<b>203,112.75</b>	<b>134,202.71</b>	
<b>Total Current Liabilities</b>	<b>204,705.30</b>	<b>137,537.96</b>	
<b>Total Liabilities</b>	<b>204,705.30</b>	<b>137,537.96</b>	
<b>Equity</b>			
30000 — Opening Balance Equity	122,325.20	122,325.20	
32000 — Unrestricted Net Assets	-2,003.43	-57,214.85	
Net Income	255,033.88	332,921.44	
<b>Total Equity</b>	<b>375,355.65</b>	<b>398,031.79</b>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>580,060.95</b>	<b>535,569.75</b>	

Notes:

1. Per board direction and Exec Committee approval, \$250,000 was deposited into a 3 month cd at a rate of 4.75%. Maturation date is 9/9/23.
2. Not reflected is the July installment which brought the loan principal down to \$42,084.

**San Leandro Improvement Association**  
**Operating Statement Budget Vs Actual**  
 January through June 2023

10:46 AM  
 07/06/23

	Jan - Jun '23 Actual	Jan - Jun '23 Budget	% of Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Assessment ncome	455 685 13	234 864 00	( 1 )
Programs ncome	10 682 00	7 038 00	
Non Assessment Revenue	114 484 78	150 996 00	( 2 )
<b>Total ncome</b>	<b>580 851 91</b>	<b>392 898 00</b>	
<b>Gross Profit</b>	<b>580,851.91</b>	<b>392,898.00</b>	
<b>Expense</b>			
<b>Interest expense</b>	1 893 75	1 254 00	151%
<b>Administration</b>			
Conference/Travel		1 500 00	
Admin Misc	176 77		
Annual Elections / Mailing		120 00	
Bank Charges/CC nterest Charge	189 70	246 00	77%
Total Staff Administration	25 264 83	27 438 00	92%
Accounting	10 88	246 00	4%
Dues and Subscriptions	940 00	498 00	189%
Rent	3 750 00	4 500 00	83%
nsurance	3 065 00	1 548 00	198%
Office Supplies / Equipment	1 830 86	798 00	229% ( 3 )
Board Meetings / Retreats	419 92	750 00	56%
Legal		60 00	
Phone and Communications	824 78	750 00	110%
Printing		372 00	
<b>Total Administration</b>	<b>36,472.74</b>	<b>38,826.00</b>	<b>94%</b>
<b>DISI</b>			
Total D S Staff Associate	23 780 08	25 998 00	91%
D S Staff Admin	23 713 92	23 892 00	99%
Scavenger Hunts	109 12		
Comm & Event Consultant	950 00		
Social Media		246 00	
Seasonal Displays	1 527 97	996 00	153%
Newsletters	139 50	120 00	116%
Total Special Events	2 381 98		
Special Projects	17 755 14		
D S Miscellaneous	119 88		
Web Site	138 69	498 00	28%
<b>Total DISI</b>	<b>70,616.28</b>	<b>51,750.00</b>	<b>136%</b>
<b>SOBO</b>			
Total Cleaning Ambassadors/MO	89 181 88	120 984 00	74% ( 4 )
Total Safety Ambassadors	115 104 23	141 606 00	81%
Public Space Maintenance	2 930 00	3 498 00	84%
Total Nursery Supplies & Equipment	1 014 46	498 00	204% ( 5 )
Rent / Storage	3 750 00	4 500 00	83%
SOBO Admin	5 269 77	5 310 00	99%
Public Space Amenities	2 734 98		
Vehicle Related	457 00	498 00	92%
SOBO Contingency		750 00	
<b>Total SOBO</b>	<b>220,442.32</b>	<b>277,644.00</b>	<b>79%</b>
<b>Total Expense</b>	<b>329,425.09</b>	<b>369,474.00</b>	<b>89%</b>
<b>Net Ordinary Income</b>	<b>251,426.82</b>	<b>23,424.00</b>	
<b>Other Income/Expense</b>			
<b>Other Income</b>			
Interest Earned	3 607 06		
<b>Total Other Income</b>	<b>3 607 06</b>		
<b>Net Other Income</b>	<b>3 607 06</b>		
<b>Net Income</b>	<b>255,033.88</b>	<b>23,424.00</b>	

1. Late Assessment payments have not been received yet. Currently we are tracking at a delinquency rate of 4.3% or \$20,696. This is slightly higher than normal.
2. This number increases as Safety Ambassador funds are transferred from restricted to revenue each month. The June Ambassador invoice has not been received and so is not reflected.
3. Unanticipated purchase of laser printer and toner.
4. June ambassador services not reflected.
5. Overbudget due to paying sales tax on 2022 planters.



**Project Proposal Contact**  
Morgan Mack-Rose  
morgan@downtownsanleandro.com  
(510) 551-9951

# Downtown San Leandro Holiday Art Trees

In 2022, Downtown San Leandro retired its beloved giant nutcracker decorations. Over the years, the 25 fiberglass nutcrackers faded and became damaged beyond repair. By 2022, Downtown had 6 intact nutcrackers. This year, Downtown plans to replace the nutcrackers with something that will create a lasting, meaningful holiday tradition for San Leandro.



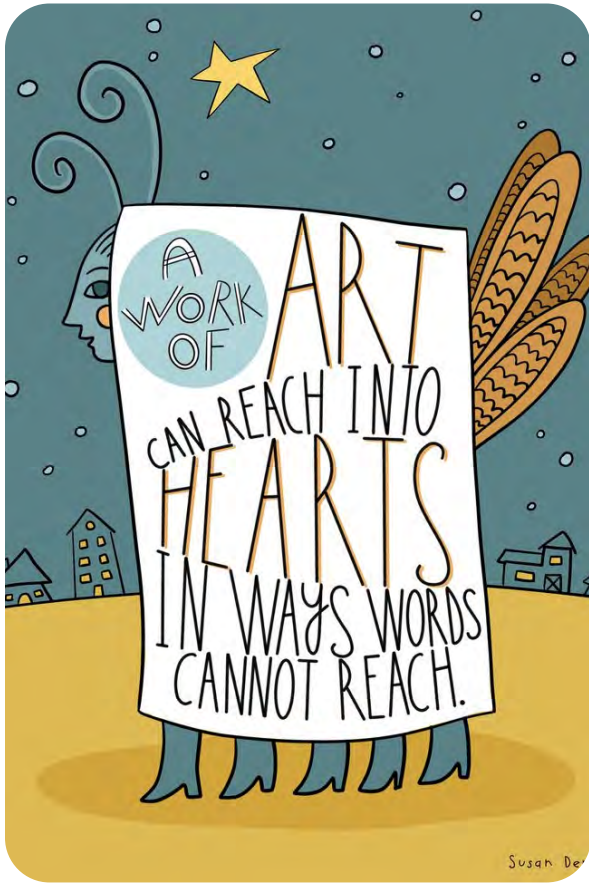
## A Durable, Unique Solution

Inspired by a public art project in Philadelphia for the 2016 Democratic Convention, Downtown staff designed a durable plywood tree that commissioned artists and local students could paint.



Using a CNC machine, 4x8 high-quality plywood panels will be cut into two slot-able pieces. Assembled, each tree will have a base of 42" and a height of 66". When mounted on the 30" cube, they will stand 8' tall! The panel edges will be sealed with glue to reinforce the plywood, and the panels will be sanded and primed. After the trees have been painted, they will receive a UV protectant and anti-graffiti treatment. Please note that the photos are a prototype. Actual trees will be wider to fit the base and will not have a star at the top.





**Local Illustrator Susan Deming**

## **Artist Selection**

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Downtown will develop an RFP that asks artists for their concept and examples of their work. Artists will be encouraged to submit concepts that reflect the diversity of San Leandro residents and its holiday traditions. Downtown will work to identify potential artists with the assistance of the San Leandro Art Association, high school art programs, the Alameda County Arts Commission, and relevant City of San Leandro commissions and departments. The opportunity will also be promoted on social media and in the San Leandro Times. Preference will be given to San Leandro artists and San Leandro students. We would welcome representatives from the Arts, Culture and Library commission to assist in selecting the artists.

## **Community Engagement**

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In years past, artificial trees were used to create "Christmas Tree Lane" at the annual "Its A Wonderful Night" event. Each elementary school was invited to decorate a tree. We would like to revive this tradition by providing primed trees to each of the twelve elementary schools in the City of San Leandro. Each school would have the option to paint and seal their tree or leave it unsealed for repainting the following year.





## Commissioner Opportunities

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Downtown welcomes the input and involvement of designated commissioners in developing the artist RFP and selecting finalists.

## Commission Recognition

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The Arts, Culture, and Library Commission's support will be displayed on a recognition plaque affixed to the tree pedestal. Downtown plans to promote a holiday art walk featuring the trees. The Commission's role will be featured in all media regarding the holiday art walk, including press releases, website listings, social media posts, and online ads.

## Estimated Costs and Timeline

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The trees are projected to cost around \$1,100 each. We plan to commission the artists in August and will have the trees back by November for sealing. The trees will be displayed throughout December.

<b>\$400</b>	<b>\$500 - \$700</b>
Tree fabrication, priming, and sealing	Artist Commission

**12 Elementary School Trees = \$4,800**

**10 Artist Trees (\$400 + \$700) = \$11,000**

<b>Arts, Culture and Library Commission Grant</b>	<b>\$11,850</b>
<b>Downtown Match 25%</b>	<b>\$3,950*</b>
<b>Total Project Cost**</b>	<b>\$15,800</b>

\*Pending Downtown Board approval.

\*\*Excluding in-kind contribution of Downtown staff labor and coordination.