



Board of Directors Meeting Agenda

San Leandro Improvement Association

Thursday, November 16, 2023, 3:30 – 5:00

San Leandro Chamber of Commerce | 120 Estudillo Ave, San Leandro

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. October 12, 2023
- 5. President’s Report, Angele Sweet (3:47)** **Information**
- 6. Executive Director’s Report, Morgan Mack-Rose (3:52)** **Information**
- 7. Financial Report and Proposed FY 24 Budget (4:00)** **Action**
 - a. The Board will review current financial statements.
 - b. The Board will review and consider approving the Proposed FY 2024 Budget.
- 8. Authorize Executive Committee to Approve Contract (4:25)** **Action**
 - a. The Board will consider authorizing the Executive Committee to approve a contract of services with the City of San Leandro for coordination of 2024 Cherry Festival.
- 9. AVS SafeCities Connect (4:30)** **Information**
 - a. AVS will present “SafeCities Connect,” a public/private partnership of coordinated camera systems. AVS SafeCity programs operate in Business and Community Improvement Districts throughout the Bay Area and just launched nationwide.
- 10. Adjournment (5:00)**



San Leandro Improvement Association
Draft Board Meeting Minutes
October 12, 2023, 2:00 pm – 3:00 pm
Zoom Only

Present: Pete Ballew, Xouhoa Bowen, Katie Bowman, Deborah Cox, Jenny Delgadillo, Emily Griego, Virginia Harrington, Kevin Norman, Justin Osler, Kim Pace, Susan Poliwka, Betty Shon (Sec.), and Angele Sweet (Pres).

Absent: Matt Holmes, Robert Jones, Kevin Dilling, Long V. Nguyen (Tres.)

Staff: Morgan Mack-Rose (Exec Dir)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
Call to Order	A. Sweet called the meeting to order at 3:35	
Approval of Minutes	Meeting minutes from Oct 12, 2023, were approved as presented. M/S/approved. A. Sweet/D. Cox/Approved	APPROVED
Public Comment	S. Polivka gave an update on San Leandro BART station that improves the pedestrian pathway between San Leandro Tech Campus and the BART Parking Lot. Pedestrians will be temporarily detoured to a pathway from Davis St. to the office buildings. D. Cox complimented the staff on the Artisan Market. E. Griego announced the November 15 th “San Leandro By Design” event at Bay Fair to preview what developers B3 are doing with the property and the BART station improvements. K. Bowman complimented the Chamber’s kick-off to National Manufacturing Week. She announced the Economic Development Strategic Work Plan is being updated with input from stakeholders. J. Osler updated the board on Centro Callan. The third floor is beginning this month.	INFORMATION
Financial Report	The Board reviewed the Balance Sheet and YTD Operating Statement. SLIA is on target with approved budget. Public Agency	INFORMATION

	assessments have been pre-paid for FY 2024, as has Year 3 of the Safety Ambassador Program.	
President's Report	President Sweet complimented staff and the board members that helped make Okdroberfest a great event (K. Bowman, J. Osler, K. Norman and A. Sweet volunteered). She also thanked K. Norman and E. Griego for helping to activate the breezeway by Tequila Grill with fresh plants, some tables and chairs, and painting benches.	INFORMATION
Executive Director Report	<p>M. Mack-Rose thanked everyone who came out to support the Okdroberfest. She noted that for a first-time event, it was quite successful with at least 1,500 people in attendance. She has debriefed with volunteers and other participants and will use that as a road map for next year's event. There was an \$8K shortfall, mainly due to lack of beer supply and one-time start-up expenditures. Next year's event will be Saturday, September 14th.</p> <p>She also shared that the Artisan Market will continue through December and then start again in April.</p> <p>M. Mack-Rose announced that the Downtown Association (a merchant association) voted to dissolve due to lack of having capacity to continue. They were sad to disband but were glad to know that It's a Wonderful Night will continue. They also voted to donate their remaining funds to SLIA as a restricted grant for It's a Wonderful Night.</p>	INFORMATION
Annual Board Planning Session	The Board agreed to postpone the Annual Board Planning Session to January 19 th , 2023.	DISCUSSION
Adjournment	Adjourned at 3:00 pm	

Minutes by M. Mack-Rose

San Leandro Improvement Association

YTD Actuals vs Budget

January thru October

9:21 AM

	ACTUALS		APPROVED ANNUAL			
	JAN - OCT '23		Budget		\$ Over Budget	% of Annual Budget
			(adjusted mid-year)			
Ordinary Income/Expense						
Income						
Assessment Income	\$	476,608	\$	469,736	\$ 6,872	101% (1)
Total Programs Income	\$	83,196	\$	14,082	\$ 69,114	591% (2)
Total Non Assessment Revenue	\$	319,300	\$	302,000	\$ 17,300	106% (3)
Total Income	\$	879,103	\$	785,818	\$ 93,285	112%
Gross Profit	\$	879,103	\$	785,818	\$ 93,285	112%
Expense						
Interest expense	\$	2,624	\$	2,518	\$ 106	104%
Total Administration	\$	67,372	\$	77,709	\$ (10,337)	87%
Total DISI	\$	179,667	\$	103,532	\$ 76,135	174% (4)
Total SOBO	\$	439,500	\$	555,310	\$ (115,810)	79% (5)
Total Expense	\$	689,164	\$	739,069	\$ (49,905)	93%
Net Ordinary Income	\$	189,940	\$	46,749	\$ 143,191	
Net Other Income	\$	13,329				(6)
Net Income	\$	203,269	\$	46,749	\$ 156,520	

1. Delinquency rate was less than anticipated.
2. We don't assume event sponsorships in the initial budget unless pledged.
3. Contracts for service: Safety Ambassador, Cherry Festival, Earth Day, and Bigbellys.
4. The difference is primarily unbudgeted special event expenses.
5. Block By Block Cleaning Ambassador program is underbudget due to staffing issues.
6. Revenue from Vendor Market fees and earned interest (does not include CD earned interest).

San Leandro Improvement Association
Balance Sheet Standard
As of October 31, 2023

10:44 AM

11/02/23

Cash Basis

	Oct 31, '23	Oct 31, '22
ASSETS		
Current Assets		
Checking/Savings		
10100 — Fremont Payroll Account 7826	858.99	4,435.93
10200 — Fremont MMC 6420	489,465.54	435,002.07
10300 — Fremont Operations Account 7400	16,769.56	531.87
10400 — PayPal	3,020.25	628.50
10500 — Certificates of Deposit		
472275000	50,588.32	
472274000	101,176.64	
472273000	101,176.64	
Total 10500 — Certificates of Deposit	252,941.60	
Fremont Savings Acct 6471	16.00	16.00
Total Checking/Savings	763,071.94	440,614.37
Total Current Assets	763,071.94	440,614.37
TOTAL ASSETS	763,071.94	440,614.37
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
Fremont MC	1,723.45	2,649.24
Total Credit Cards	1,723.45	2,649.24
Other Current Liabilities		
Restricted Program Funds		-0.08
Deferred Revenue	395,274.29	132,515.04
San Leandro Loan 2017	42,083.71	63,125.41
Total Other Current Liabilities	437,358.00	195,640.37
Total Current Liabilities	439,081.45	198,289.61
Total Liabilities	439,081.45	198,289.61
Equity		
30000 — Opening Balance Equity	122,325.20	122,325.20
32000 — Unrestricted Net Assets	-1,603.43	-57,214.85
Net Income	203,268.72	177,214.41
Total Equity	323,990.49	242,324.76
TOTAL LIABILITIES & EQUITY	763,071.94	440,614.37

Current Assets	763,071.94
Deferred Revenue	-395,274.29
Projected Net Expenses	-122,099.00
EOY Projected Cash Surplus	245,698.65

San Leandro Improvement Association

DRAFT BUDGET

FY 2024

	EOY PROJECTIONS	FY 24 PROPOSED BUDGET	
Ordinary Income/Expense			
Income			
Assessment Income	\$ 476,608	\$ 476,884	
Programs Income			
Okdroberfest	\$ 39,574	\$ 15,000	
Holiday	\$ 39,540	\$ 15,000	
Programs Income - Other	\$ 29,082	\$ 20,000	
Total Programs Income	\$ 108,196	\$ 50,000	(1)
Non Assessment Revenue			
Safety Ambassador Program	\$ 234,621	\$ 267,638	
Non Assessment Revenue - Other	\$ 84,679	\$ 45,000	
Total Non Assessment Revenue	\$ 319,300	\$ 312,638	(2)
Total Income	\$ 904,103	\$ 839,522	
Gross Profit	\$ 904,103	\$ 839,522	(3)
Expense			
Interest expense	\$ 2,624	\$ 1,161	
Total Administration	\$ 75,014	\$ 87,095	
Total DISI	\$ 236,761	\$ 174,484	
Total SOBO	\$ 526,864	\$ 582,793	
Total Expense	\$ 841,263	\$ 845,533	
Net Ordinary Income	\$ 62,840	\$ (6,011)	
Net Other Income	\$ 18,329		
Net Income	\$ 81,169	\$ (6,011)	(4)

1. Pledged sponsorships for holiday event and market vendor fees.
2. Year 3 Safety Ambassador Grant and assumption of Cherry Festival contract.
3. As in previous years, revenue will increase as event sponsorships and proceeds are received.
4. Total budget anticipates a **(\$6,011)** deficit, however every year we have antiicipated a deficit, we have ended up with a surplus.

San Leandro Improvement Association
DRAFT BUDGET
FY 2024

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Gross Profit	\$ 904,103	\$ 839,522	(3)
Expense			
Interest expense	\$ 2,624	\$ 1,161	
Administration			
Conference/Travel			
Admin Misc.	\$ 750		
Annual Elections / Mailing		\$ 500	
Bank Charges/CC Interest Charge	\$ 20		
Staff Administration			
66200 — Payroll Service	\$ 650	\$ 650	
66000 — Gross Wages	\$ 47,792	\$ 57,351	
66100 — Payroll Tax Expense (ADMIN)	\$ 3,272	\$ 3,926	
IRA Match	\$ 3,180	\$ 3,823	
Total Staff Administration	\$ 54,894	\$ 65,750	
Accounting	\$ 11	\$ 500	
Dues and Subscriptions	\$ 1,649	\$ 1,750	
Rent	\$ 9,000	\$ 9,000	
Insurance	\$ 3,245	\$ 3,570	
Office Supplies / Equipment	\$ 3,000	\$ 2,000	
Board Meetings / Retreats	\$ 420	\$ 1,500	
Legal	\$ 125	\$ 125	
Phone and Communications	\$ 1,900	\$ 2,000	
Printing		\$ 400	
Total Administration	\$ 75,014	\$ 87,095	
DISI			
DISI Staff Associate			
66101 — Payroll Tax Expense (ASSOCIAT	\$ 3,796	\$ 5,163	
66001 — Gross Wages	\$ 46,800	\$ 63,700	
IRA Match		\$ 1,911	
Total DISI Staff Associate	\$ 50,596	\$ 70,774	
DISI Staff Admin	\$ 47,792	\$ 57,351	
Scavenger Hunts	\$ 109		
Comm & Event Consultant	\$ 950		
Social Media			
Seasonal Displays			
Holiday Art Trees	\$ 12,984		
Seasonal Displays - Other	\$ 7,455	\$ 2,000	
Total Seasonal Displays	\$ 20,438	\$ 2,000	
Newsletters	\$ 246	\$ 360	
Public Art			
Special Events			

Vendor Markets	\$	6,106	\$	13,500
Okdroberfest	\$	61,062	\$	15,000
(re)Discover Downtown	\$	1,923		
Earth Day	\$	1,765		
Holiday Event	\$	26,482	\$	15,000
Special Events - Other	\$	138		
Total Special Events	\$	97,475	\$	43,500
Special Projects	\$	18,830		
Web Site	\$	325	\$	500
Total DISI	\$	236,761	\$	174,484
SOBO				
Cleaning Ambassadors/MO				
Cleaning Amb/MO Block By Block	\$	204,287	\$	254,071
Cleaning Amb Equip & Supplies	\$	34		
Total Cleaning Ambassadors/MO	\$	204,321	\$	254,071
Safety Ambassadors				
Safety Amb Block By Block	\$	289,930	\$	298,377
Safety Amb Equip & Supplies	\$	626		
Safety Ambassadors - Other	\$	50		
Total Safety Ambassadors	\$	290,606	\$	298,377
Public Space Maintenance	\$	6,000	\$	6,600
Nursery Supplies & Equipment				
Planter Project	\$	500		
Nursery Supplies & Equipment - Other	\$	1,007	\$	1,000
Total Nursery Supplies & Equipment	\$	1,507	\$	1,000
Rent / Storage	\$	9,000	\$	9,000
SOBO Admin	\$	10,620	\$	12,745
Public Space Amenities	\$	3,951		
Vehicle Related				
Vehicle Repairs & Maintenance	\$	99		
Vehicle Related - Other	\$	760	\$	1,000
Total Vehicle Related	\$	859	\$	1,000
SOBO Contingency				
Total SOBO	\$	526,864	\$	582,793
Total Expense	\$	841,263	\$	845,533
Net Ordinary Income	\$	62,840	\$	(6,011)
Net Other Income	\$	18,329		
Net Income	\$	81,169	\$	(6,011)

(4)

1. Pledged sponsorships for holiday event and market vendor fees.
2. Year 3 Safety Ambassador Grant and assumption of Cherry Festival contract.
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