



Board of Directors Meeting
San Leandro Improvement Association
Thursday, September 12th, 2019, 8:00 a.m.
Casa Peralta Theatre – 384 W. Estudillo Avenue, San Leandro

AGENDA

1. **Introductions – President Gordon Galvan**
2. **Approval of July 11th, 2019 Board minutes** *Action Item*
3. **Public Comment – Announcements**
4. **Committee Reports:**
 - (Executive Committee) – Gordon Galvan**
 - a. **Rough draft FY 19 review, revenue projections met** *Action Item*
 - b. **Actions from Board from July 2019 meeting**
 1. **RFP for Administration of the District, being written**
 2. **Termination of Olive PR/Social Media contract,**
 3. **Returning full loan balance to the City**
 4. **Halting fundraising efforts on Landmark Sign, for now**
 - c. **Creation of Nominations Committee for Annual Elections:**
 1. **President to appoint Nominations Committee**
 2. **Cover letter and application to be sent out**
 3. **Annual meeting date set for November 14th, 2019 at 8:00 a.m.**
 - d. **Sidewalk Vending Ordinance - status**
 - (DISI Committee) –Emilio Garcia**
 - a. **Truth Thursday update**
 - b. **Holiday event – due to no social media, simply tree lighting, soldiers out and perhaps Santa on the stage**
 - c. **Other**
 - (SOBO Committee) – Gordon Galvan**
 - a. **Update on PD services**
 - b. **SLIA YTD Maintenance Stats**

5. Other

6. Next Board of Directors Meeting/Annual Meeting: November 14th, 2019, 8:00 a.m.

BROWN ACT: Government Code 54950 (The Brown Act) requires that 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. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at 888 356-2726 at least 48 hours prior to the meeting.



**Board of Directors Meeting
San Leandro Improvement Association
Thursday, July 11th, 2019, 8:00 a.m.**

Casa Peralta Theatre – 384 W. Estudillo Avenue, San Leandro

Present: Katie Bowman, Kim Pace, Emilio Garcia, Jackie Montero Flynn,
Emily Griego, Bob Jones, Deborah Cox, Long Nguyen, Shannon Hackley

Absent: Mario Alvarado, Shannon Hackley, Emilio Garcia

Staff: Marco Li Mandri, Dominic Li Mandri, Courtney Rose

Guests: O.B. Badger, Joe Camarillo (SLPD), Tim Nguyen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:15 A.M. by President Gordon Galvan.	No Action Taken
2. Review of May 9TH, 2019 minutes	The minutes of the May 9 th , 2019 Board meeting were reviewed.	Jackie Montero Flynn moved and Katie Bowman seconded that the minutes be approved. The minutes were approved unanimously
3. Public Comment and Announcements	Kim Pace mentioned that the Boys and Girls Club has successfully closed their 10 million dollar capital improvement campaign. Construction on the updated facility should begin next year.	No Action Taken
4. Committee reports (Executive Committee) a. Rough draft 2019 budget;	a. Marco gave an update and reviewed the YTD budget for FY 19.	a. The budget report was approved by consensus

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<p>b. Recommendations from Executive Committee and Board from the Closed session in May</p> <ol style="list-style-type: none"> 1. RFP for the Administration of the SLIA 2. Reduction in the Olive PR/Social Media contract; 3. Returning balance of loan from the City, back to the City 4. Halting fundraising for the Landmark Sign at this point 	<p>b. All of these actions were postponed for discussion in Executive Session for Board members only.</p>	
<p>DISI Committee</p> <p>a. PR and Social media update;</p> <p>b. Truth Thursday update</p>	<p><i>a. PR and Social media update;</i> Courtney Rose was present to give an update on the media and social media coverage the SLIA has received over the past two months. A written report was distributed. Courtney passed out a twitter/facebook/Instagram comparison sheet with other districts. Discussion followed.</p> <p><i>b. Truth Thursday;</i> Dominic Li Mandri gave a report on the financial backing of the remaining two Truth Thursday events coming up this Summer. They are planned for -July 26th -August 22nd</p> <p>The themes for each event, preliminarily are as follows:</p> <ul style="list-style-type: none"> - Arts & Culture Event (July 25th) - TBD (August 22nd) 	<p>a. No action taken</p> <p>b. No action taken</p>
<p>Sidewalk Operations (SOBO) Committee</p> <p>a. Update on PD services;</p>	<p><i>a. Update on PD services;</i> Joe Camarillo was present to give an update on crime stats for Downtown.</p>	<p>a. No action taken</p>

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CLOSED SESSION TO DISCUSS EXECUTIVE COMMITTEE RECOMMENDATIONS TO THE BOARD ON STAFF AND SOCIAL MEDIA	All non-Board members left the room so the Executive Committee members could discuss recommendations to the Board on personnel and contractual issues. The Closed Session minutes were taken by Kim Pace, Secretary. The minutes are attached to these open session minutes.	
5. Next Board Meeting & Adjournment	Next meeting is Thursday, September 12 th , 2019 at 8:00 a.m. at the Casa Peralta. Meeting adjourned at 10:20 AM.	

Minutes taken by Marco Li Mandri, staff



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Board of Directors Meeting- CLOSED SESSION
Downtown Improvement Association
Thursday, July 11th 2019, 8:30 a.m.
Casa Peralta Theater- 384 W. Juana Ave., San Leandro

Present: Gordon Galvan, Katie Bowman, Kim Pace, Shannon Hackly, Ted Van Nguyen, Long Nguyen, Emily Griego, Jackie Montero-Flynn, Bob Jones

Absent: Emilio Garcia, David Irmer, Mario Alvarado, Deborah Cox

Minutes

ITEM	DISCUSSION	ACTION TAKEN?
Introduction	<p>The closed session was called to order by Gordon at 8:45am</p> <p>a. Gordon reviewed motions from previous closed session in May.</p>	No Action Taken
Administrative RFP to be issued	<p>a. The Board re-addressed the need for the upcoming Board (NOV 2019) to re-evaluate and align SLIA's mission/vision/measured outcomes.</p> <p>b. Board agreed to review the Association's scope of work for a mgmt. company via an updated Strategic Plan and thereby methodically approach the planning to a possible RFP.</p> <p>c. Discussion was held on the current management contract with NCA and prospects for opening up the contract for a new RFP.</p>	<p>a. No action taken</p> <p>b. Strategic planning committee to be elected and implemented in Nov. when new Board of Directors transitions. Approve by consensus</p> <p>c. Ted Nguyen moved to offer a 1-year contract to NCA, exact date TBD as an amendment to the current contract, while preparing an RFP. Shannon Hackly seconded the motion. The motion was approved with the following members voting: <i>In favor:</i> Ted Nguyen, Gordon Galvan, Bob Jones, Long Nguyen, Kim Pace, Emily Griego, Shannon Hackley</p>

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		<p>Opposed- Katie Bowman, Jackie Montero Flynn.</p> <p>Executive committee will meet with NCA staff and discuss an amendment for a 1-year contract</p> <p>Executive committee to prepare an RFP Milestone tracking calendar</p>
<p>Status of Olive/Social Media</p>	<p>a. Board Members agreed that the current Olive contract and SLIA PR/social media concerns should be sent directly to DISI committee for review and action.</p>	<p>a. The DISI Committee is authorized to review Olive contract at its next Committee meeting. The Committee is to ask Olive for an updated and revised package proposal based on SLIA PR/Social media demands moving forward. Approved by consensus.</p> <p>DISI is to outline PR/Social Media requirements for the next 6months- Calendar year.</p> <p>DISI to act upon if the Olive contract should be terminated or amended for the balance of the fiscal year</p>
<p>Next meeting & Adjournment</p>	<p>a. Next meeting will TBD, 2019. b. Meeting adjourned at 10am</p>	<p>No Action taken</p>

Minutes taken by Kim Pace, Secretary

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Shirley

From: Halle, Lars <LHalle@sanleandro.org>
Sent: Tuesday, September 03, 2019 8:33 AM
To: Shirley
Subject: RE: San Leandro Improvement Association

Hi Shirley,

Sorry about the delay – looks like we have collected around \$20K since the last disbursement.

Sincerely,

Lars

Development Coordinator
Community Development
City of San Leandro
510-577-3311
www.sanleandro.org

From: Shirley <shirley@newcityamerica.com>
Sent: Tuesday, August 20, 2019 8:49 AM
To: Halle, Lars <LHalle@sanleandro.org>
Subject: San Leandro Improvement Association

Hi Lars,

Marco wanted me to check with you to see if any remaining assessments had been collected by the County. We have collected \$433,011 to date. Let me know when you get a chance.

Thank you,
Shirley

ATTENTION: This email is from an external source, outside of the City. While attachments and links are scanned by our Advanced Threat Protection service, we still recommend you use caution when opening or clicking them. Unless you recognize the sender and have an expectation that the content is safe, it is best to ignore this email and report it to the Helpdesk. Sincerely, Your IT Team

San Leandro Improvement Association

Budget Performance FY 2019



	Aug 19	Budget	Dec '18 - Aug 19	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Assessment Income	0.00	37,329.06	433,011.32	335,961.54	447,948.72
Delinquency	0.00		0.00	-11,198.00	-11,198.00
Carry Forward	0.00		0.00	6,845.67	6,845.67
Programs Income					
Holiday	0.00		1,800.00	0.00	0.00
Truth is Beauty	4,030.52		25,594.91	0.00	0.00
Total Programs Income	4,030.52		27,394.91	0.00	0.00
Total Income	4,030.52	37,329.06	460,429.06	331,609.21	443,596.39
Expense					
Administration					
Annual Elections / Mailing	0.00	20.00	28.41	180.00	240.00
Bank Charges/CC Interest Charge	0.00	130.00	997.57	1,210.00	1,600.00
Loan Interest	0.00	0.00	0.00	7,804.00	7,804.00
Staff Administration	4,400.00	4,400.00	39,600.00	39,600.00	52,800.00
Accounting	0.00	133.00	1,600.00	1,201.00	1,600.00
Dues and Subscriptions	25.00	10.00	25.00	95.00	125.00
Rent	750.00	750.00	6,750.00	6,750.00	9,000.00
Insurance	582.97	440.00	4,210.21	3,880.00	5,200.00
Office Supplies / Equipment	127.86	40.00	2,026.58	380.00	500.00
Board Meetings / Retreats	24.00	0.00	51.40	0.00	0.00
Meeting Refreshments	0.00	30.00	292.25	260.00	350.00
Phone and Communications	121.03	115.00	1,225.53	1,055.00	1,400.00
Printing	15.12	80.00	564.75	760.00	1,000.00
Office Cleaning	212.78		2,085.32	0.00	0.00
Total Administration	6,258.76	6,148.00	59,532.02	63,175.00	81,619.00
DISI					
Advertising	180.34	170.00	2,326.51	1,490.00	2,000.00
Branding / Signage	0.00	62.50	0.00	562.50	750.00
Public Space Dev.	0.00	166.00	0.00	1,502.00	2,000.00
PR Consultant	4,000.00	2,000.00	20,000.00	18,000.00	24,000.00
Social Media	2,720.00	1,600.00	15,520.00	14,400.00	19,200.00
DISI Staff Admin	1,000.00	1,000.00	9,000.00	9,000.00	12,000.00
Seasonal Displays	0.00	166.00	0.00	1,502.00	2,000.00
Special Events					
Truth is Beauty	5,585.29		22,225.24	0.00	0.00
Easter Event	0.00		81.94	0.00	0.00
Holiday Event	0.00		9,783.60	0.00	0.00
Total Special Events	5,585.29		32,090.78	0.00	0.00
Web Site	0.00	12.50	529.03	112.50	150.00
Total DISI	13,504.63	5,177.00	79,504.32	46,569.00	62,100.00
SOBO					
Sidewalk Cleaning Operations	19,215.46	14,166.00	124,662.66	127,502.00	170,000.00
Supplies, Equip, Uniforms	139.47	333.00	4,898.83	3,001.00	4,000.00
Public Space Maintenance	325.00	291.00	2,925.00	2,627.00	3,500.00
Nursery Supplies & Equipment	0.00	208.00	1,164.69	1,876.00	2,500.00
Rent / Storage	750.00	750.00	6,750.00	6,750.00	9,000.00
Security	7,077.00	7,083.33	63,693.00	63,750.01	85,000.00
SOBO Admin	1,600.00	1,600.00	14,400.00	14,400.00	19,200.00
Vehicle Related					
Gas	0.00	133.00	3,023.83	1,201.00	1,600.00
Vehicle Repairs & Maintenance	161.47	200.00	839.78	1,800.00	2,400.00
Total Vehicle Related	161.47	333.00	4,425.80	3,001.00	4,000.00
SOBO Contingency	0.00		1,199.06	0.00	0.00

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1:49 PM

San Leandro Improvement Association Budget Performance FY 2019

09/09/19

Cash Basis

	<u>Aug 19</u>	<u>Budget</u>	<u>Dec '18 - Aug 19</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Total SOBO	29,268.40	24,764.33	224,119.04	222,907.01	297,200.00
Total Expense	49,031.79	36,089.33	363,429.41	332,651.01	440,919.00
Net Ordinary Income	-45,001.27	1,239.73	96,999.65	-1,041.80	2,677.39

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CITY OF SAN LEANDRO/ SLIA

LOAN

2019 Update

8/1/2019 most recent debt service payment
 1/31/2020 next interest payment
 7/31/2019 subsequent interest payments every 6 months, through 7/31/22
 1/31/2022 first debt service payment with principal amortization, then every 6 months with level debt service
 7/31/2026 last debt service payment with principal amortization
 3.00% loan rate
 \$70,139.00 loan principal balance (9/9/19)

<u>Semi-annual period</u>	<u>Payment Date</u>	<u># Days Since Last Payment</u>	<u>Interest Payment</u>	<u>Principal Payment</u>	<u>Total Debt Service</u>
1					
2	8/1/2019	186	3,934.00	190,000.00	193,934.00
3	1/31/2020	183	1,054.97		1,054.97
4	7/31/2020	182	1,049.20		1,049.20
5	1/31/2021	184	1,060.73		1,060.73
6	7/31/2021	181	1,043.44		1,043.44
7	1/31/2022	184	1,060.73	7,013.90	8,074.63
8	7/31/2022	181	939.09	7,013.90	7,952.99
9	1/31/2023	184	848.59	7,013.90	7,862.49
10	7/31/2023	181	730.41	7,013.90	7,744.31
11	1/31/2024	184	636.44	7,013.90	7,650.34
12	7/31/2024	182	524.60	7,013.90	7,538.50
13	1/31/2025	184	424.29	7,013.90	7,438.19
14	7/31/2025	181	313.03	7,013.90	7,326.93
15	1/31/2026	184	212.15	7,013.90	7,226.05
16	7/31/2026	181	104.34	7,013.90	<u>7,118.24</u>
			13,936.01	260,139.00	274,075.01

Exhibit B
CITY OF SAN LEANDRO/ SLIA
LOAN

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1/11/2018 most recent debt service payment
 1/31/2019 next interest payment
 7/31/2019 subsequent interest payments every 6 months, for three years interest-only
 1/31/2022 first debt service payment with principal amortization, then every 6 months with level debt service
 7/31/2027 last debt service payment with principal amortization (over 6 years)
 3.00% loan rate
 \$260,139.00 loan principal balance

<u>Semi-annual period</u>	<u>Payment Date</u>	<u># Days Since Last Payment</u>	<u>Interest Payment</u>	<u>Principal Payment</u>	<u>Total Debt Service</u>
1	1/31/2019	385	8,231.80		8,231.80
2	7/31/2019	181	3,870.01		3,870.01
3	1/31/2020	184	3,934.16		3,934.16
4	7/31/2020	182	3,891.39		3,891.39
5	1/31/2021	184	3,934.16		3,934.16
6	7/31/2021	181	3,870.01		3,870.01
7	1/31/2022	184	3,934.16	24,306.00	28,240.16
8	7/31/2022	181	3,508.42	24,671.00	28,179.42
9	1/31/2023	184	3,193.46	25,041.00	28,234.46
10	7/31/2023	181	2,768.87	25,416.00	28,184.87
11	1/31/2024	184	2,430.39	25,797.00	28,227.39
12	7/31/2024	182	2,018.08	26,184.00	28,202.08
13	1/31/2025	184	1,644.26	26,577.00	28,221.26
14	7/31/2025	181	1,222.08	26,976.00	28,198.08
15	1/31/2026	184	834.37	27,380.00	28,214.37
16	7/31/2026	181	<u>413.44</u>	<u>27,791.00</u>	<u>28,204.44</u>
			49,699.05	260,139.00	309,838.05

Downtown SAN LEANDRO

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September 16th, 2019

To: Downtown San Leandro Community Benefit District Property Owners

SUBJECT: Annual Nominations to the San Leandro Improvement Association (SLIA) Board of Directors

Dear Downtown San Leandro Community Benefit District Property Owner:

As you know, the Downtown San Leandro District Association has been delivering special benefit services to property owners within its boundaries since the summer of 2014. These services have been funded by the assessments generated by the Downtown San Leandro Community Benefit District, which was overwhelmingly approved by Downtown San Leandro District property owners in July 2013.

The San Leandro Improvement Association is the public benefit, non-profit District Management Corporation which is under contract with the City of San Leandro to disburse the revenues of the CBD on behalf of the property owners in the District. The Association has been operating since early 2014 with an all-volunteer Board of Directors and officers.

This annual nominations process is an open process and all interested property owners, who are current on their Downtown San Leandro CBD assessment payments, are encouraged to participate.

Please keep in mind that in nominating yourself or others to the Board, this is a **working** Board of Directors. Volunteer Board members are required to:

1. Be current on the CBD assessments for the most current fiscal year, (FY 18-19);
2. Actively participate in one of the Committees of the Board, (please see attached)
3. Help raise funds for the Board and its activities;
4. Support the goals and policies of the Board;
5. Attend all regular Board meetings;

We do not seek nominees to fill a seat; we seek active committed CBD property owners who seek to rapidly improve the commerce, image and amenities of Downtown San Leandro.

Please take a moment to fill out the attached nominations form. You may nominate yourself to the Board.

SAN LEANDRO IMPROVEMENT ASSOCIATION

384 W. Estudillo Avenue, 2nd Floor • San Leandro, CA 94577 • Phone: 510-281-0703
Email: Mail@DowntownSanLeandro.com • Website: www.DowntownSanLeandro.com
Facebook: [DWTNSanLeandro](https://www.facebook.com/DWTNSanLeandro) • Twitter / Instagram / Pinterest: [@DWTNSanLeandro](https://twitter.com/DWTNSanLeandro) • [#DWTNSanLeandro](https://www.instagram.com/DWTNSanLeandro)

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Schedule for Second Annual Election Meeting:

Nomination Letters Distributed to Property Owner Week of September 16th, 2019

Nominations due to Nominations Committee: Friday, November 1st , 2019

Annual Elections Meeting Held: Thursday, November 14th, 2019 -
8:00 a.m. in the Theatre of the Casa
Peralta, 384 W. Estudillo Avenue

The nominations are due in the San Leandro Improvement Association office at 384 W. Estudillo Avenue, 2nd floor in the historic Casa Peralta by Friday afternoon November 1st at 3 p.m. Nominations received after that date might not be considered for selection to the Board. Nominations may be dropped off, mailed, scanned and e-mailed or faxed to the office.

If you have any questions regarding this process, please call our Executive Director, Marco Li Mandri, at 510 281-0703. Thank you for your ongoing efforts to improve Downtown San Leandro District for everyone involved.

Sincerely

Kim Pace
Secretary
Downtown San Leandro Association

Gordon Galvan
President
Downtown San Leandro Association



Marco Li Mandri
Executive Director
Downtown San Leandro Association

ATTACHMENTS

Downtown SAN LEANDRO

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Downtown San Leandro Association (SLIA) CBD Board of Directors Committee Structure/2018-19

SLIA Committee	Functions and Duties
Executive Committee Chair: Gordon Galvan, President of the Corporation	Oversees staff and district consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the City Manager's office, political reps and public agencies, Board elections, fundraising, etc. Consists of all of the officers of the corporation.
Sidewalk Operation, Beautification and Order (SOBO) Chair: Gordon Galvan	Oversees maintenance employees and the contract for supplemental services with the San Leandro Police Department; contracts involved in the improvement of the public rights of way, including steam cleaning, landscaping .
District Identity Chair: Emilio Garcia	Projects would include those that market and promote the Downtown or promote positive aspects of the Downtown San Leandro CBD. Those issues may include: branding of the district, public relations, social media, co-sponsoring special events, Website maintenance, holiday decorations, visual linkages, new public spaces projects, improvements to public spaces in the district, district walking maps, brochures, twitter and Facebook management, creation of a new landmark sign, etc.
Land Use and Project Review Committee Chair: Marco Li Mandri (interim)	Planning, zoning, parking, parking enforcement, traffic calming, transportation, review of new mixed use developments, Downtown Community Plan, review of new construction and its impact, street relationship, etc.

Staff:

- Executive Director:* Marco Li Mandri (New City America)
- Administration:* Monica Montes, Shirley Zawadzki, Laura Li Mandri (New City America)
- District Management:* Dominic Li Mandri, (New City America)
- Maintenance workers - (SLIA)*

SAN LEANDRO IMPROVEMENT ASSOCIATION

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 Facebook: DWTNSanLeandro • Twitter / Instagram / Pinterest: @DWTNSanLeandro • #DWTNSanLeandro



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**San Leandro Improvement Association Board of Directors
Nomination Form – 2019**

Address of Property owned or represented: _____

Owner or Authorized Representative Name _____ (Print)

Are you currently on the Board of Directors: Yes ___ No ___

Are you currently serving on a Committee of the Board? Yes ___ No ___

Do you support the goals of the Association to improve Downtown San Leandro through the San Leandro Improvement Association? Yes ___ No ___

Would you like to nominate yourself to the Board for a property owner seat commencing November 2019 and serving for 2 years? Yes ___ No ___

Name of nominee: _____

Address or property owned of nominee: _____

Your name (as owner or representative): _____
(Sign name)

Date signed: _____

Eligibility verified/Assessments current (done by staff) _____

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