

9:00 CALL MEETING TO ORDER

- Approval of Minutes – October 17, 2017 (Page 2) **ACTION**
- Approval of Minutes – January 18, 2018 (Page 3) **ACTION**
- Non-Agenda Public Comment

STAFF REPORT

- City Center Sessions
- Upcoming Events: Sounds of Summer
- Storefront Improvement Program
- Downtown Branding

FINANCIALS

- Review & Accept July 2017 - March 2018 Financials (Page 4 - 5) **ACTION**

MEMBER DISCUSSION

ADJOURN



Downtown San Diego Business Improvement District

Advisory Board Meeting Minutes

October 17, 2017 8:30 a.m.

401 B Street, Suite 100, San Diego, CA 92101

Call to Order

The meeting was called to order by Bill Sauls at 8:39 am.

The following BID Advisory Board Members were present: Bill Sauls, Michael Caldwell, and Santiago Campa.

The following members of the public were present: Christine Takara, Javier Montero, Julie Montgomery, and Rodrigo Iglesias.

The following staff members were present: Lise Koerschgen, Alicia Kostick, and Jennifer Paul.

Approval of Minutes

Motion: To accept the June 28, 2017 minutes.

By: Bill Sauls. **Seconded by:** Santiago Campa. Approved unanimously.

No Non Agenda Public Comment

Staff Report

Ms. Koerschgen announced her departure from the Downtown San Diego Partnership. She introduced Ms. Paul who will be taking over Ms. Koerschgen's duties regarding the BID.

Ms. Paul discussed the upcoming CicloSDias event and the pop-up dog park the Partnership is putting up for the event. She also announced the third annual Deck the Halls event in December.

Mr. Sauls recommended a motion to accept new board members to the BID Advisory Board.

Motion: To accept new board members to the BID Advisory Board.

By: Bill Sauls. **Seconded by:** Santiago Campa. Approved unanimously.

Financials

Ms. Kostick reviewed the July 2016 – September 2017 financials.

Motion: To accept the July 2016 – September 2017 financials.

By: Santiago Campa. **Seconded by:** Javier Montero. Approved unanimously.

Member Discussion

Mr. Sauls explained the purposes of the BID to the new board members and where its boundaries lie.

Mr. Campa introduced ways to further engage businesses within the BID to the board members. He suggested literature or a newsletter that can be shared with the new businesses when they apply for a business license or a potential member spotlight on the monthly newsletter. Staff agreed to begin looking into options for new business outreach.

Adjourn

The meeting was adjourned by Bill Sauls at 9:08 am.



Downtown San Diego Business Improvement District

Advisory Board Meeting Minutes

January 18, 2018 9:30 am

401 B Street, Suite 100, San Diego, CA 92101

Call to Order

The meeting was called to order by Bill Sauls at 9:36 am

The following BID Advisory Board Members were present: Bill Sauls, Michael Caldwell, Christine Takara, and Julie Montgomery.

The following staff members were present: Lana Harrison, Alicia Kostick, and Jennifer Paul.

Approval of Minutes

Motion: To accept the October 17, 2017 minutes.

Attendance did not meet quorum and board could not approve minutes from the October 17, 2017 meeting.

No Non Agenda Public Comment

Staff Report

Ms. Paul reviewed the Deck the Halls event from December 13, 2017. The event was very successful and drew many community members throughout San Diego.

Ms. Paul discussed upcoming events within the BID, including next month's City Center Sessions event.

Ms. Paul presented a draft of a newsletter for new business outreach within the BID. The board provided feedback and discussed further initiatives to encourage new business engagement. The board also discussed branding and marketing for the BID in conjunction with the Downtown Branding.

Financials

Ms. Kostick reviewed the July 2016 – December 2017 financials.

Motion: To accept the July 2016 – December 2017 financials.

Mr. Sauls recommended a motion to accept the financials and although the present board members approved, the attendance did not meet quorum and the financials will be discussed again at the next meeting.

Member Discussion

Mr. Caldwell discussed the parking challenges that his business has been facing as a result of the construction and development occurring in the neighborhood. The board provided some suggestions on communications Mr. Caldwell can potentially provide his clients when they are parking in the area. Staff will also see if there are any more development projects coming up in the future.

Adjourn

The meeting was adjourned by Bill Sauls at 10:13 am.

**Downtown BID
Profit & Loss by Class
July 2017 through February 2018**

	BID	Bookkeeping	City Fees	SBEP	Technical Fees	TOTAL
Income						
BID Income						
40001 - BID Assessments	38,823.18	0.00	0.00	0.00	0.00	38,823.18
40002 - SBEP	0.00	0.00	0.00	12,261.18	0.00	12,261.18
40026 - Technical Assistance	0.00	0.00	0.00	0.00	35.00	35.00
40027 - SBEP - Bookkeeping	0.00	1,703.40	0.00	0.00	0.00	1,703.40
40028 - SBEP - City Fees and Services	0.00	0.00	656.00	0.00	0.00	656.00
Total BID Income	38,823.18	1,703.40	656.00	12,261.18	35.00	53,478.76
Total Income	38,823.18	1,703.40	656.00	12,261.18	35.00	53,478.76
Gross Profit	38,823.18	1,703.40	656.00	12,261.18	35.00	53,478.76
Expense						
Operating						
50050 - Rent	13,520.51	0.00	0.00	0.00	0.00	13,520.51
50055 - Phone	612.32	0.00	0.00	0.00	0.00	612.32
50066 - Office Telephone Lease	371.55	0.00	0.00	0.00	0.00	371.55
50068 - Office Plant Maintenance	260.20	0.00	0.00	0.00	0.00	260.20
50069 - Office Internet	235.42	0.00	0.00	0.00	0.00	235.42
50075 - Liability/D&O Insurance	2,600.00	0.00	0.00	0.00	0.00	2,600.00
Total Operating	17,600.00	0.00	0.00	0.00	0.00	17,600.00
Personnel						
50001 - District Director	7,301.25	0.00	0.00	5,435.49	0.00	12,736.74
50002 - Director of Finance	7,322.95	1,703.40	0.00	4,905.86	0.00	13,932.21
50003 - Communications Coordinator	0.00	0.00	0.00	1,919.83	0.00	1,919.83
Total Personnel	14,624.20	1,703.40	0.00	12,261.18	0.00	28,588.78
Special Events	5,197.81	0.00	0.00	0.00	0.00	5,197.81
Technical Assistance						
51000 - City Fees	0.00	0.00	656.00	0.00	0.00	656.00
56000 - Outreach Publications	1,401.17	0.00	0.00	0.00	0.00	1,401.17
Total Expense	38,823.18	1,703.40	656.00	12,261.18	35.00	53,478.76
Net Income	0.00	0.00	0.00	0.00	0.00	0.00

Downtown BID
Balance Sheet
As of February 28, 2018

	<u>Feb 28, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1800 · BID Checking Account	15,355.06
Total Checking/Savings	<u>15,355.06</u>
Accounts Receivable	
Allowance for Bad Debt	200.00
Total Accounts Receivable	<u>200.00</u>
Total Current Assets	<u>15,555.06</u>
TOTAL ASSETS	<u><u>15,555.06</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	12,701.44
Total Accounts Payable	<u>12,701.44</u>
Other Current Liabilities	
20205 · BID Assessments	-21,844.74
20206 · SBEP Income	7,774.82
20208 · City Pymt to Wrong Bank Account	5,451.35
20209 · SBEP - City Fees and Services	-6,107.35
20210 · SBEP - Bookkeeping	-2,285.62
20211 · SBEP - Technical Fees	476.03
Total Other Current Liabilities	<u>-16,535.51</u>
Total Current Liabilities	<u>-3,834.07</u>
Total Liabilities	-3,834.07
Equity	
32000 · Unrestricted Net Assets	19,389.13
Total Equity	<u>19,389.13</u>
TOTAL LIABILITIES & EQUITY	<u><u>15,555.06</u></u>