



Santa Paula Property Business Improvement District

Board of Directors Meeting
August 10, 2022, 3:00 – 4:00 PM
City Hall Council Chambers

Board of Directors: David Lippert (President), Greg Grimes (Treasurer), Jose Luis Melgar (Vice-President), Krys Bojanowski (Secretary), Neil Morrissette (At-Large)

City Council Representative – Leslie Cornejo

Santa Paula Chamber Representative – John Marquez

Santa Paula City Representatives: Jonathan Royas, James Mason

1. Call to Order.
2. Public Comments – Limited to three minutes per person.
3. Review of Minutes
 - 7/20/2022 Board Meeting
4. Financials
 - PBID Financial Update
5. PBID Renewal
6. City Update
 -
7. Projects
 - Welcome Baskets
8. Chamber update
 - Cruise Night
 - Downtown Event (Sept)
9. Date for next meeting- Sept 14, 3:00-4:00pm (Location: Council Chambers)
10. Adjourn



Santa Paula Property Business Improvement District

Minutes from July 20, 2022, 3:00 – 4:30 PM PST

In Attendance: Kryz Bojanowski, John Marquez, Greg Grimes, David Lippert, Neil Morrissette, Kathy Godinez (property owner)

Absent: Jose Luis Melgar, Jonathan Royas, Leslie Cornejo, James Mason

1. **Meeting Call to Order:** Meeting was called to order at 3:03PM PST.

2. **Public Comments:** No public comments were brought before the board.

3. **Minutes:** Minutes from 7/20/2022.

Greg motioned to approve minutes. Kryz seconded. Motion carried.

4. **Financials:** Total PBID account balance as of June 30, 2022, is \$202,381,71. (PBID account - \$66,249.36 City PBID account - \$136,132.35). No financial update from the city was provided for June 2022. **David motioned to accept the financials as presented. Kryz seconded. Motion carried.**

5. **PBID Renewal:** Board Positions – John and Jonathan will present to the board by the September board meeting the process of board member elections.

6. **City Update:**

Façade Program: City staff will bring back to council in August to discuss the façade program. The PBID board has committed \$50,000 to add to the program pending the city's contribution.

Wayfinding signs: An RFP will go out for the signs. City staff will bring it back further discussion to the PBID board in August.

Tree Grates: Four tree grates have been sent out for repairs. Two trees will have root cuts done. An update will be provided at the next board meeting.

LED Tree Lights: A proposal for 39 LED tree up lighting will be provided to the board in August for discussion. This is lighting for half of the trees in the district. John mentioned that the board may want to consider lighting all the trees downtown if the price of the lighting can be lowered from the estimated \$600 per light for the 39 trees.

Window Signs/Photos: A few businesses have expressed interest in putting photos and signs in their empty buildings and other empty buildings promoting the downtown district. The city will provide a list of empty buildings so we can reach out to them to get permission to place signage in their buildings.

7. **Projects:**

City Corps: No update

Marketing: Jonathan and John will bring to the group information on the Yiftee gift card program. This Mastercard e-gift card can be designed specifically for district businesses and a way to generate sales in the district. More details to follow.

Welcome Baskets: The welcome basket program is to welcome new homeowners to the community. The program is supported by Limoneira, the Lewis group, City of Santa Paula, and the Chamber. The PBID group may want to consider contributing to the program. More details will be provided in August.

8. Chamber Update: Cruise Night-The City Sponsorship program to cover up to \$7,500 was to initially going to be covered by the Police and K-9 Foundation. They have since declined to move forward. John is working with Ish Cordero, Jonathan, and Greg Barnes on cost of the Cruise Night season, including another Non-Profit to apply for the sponsorship program on behalf of Cruise night. More details will be provided at the August Board meeting.

The PBID Board approved \$3,000 earlier this year to sponsor Cruise night.

Hot Summer Nights Music Festival: Scheduled for September 10th in Downtown. More details to follow.

9. **Next meeting date:** August 10th, 2022 @ 3:00pm – City Hall Council Chambers

10. **Meeting adjourned:** 3:57pm

Respectfully submitted,

John Marquez

Santa Paula Chamber of Commerce-SPPBID

Statement of Financial Position

As of July 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
City of Santa Paula- PBID Account	136,132.35
SPPBID Account	61,449.36
Total Bank Accounts	\$197,581.71
Total Current Assets	\$197,581.71
TOTAL ASSETS	\$197,581.71
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
City of Santa Paula	50.00
Retained Earnings	184,546.32
Net Revenue	12,985.39
Total Equity	\$197,581.71
TOTAL LIABILITIES AND EQUITY	\$197,581.71

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity YTD Comparison

January - July, 2022

	TOTAL	
	JAN - JUL, 2022	JAN - JUL, 2021 (PY YTD)
Revenue		
PBID Property Assessments	37,078.32	42,497.59
Total Revenue	\$37,078.32	\$42,497.59
GROSS PROFIT	\$37,078.32	\$42,497.59
Expenditures		
Advertising & Marketing		
Advertising/Promotional	3,637.20	
Sponsorship	3,000.00	
Total Advertising & Marketing	6,637.20	
Insurance		695.63
Legal & Professional Services	9,587.43	7,262.49
Other Business Expenses	5,400.00	6,000.00
Repairs & Maintenance	2,619.15	7,807.09
Total Expenditures	\$24,243.78	\$21,765.21
NET OPERATING REVENUE	\$12,834.54	\$20,732.38
Other Revenue		
Interest Income	150.85	311.71
Total Other Revenue	\$150.85	\$311.71
NET OTHER REVENUE	\$150.85	\$311.71
NET REVENUE	\$12,985.39	\$21,044.09

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - July, 2022

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Revenue/Expenditures							
Revenue							
PBID Property Assessments							
02/22/2022	Deposit				City of Santa Paula- PBID Account	180.00	180.00
02/22/2022	Deposit				City of Santa Paula- PBID Account	144.00	324.00
02/22/2022	Deposit				City of Santa Paula- PBID Account	144.00	468.00
02/26/2022	Deposit			VC Apportionment	City of Santa Paula- PBID Account	1,060.70	1,528.70
04/11/2022	Deposit				City of Santa Paula- PBID Account	3,208.55	4,737.25
04/29/2022	Deposit				City of Santa Paula- PBID Account	32,341.07	37,078.32
Total for PBID Property Assessments						\$37,078.32	
Total for Revenue						\$37,078.32	
Expenditures							
Advertising & Marketing							
Advertising/Promotional							
02/15/2022	Bill	6121	Dodos Design	Banner Program	Accounts Payable (A/P)	3,637.20	3,637.20
Total for Advertising/Promotional						\$3,637.20	
Sponsorship							
07/06/2022	Bill		City of Santa Paula-	Cruise Night	Accounts Payable (A/P)	3,000.00	3,000.00
Total for Sponsorship						\$3,000.00	
Total for Advertising & Marketing						\$6,637.20	
Legal & Professional Services							
04/29/2022	Bill		Kristin Lowell	PBID Renewal	Accounts Payable (A/P)	9,587.43	9,587.43
Total for Legal & Professional Services						\$9,587.43	
Other Business Expenses							
01/03/2022	Bill		Santa Paula Chamber of Commerce	December 2021 Management Fees	Accounts Payable (A/P)	600.00	600.00
01/15/2022	Bill		Santa Paula Chamber of Commerce	January 2022 Management Fees	Accounts Payable (A/P)	600.00	1,200.00
02/15/2022	Bill		Santa Paula Chamber of Commerce	Feb 2022 Management Fees	Accounts Payable (A/P)	600.00	1,800.00
03/15/2022	Bill		Santa Paula Chamber of Commerce	March 2022 Management Fees	Accounts Payable (A/P)	600.00	2,400.00
04/15/2022	Bill		Santa Paula Chamber of Commerce	April 2022 Management Fees	Accounts Payable (A/P)	600.00	3,000.00
05/15/2022	Bill		Santa Paula Chamber of Commerce	May 2022 Management Fees	Accounts Payable (A/P)	600.00	3,600.00
06/08/2022	Bill		Santa Paula Chamber of Commerce	June 2022 Management Fees	Accounts Payable (A/P)	600.00	4,200.00
07/06/2022	Bill		Santa Paula Chamber of Commerce	July 2022 Management Fees	Accounts Payable (A/P)	600.00	4,800.00
07/27/2022	Bill		Santa Paula Chamber of Commerce	August 2022 Management Fees	Accounts Payable (A/P)	600.00	5,400.00
Total for Other Business Expenses						\$5,400.00	
Repairs & Maintenance							
02/24/2022	Expenditure		Foothill Electric	Change out Lights on Poles	City of Santa Paula- PBID Account	2,619.15	2,619.15
Total for Repairs & Maintenance						\$2,619.15	

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - July, 2022

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for Expenditures						\$24,243.78	
Net Ordinary Revenue						\$12,834.54	
Other Revenue/Expenditure							
Other Revenue							
Interest Income							
01/15/2022	Deposit				City of Santa Paula- PBID Account	150.85	150.85
Total for Interest Income						\$150.85	
Total for Other Revenue						\$150.85	
Net Other Revenue						\$150.85	
Net Revenue						\$12,985.39	

Santa Paula Chamber of Commerce-SPPBID

Transaction Report

January - July, 2022

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT	BALANCE
SPPBID Account								
	Beginning Balance							23,073.99
02/15/2022	Bill Payment (Check)	0113	Santa Paula Chamber of Commerce		SPPBID Account	Accounts Payable (A/P)	-1,200.00	21,873.99
02/15/2022	Bill Payment (Check)	0114	Dodos Design		SPPBID Account	Accounts Payable (A/P)	-3,637.20	18,236.79
02/15/2022	Bill Payment (Check)		Santa Paula Chamber of Commerce		SPPBID Account	Accounts Payable (A/P)	-600.00	17,636.79
05/06/2022	Bill Payment (Check)	0117	Kristin Lowell		SPPBID Account	Accounts Payable (A/P)	-9,587.43	8,049.36
06/13/2022	Transfer			Transfer in form of check #3312221.	SPPBID Account	City of Santa Paula- PBID Account	60,000.00	68,049.36
06/13/2022	Bill Payment (Check)	0118	Santa Paula Chamber of Commerce		SPPBID Account	Accounts Payable (A/P)	-1,800.00	66,249.36
07/06/2022	Bill Payment (Check)	0119	City of Santa Paula-	Cruise Night Sponsorship	SPPBID Account	Accounts Payable (A/P)	-3,000.00	63,249.36
07/06/2022	Bill Payment (Check)	0120	Santa Paula Chamber of Commerce		SPPBID Account	Accounts Payable (A/P)	-1,200.00	62,049.36
07/27/2022	Bill Payment (Check)	0123	Santa Paula Chamber of Commerce		SPPBID Account	Accounts Payable (A/P)	-600.00	61,449.36
Total for SPPBID Account							\$38,375.37	
TOTAL							\$38,375.37	



BANK OF THE SIERRA

[Bank of the Sierra Homepage](#)

Date 7/29/22

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SANTA PAULA CHAMBER OF COMMERCE
DOWNTOWN SP PROP OWNERS ASSOC
PO BOX 1
SANTA PAULA CA 93061

CHECKING ACCOUNT

Sierra Business Checking		Number of Enclosures	1
Account Number	XXXXXX9203	Statement Dates	7/01/22 thru 7/31/22
Previous Balance	66,249.36	Days in the statement period	31
Deposits/Credits	.00	Average Ledger	65,475.16
1 Checks/Debits	1,200.00	Average Collected	65,475.16
Service Charge	.00		
Interest Paid	.00		
Ending Balance	65,049.36		

CHECKS IN NUMERICAL ORDER


Date	Check No	Amount
7/12	120	1,200.00

* Denotes missing check numbers


DAILY BALANCE INFORMATION

Date	Balance	Date	Balance
7/01	66,249.36	7/12	65,049.36

Keep Climbing

Santa Paula Chamber of Commerce Downtown Santa Paula Property Owners Assoc. PO Box 1 Santa Paula, CA 93081		Bank of the South P.O. Box 5 Santa Paula, CA 93081 805.707.9171 www.botso.com	0120
Pay to the order of: Santa Paula Chamber of Commerce		\$	1,200.00
One thousand two hundred and 00/100		DOLLARS	
Santa Paula Chamber of Commerce PO Box 1 Santa Paula, California 93081 United States			
MEMO			
#000120# 4321370274		2701949203#	

Check 120 Date: 07/12 Amount: \$1,200.00

71113707-270231 BANK OF THE SOUTH CHECK # 000120# 4321370274 MICR: 2701949203#	0121157027> 2703 12 07/12/22	
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Check 120 Date: 07/12 Amount: \$1,200.00

Santa Paula Chamber of Commerce-SPPBID

SPPBID Account, Period Ending 07/29/2022

RECONCILIATION REPORT

Reconciled on: 08/05/2022

Reconciled by: John Marquez

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance.....	66,249.36
Checks and payments cleared (1).....	-1,200.00
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>65,049.36</u>

Uncleared transactions as of 07/29/2022.....	-3,600.00
Register balance as of 07/29/2022.....	<u>61,449.36</u>

Details

Checks and payments cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/06/2022	Bill Payment	0120	Santa Paula Chamber of Com...	-1,200.00
Total				-1,200.00

Additional Information

Uncleared checks and payments as of 07/29/2022

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/06/2022	Bill Payment	0119	City of Santa Paula-	-3,000.00
07/27/2022	Bill Payment	0123	Santa Paula Chamber of Com...	-600.00
Total				-3,600.00