



Santa Paula Property Business Improvement District

Board of Directors Meeting
November 9, 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), Tom Tarantino - City Representative (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
 - 10/26/2022 Board Meeting
4. Financials
 - PBID Financial Update
5. Nominations process for Executive Board
6. City Update
 - Projects
 - Tree Lighting
 - Welcome Baskets
 - Wayfinding signs
 - Façade program
7. Other items
 - Storefront Window Dressing
 - EV Charging Stations
 - Communications
8. Chamber update
 - Mixers
 - Christmas Parade
9. Date for next meeting- December 14, 3:00-4:00pm (Location: Council Chambers)
10. Adjourn



Santa Paula Property Business Improvement District

Minutes from October 26, 2022, 3:00 – 4:30 PM PST

In Attendance: David Lippert, Greg Grimes, Jose Luis Melgar, Jonathan Royas, John Marquez, Tom Tarantino

Absent: Leslie Cornejo, Krys Bojanowski,

1. **Meeting Call to Order:** Meeting was called to order at 3:17 PM PST.

2. **Public Comments:** None

3. **Minutes:** Minutes from 9/14/2022.

One correction under Item 5. Tree Grates: *An update will be provided in **September**.* Change in month should read “October. Will be reflected in September minutes.

Greg motioned to approve minutes with changes to section 5. Jose seconded. Motion carried.

4. **Financials:** Total PBID account balance as of September 30, 2022, is \$189,017.04. (PBID account - \$54,634.31 City PBID account - \$134,382.73). No financial update was provided from the city. **David motioned to accept the financials as presented. Jose seconded. Motion carried.**

5. **Approval of City Representative:** **David motioned to approve Tom Tarantino as the new city representative on the PDIB Board of Directors. Jose seconded. Motion approved.**

6. **City Update:**

Tree Grates: The 5 remaining tree grates have not been completed. No timeline on the completion pending inspection of the condition of each tree.

LED Tree Lights: Jonathan presented three quotes for up lighting for 67 trees in the downtown district. There will be only 62 trees that will be completed as five trees are still under inspections (See tree grate report). Taft Electric Company (\$89,320), Diamante Electric (\$79,990), and LV Pro Lighting (\$54,605). Each quote was for 67 lights to be installed. David expressed concerns about disruption of downtown businesses if installed during the holidays. Jonathan will check on the timeline of the installation. **David motioned to approve LV Pro Lighting with 62 installations and a total of 67 light (5 lights to be kept by the city until the 5 remaining trees are completed. Jose seconded. Motion approved.** Jonathan will get an updated quote to reflect the change in the number of installations from 67 to 62.

Power Washing: Power washing will start on the 8th of November. It is scheduled to be completed in 8-10 nights. Athens Services will submit a bid for power washing starting in 2023. It will be presented in the November meeting.

Wayfinding Signs: No update

Façade Program: No update

Charging Stations: Public Works is exploring possible locations for charging stations. No update on a downtown location.

7. **Elections Committee:** The board election process will be presented in the November board meeting. Each board member was emailed the by-laws to review the process prior to the November meeting.

8. Chamber Update:

Storefront Window Dressing: John M. is working on potential options for empty business windows. More to information to follow.

Halloween Event: Saturday October 29th from 11:00am-6:00pm downtown (Main St. between Davis and 8th).

Mixers: Bunnin Chevrolet Tuesday November 15th 5-7:30pm

Holiday Parade: November 26th @ 6:30pm. The chamber is asking the board if they would like to be a sponsor for this year's Holiday Parade. This will help offset the additional costs associated with putting on the parade. A sponsorship form was presented to the board. Jose motioned to sponsor \$1,000 for the parade. Greg seconded. Motion approved.

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

10. **Meeting adjourned:** 4:06pm.

Respectfully submitted,
John Marquez

Santa Paula Chamber of Commerce-SPPBID

Statement of Financial Position Comparison

As of October 31, 2022

	TOTAL	
	AS OF OCT 31, 2022	AS OF OCT 31, 2021 (PY)
ASSETS		
Current Assets		
Bank Accounts		
City of Santa Paula- PBID Account	134,382.73	114,469.83
SPPBID Account	50,650.40	30,440.41
Total Bank Accounts	\$185,033.13	\$144,910.24
Total Current Assets	\$185,033.13	\$144,910.24
TOTAL ASSETS	\$185,033.13	\$144,910.24
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	0.00	6,766.42
Total Accounts Payable	\$0.00	\$6,766.42
Total Current Liabilities	\$0.00	\$6,766.42
Total Liabilities	\$0.00	\$6,766.42
Equity		
City of Santa Paula	50.00	50.00
Retained Earnings	184,761.27	128,570.68
Net Revenue	221.86	9,523.14
Total Equity	\$185,033.13	\$138,143.82
TOTAL LIABILITIES AND EQUITY	\$185,033.13	\$144,910.24

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity YTD Comparison

January - October, 2022

	TOTAL		
	JAN - OCT, 2022	JAN - OCT, 2022 (YTD)	MAR 4 - DEC 31, 2021 (PP)
Revenue			
PBID Property Assessments	38,799.38	38,799.38	90,289.50
Total Revenue	\$38,799.38	\$38,799.38	\$90,289.50
GROSS PROFIT	\$38,799.38	\$38,799.38	\$90,289.50
Expenditures			
Advertising & Marketing			
Advertising/Promotional	3,637.20	3,637.20	5,566.42
Sponsorship	3,000.00	3,000.00	
Total Advertising & Marketing	6,637.20	6,637.20	5,566.42
Advertising/Promotional			1,000.00
Insurance	3,383.91	3,383.91	3,909.59
Job Supplies	6.48	6.48	
Legal & Professional Services	15,802.48	15,802.48	
Other Business Expenses	6,600.00	6,600.00	5,400.00
Repairs & Maintenance	6,269.15	6,269.15	7,807.09
Total Expenditures	\$38,699.22	\$38,699.22	\$23,683.10
NET OPERATING REVENUE	\$100.16	\$100.16	\$66,606.40
Other Revenue			
Interest Income	121.70	121.70	249.66
Total Other Revenue	\$121.70	\$121.70	\$249.66
NET OTHER REVENUE	\$121.70	\$121.70	\$249.66
NET REVENUE	\$221.86	\$221.86	\$66,856.06

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - October, 2022

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Revenue/Expenditures							
Revenue							
PBID Property Assessments							
01/15/2022	Deposit			VC Apportionment	City of Santa Paula- PBID Account	1,060.70	1,060.70
02/22/2022	Deposit				City of Santa Paula- PBID Account	180.00	1,240.70
02/22/2022	Deposit				City of Santa Paula- PBID Account	144.00	1,384.70
02/22/2022	Deposit				City of Santa Paula- PBID Account	144.00	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
07/28/2022	Deposit				City of Santa Paula- PBID Account	1,707.89	38,786.21
07/28/2022	Deposit				City of Santa Paula- PBID Account	13.17	38,799.38
Total for PBID Property Assessments						\$38,799.38	
Total for Revenue						\$38,799.38	
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	
Insurance							
09/09/2022	Bill	5493	Alliant Insurance Services, Inc	Special Liability Insurance coverage	Accounts Payable (A/P)	3,383.91	3,383.91
Total for Insurance						\$3,383.91	
Job Supplies							
06/02/2022	Expenditure		Frank's Paint & Hardware		City of Santa Paula- PBID Account	6.48	6.48
Total for Job Supplies						\$6.48	
Legal & Professional Services							
04/29/2022	Bill		Kristin Lowell	PBID Renewal	Accounts Payable (A/P)	9,587.43	9,587.43
08/05/2022	Bill		Kristin Lowell	PBID Renewal - Final Invoice	Accounts Payable (A/P)	6,215.05	15,802.48
Total for Legal & Professional Services						\$15,802.48	
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

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - October, 2022

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
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
09/02/2022	Bill		Santa Paula Chamber of Commerce	Sept. 2022 Management Fees	Accounts Payable (A/P)	600.00	6,000.00
10/01/2022	Bill		Santa Paula Chamber of Commerce	Oct. 2022 Management Fees	Accounts Payable (A/P)	600.00	6,600.00
Total for Other Business Expenses						\$6,600.00	
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
06/02/2022	Expenditure		SE & J Fabrication Inc		City of Santa Paula- PBID Account	500.00	3,119.15
06/02/2022	Expenditure		International Environmental Corp		City of Santa Paula- PBID Account	3,150.00	6,269.15
Total for Repairs & Maintenance						\$6,269.15	
Total for Expenditures						\$38,699.22	
Net Ordinary Revenue						\$100.16	

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - October, 2022

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Other Revenue/Expenditure							
Other Revenue							
Interest Income							
04/15/2022	Deposit				City of Santa Paula- PBID Account	121.70	121.70
Total for Interest Income						\$121.70	
Total for Other Revenue						\$121.70	
Net Other Revenue						\$121.70	
Net Revenue						\$221.86	