



Board of Directors Meeting Agenda

April 19, 2023, 2:30 – 4:00 PM

City Hall Council Chambers

Board of Directors: David Lippert (President), Tracy Hanna (Treasurer), Krys Bojanowski (Vice-President), Jennifer Heighton (Secretary), Kathya Godinez (At-Large), Clarey Rudd (At-Large), 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
 - 3/8/2023 Board Meeting
4. Financials
 - PBID Financial Update
5. Presentations
 - Placer.AI
 - Clarey Rudd
6. City Update
 - Projects
 - Tree Lighting
 - Wayfinding signs
 - Façade program
7. Other Projects
 - Sidewalk cleaning
8. Chamber Update
 - Downtown Filming
 - Cruise Night Update
 - Farmer’s Market update
 - County 150th Anniversary Celebration.
 - State of the City / Chamber Awards
9. Future Agenda Items
10. Date for next meeting- May 10th, 2023, 2:30-4:00pm (Location: City Council Chambers)
11. Adjourn

Meeting Minutes from March 8, 2023 2:30-4:00 PM PST

In Attendance: Dave Lippert, Krys Bojanowski, Tom Tarantino, Leslie Cornejo, Krys Bojanowski, John Marquez, Leslie Cornejo, Greg Grimes, Stephanie Becerra

Guests: Dan Singer, Julie Latshaw, Tracy Hanna, Kathya Godinez, Jennifer Heighton, Clarey Rudd, Lyzette Cornejo, Miguel Perez, Noah Zeker

Absent: Jose Luis Melgar, Jonathan Royas

1. Meeting Call to Order: Meeting was called to order at 2:33 PM PST

2. Public Comment: None

3. Minutes: Minutes from 2/8/23 **Correction** Item 2 second to last word. Is should be as.

Motion to approve Greg Grimes, 2nd Motion carried.

4. Financials: Total PBID account balance as of February 28, 2023 \$233,829.41, City of Santa-PBID Account \$184,979.01, SPPBID Account \$48,850.40 **Dave motioned to approve, Krys 2nd, Motion carried.**

5. Election Results, presented by Julie Latshaw are as follows:

Kathya Godinez-13, Dave Lippert -12, Clarey Rudd-11, Tracy Hanna-12, Jennifer Heighton-13

The new and renewing board members were sworn in by Julie Latshaw.

Dan Singer welcomed new and returning members of the board and expressed his appreciation for there dedication and willingness to put in the efforts to continue to make Santa Paula a great city. There was also special thank-you to the initial 5 for their leadership especially during the pandemic.

Greg Grimes- Expressed his appreciation for being able to be part of PBID and will continue to offer 100% support. Greg then departed the meeting.

6. Election of new officers: Leslie Cornejo introduced herself to the new board members. The decision was made to select officers by agreement.

President- Motion made by Krys Bojanowski to nominate Dave Lippert as President, Tracy Hanna 2nd, Motion carried.

Vice-President- Motion made by Dave Lippert to nominate Krys Bojanowski for Vice-President, Tracy 2nd, Motion carried.

Secretary-Motion made by Tracy Hanna to nominate Jennifer Heighton for Secretary, Kathya Godinez 2nd, Motion carried.

Treasurer-Motion made by Kathya Godinez to nominate Tracy Hanna as Treasurer, Clarey Rudd 2nd, Motion carried.

Newly elected officers: Dave Lippert, President, Krys Bojanowski, Vice President, Jennifer Heighton-Secretary, Tracy Hanna, Treasurer.

Bank signature cards will be processed and signed at the next meeting, April 12, 2023

7. Brown Act-Krys Bojanowski was looking for specific parameters of the Brown Act. Leslie Cornejo will have staff put something together for the group regarding specifics. She did point out that transparency must always be kept a priority. If question arise, consult with staff who will present to the city attorney.

8. City Updates: Tree Lighting- Presentation provided by Lyzette Cornejo, the city is in receipt of six bids to date. The lowest being \$27k. Greg Barnes will work with lowest bid and if that doesn't work will move on to the next lowest.

No word on the timeline. Six new trees must be planted before this project can get underway. Last year one bid was approved for \$57k. So there is a dollar approval already in place. Trees in front of the Santa Paula Art Museum must be added to the district map. Greg Barnes will be invited to the next meeting.

Wayfinding Signs-Tom Tarantino, update and replace existing signage around town. The city is putting this out to bid. James Mason has received several bids, and this is a priority for PBID. **Motion to appoint** Krys Bojanowski to be PBID representative for the Wayfinding Sign review committee made by Dave Lippert, Tracy Hanna 2nd. **Motion approved.**

PBID will support the city in this project.

Facade Program-Looking at June before this project can move forward. Pending sale of city properties. All bids submitted must adhere existing parameters. 20/80 split, city/owner, front of property, up to \$10k per property.

Trash Receptacles-No Update due to staffing issues. The goal here is to distribute new metal receptacles with locks. All negotiations have been completed with Athens.

9. Other Projects-Sidewalk Cleaning This generally takes 10 evenings to complete. John Marquez will bring a new quote back to the board.

Window Dressing-Krys Bojanowski would like to form a committee regarding this. John will check with John Nichols regarding forming a committee and setting up a meeting. Up to 2 PBID board members may participate. Those interested should contact John Marquez.

Clock Tower-Krys would like the clock to chime once a day. John Marquez will check with Carlos Juarez to see what the feasibility of this is.

10. Chamber Update-John Marquez, WEV Business Training. 24 total participants. 12 are from Santa Paula, eight from the downtown district.

Filming-This week filming was completed. Some merchants requested an increase in payment after signing the contract. The last two filming projects have brought \$80k into the community. There is another potential shoot coming up in 3-4 weeks.

Cruise Nights-Bunnin' Chevrolet has committed \$1k in sponsorship. The POA has committed \$1k in sponsorship as well obtaining additional sponsorships from various downtown businesses. There is a potential Spencer McKenzie sponsorship in the works. John Marquez has requested \$3500 from the PBID board. Dave Lippert would like to see what the other businesses will provide before making a commitment.

Farmers' Market-Had meeting with new manager and a meeting with Anna's Ciders is pending. The market could potentially start in May.

11. Future Agenda Items: Presentation by Placer regarding Artificial Intelligence.
Presentation by Clarey Rudd.

Next Meeting: April 12th

Adjourn: 4:02

**Respectfully submitted,
Stephanie Becerra**

Santa Paula Chamber of Commerce-SPPBID

Statement of Financial Position Comparison

As of March 31, 2023

	TOTAL	
	AS OF MAR 31, 2023	AS OF MAR 31, 2022 (PY)
ASSETS		
Current Assets		
Bank Accounts		
City of Santa Paula- PBID Account	183,579.01	160,646.83
SPPBID Account	48,850.40	17,636.79
Total Bank Accounts	\$232,429.41	\$178,283.62
Total Current Assets	\$232,429.41	\$178,283.62
TOTAL ASSETS	\$232,429.41	\$178,283.62
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	0.00	600.00
Total Accounts Payable	\$0.00	\$600.00
Total Current Liabilities	\$0.00	\$600.00
Total Liabilities	\$0.00	\$600.00
Equity		
City of Santa Paula	50.00	50.00
Retained Earnings	233,867.57	184,761.27
Net Revenue	-1,488.16	-7,127.65
Total Equity	\$232,429.41	\$177,683.62
TOTAL LIABILITIES AND EQUITY	\$232,429.41	\$178,283.62

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity YTD Comparison

January 1 - April 10, 2023

	TOTAL	
	JAN 1 - APR 10, 2023	JAN 1 - APR 10, 2022 (PY)
Revenue		
PBID Property Assessments		1,528.70
Total Revenue	\$0.00	\$1,528.70
GROSS PROFIT	\$0.00	\$1,528.70
Expenditures		
Advertising & Marketing		
Advertising/Promotional		3,637.20
Total Advertising & Marketing		3,637.20
Office Supplies & Software	341.48	
Other Business Expenses	2,000.00	2,400.00
Repairs & Maintenance		2,619.15
Total Expenditures	\$2,341.48	\$8,656.35
NET OPERATING REVENUE	\$ -2,341.48	\$ -7,127.65
Other Revenue		
Interest Income	853.32	
Total Other Revenue	\$853.32	\$0.00
NET OTHER REVENUE	\$853.32	\$0.00
NET REVENUE	\$ -1,488.16	\$ -7,127.65

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - March, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Revenue/Expenditures							
Expenditures							
Office Supplies & Software							
01/06/2023	Expenditure	010623PBID	City of Santa Paula-	Board Elections - 240 Envelopes, 240 Mailing Postage	City of Santa Paula- PBID Account	167.25	167.25
02/14/2023	Expenditure	021423PBID	City of Santa Paula-	Board Elections - 250 Envelopes, 250 Mailing Postage	City of Santa Paula- PBID Account	174.23	341.48
Total for Office Supplies & Software						\$341.48	
Other Business Expenses							
01/19/2023	Bill		Santa Paula Chamber of Commerce	Jan. 2023 Management Fees	Accounts Payable (A/P)	600.00	600.00
02/01/2023	Bill		Santa Paula Chamber of Commerce	Feb. 2023 Management Fees	Accounts Payable (A/P)	600.00	1,200.00
03/01/2023	Bill		Santa Paula Chamber of Commerce	March 2023 Management Fees	Accounts Payable (A/P)	800.00	2,000.00
Total for Other Business Expenses						\$2,000.00	
Total for Expenditures						\$2,341.48	
Net Ordinary Revenue						\$ -	
						2,341.48	
Other Revenue/Expenditure							
Other Revenue							
Interest Income							
01/15/2023	Deposit		City of Santa Paula-	BOTS CD, CAM and LAIF Interest Earned	City of Santa Paula- PBID Account	853.32	853.32
Total for Interest Income						\$853.32	
Total for Other Revenue						\$853.32	
Net Other Revenue						\$853.32	
Net Revenue						\$ -	
						1,488.16	

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January 1 - April 10, 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	144.00	1,204.70
02/22/2022	Deposit				City of Santa Paula- PBID Account	144.00	1,348.70
02/22/2022	Deposit				City of Santa Paula- PBID Account	180.00	1,528.70
Total for PBID Property Assessments						\$1,528.70	
Total for Revenue						\$1,528.70	
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	
Total for Advertising & Marketing						\$3,637.20	
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
Total for Other Business Expenses						\$2,400.00	
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	
Total for Expenditures						\$8,656.35	
Net Revenue						\$ -	
						7,127.65	

April 4

DOWNTOWN POWER WASH

1. PROCESS

- A. This is a follow up cleaning so we will be using the power washing wand; we will be removing debris, dirt, gum or stubborn stains. We will not be using the surface cleaners because it is a follow up cleaning (as we already discussed). At any point in the cleaning process, we can add the surface cleaning as it will add another step to the cleaning.
- B. Water recovery, before we start power washing, we set up our **eco friendly filtration system**. The system will recover the water from the gutter go through a closed-loop system that pumps the recovered water back into our water tanks to be reused. This system allows us to use the least amount of water during the washing process.

2. TIMELINE

- A. 7-10 night of work. Maximum of nights to complete cleaning is 10 (Estimate reflects 10 nights of work)
- B. We will be doing 2-3 nights a week till project is finished

3. PRICEING

- A. Hourly rate: \$125.00
- B. Hours worked per night: 5

CHANNEL ISLANDS PRESSURE WASHING

2023 Event Sponsorship




61st Annual
Santa Paula Chamber Awards
&
State of the City Address
Mayor Andy Sobel

Thursday
 May 4, 2023
 Palazzo Events Center
 814 E Main St. Santa Paula

5:30pm
 Reception/Dinner
 6:30pm
 Program

\$75 Per Person
 \$750 Table of 10
 Use discount code: chamber10
 for 10% off valid through April 30

	Diamond \$3000	Emerald \$1000	Sapphire \$500	Program \$100
Premium logo placement and recognition on:				
• Reserved Table	X			
• Event Recognition	X			
• Event Tickets	10	4	2	
• Print Media Advertising	X	X	X	
• Social Media Advertising	X	X	X	
• Program Advertising	Full Page	Half Page	Quarter Page	Business Card Size

To sponsor this event, please email John Marquez at jmarquez@santapaulachamber.com or call 805-297-5071.