



Board of Directors Meeting Agenda

May 10, 2023, 2:30 – 4:00 PM

Santa Paula Train Depot

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
 - 4/19/2023 Board Meeting
4. Financials
 - PBID Financial Update
5. Presentations
 - Clarey Rudd
6. City Update
 - Projects
 - Tree Lighting update
 - Wayfinding signs update
 - Façade program update
7. Other Projects
 - Sidewalk cleaning scheduled.
8. Chamber Update
 - Cruise Night update
 - Farmer's Market update
 - County 150th Anniversary Celebration update.
9. Open Discussion –
 - Future Projects
10. Future Agenda Items
11. Date for next meeting- June 14th, 2023, 2:30-4:00pm (Location: City Council Chambers)
12. Adjourn

Board of Directors Meeting Minutes
April 19, 2023, 2:30-4:00 PM
City Hall Council Chambers

In Attendance: David Lippert (President), Tracy Hanna (Treasurer), Krys Bojanowski (Vice President), Kathy Godinez (At-Large), Tom Tarantino – City Representative (At Large)

Santa Paula City Representatives: Jonathan Royas

1. **Call to Order: 2:32**
2. **Public Comments: None**
3. **Review of Minutes: Motion to approve as presented, Tracy Hanna, 2nd David Lippert, Motion Approved**
4. **Financials:** Not much activity since last month. Interest earned from 2022 4th quarter-\$853.32.
Motion to approve as presented, David Lippert, 2nd Krys Bojanowski, Motion Approved
5. **Presentation: Placer.AI- Chris Duval**
Marketing Intelligence, Demo Data Mining, City would have access to the data.
Privacy issue-Compliant regarding all regulations
Pricing-based on population, approximately \$23k annually for Santa Paula (the longevity of the contract will affect the pricing)
Geofences-as many as you need.
Funding based on partnership-each having the ability to run reports, City, Chamber, PBID
Discussion ensued based on a previous meeting-who would really benefit from this data gathering?
Wayfinding may be more valuable.
Staff will come back with a proposal after speaking with the Chamber.
6. **City Update:**
Projects:
Tree Lighting-Greg Barnes
Uplighting-vendor pulled out (2nd one to pull out), next lowest bid Natural Green Landscape
Will schedule meeting and go over agreement. Lights 6-8 lead time
Will add “No Parking” in certain areas. Remote controlled with colors
Will require oversight.
City Corps-trying to hire more- 18-25 years of age.
Trying to get them a cart (street legal) that will bear “City Corps” signage. Its purpose will be to load trash, take to railroad plaza.
Currently working the downtown area
Looking to adding days/helping with events 9-11
Wayfinding signs-Committee is scheduled to meet May 9th 5:00 PM
Façade Program-In the middle of budget cycle
The council is interested in helping with the funding and ARPA Funds can possibly be used for funding.
Staff will present to the council.
Alley off Main St-plants are looking rather ragged. Looking to America in Bloom for refresh.

7. **Other Projects**

Sidewalk Cleaning Proposal in packet-quote, to be done in May funded by PBID, City would be responsible for July and October

Motion made for PBID to supplement two cleanings, Tracy Hanna, 2nd Krys Bojanowski, Motion Approved

8. **Chamber Update-**

Downtown Filming Planned for May

Cruise Night -Didn't make the budget, Event 1 projection changed to 22 hours of time, Event 2- Police Intervention due to incident which occurred. The city may come to PBID for additional money.

Cruise Night extended from 10th-7th, requesting extension from 10th-12th.

Farmer's Market update-continuing conversations to update Anna's Cider permit.

County 150th Anniversary Celebration October 21st – Presentation by Lyzette Cornejo

Shuttles, live concerts, street closures

Brainstorming meeting held on April 17, will notify when the next one is scheduled.

Merchants from Downtown should attend committee meetings.

The Arts Council wants to create a banner program made by the youth in Santa Paula which reflects.

Santa Paula.

State of the City/Chamber Awards scheduled for May 4th.

9. Future Agenda Items-

Krys-Mural on Mill and Main, finish has been compromised.

Tracy-Brainstorming session requested. Jonathan suggests scheduling a meeting for open discussion and creating an agenda for that meeting.

Kathya-James to present to PBID update on status of businesses in the PBID area, i.e., El Paso Dept Store.

Code enforcement and creation

10. Next Meeting May 10th, 2023, 2:30-4:00/City Council Chambers

11. **Adjourn: Motion Tracy Hanna, 2nd Dave Lippert Motion approved**

4:03

Santa Paula Chamber of Commerce-SPPBID

Statement of Financial Position

As of April 30, 2023

	TOTAL	
	AS OF APR 30, 2023	AS OF APR 30, 2022 (PY)
ASSETS		
Current Assets		
Bank Accounts		
City of Santa Paula- PBID Account	183,579.01	196,318.15
SPPBID Account	48,850.40	17,636.79
Total Bank Accounts	\$232,429.41	\$213,954.94
Total Current Assets	\$232,429.41	\$213,954.94
TOTAL ASSETS	\$232,429.41	\$213,954.94
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (A/P)	800.00	10,787.43
Total Accounts Payable	\$800.00	\$10,787.43
Total Current Liabilities	\$800.00	\$10,787.43
Total Liabilities	\$800.00	\$10,787.43
Equity		
City of Santa Paula	50.00	50.00
Retained Earnings	233,867.57	184,761.27
Net Revenue	-2,288.16	18,356.24
Total Equity	\$231,629.41	\$203,167.51
TOTAL LIABILITIES AND EQUITY	\$232,429.41	\$213,954.94

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity YTD Comparison

January - April, 2023

	TOTAL	
	JAN - APR, 2023	JAN - APR, 2022 (PY)
Revenue		
PBID Property Assessments		37,078.32
Total Revenue	\$0.00	\$37,078.32
GROSS PROFIT	\$0.00	\$37,078.32
Expenditures		
Advertising & Marketing		
Advertising/Promotional		3,637.20
Total Advertising & Marketing		3,637.20
Legal & Professional Services		9,587.43
Office Supplies & Software	341.48	
Other Business Expenses	2,800.00	3,000.00
Repairs & Maintenance		2,619.15
Total Expenditures	\$3,141.48	\$18,843.78
NET OPERATING REVENUE	\$ -3,141.48	\$18,234.54
Other Revenue		
Interest Income	853.32	121.70
Total Other Revenue	\$853.32	\$121.70
NET OTHER REVENUE	\$853.32	\$121.70
NET REVENUE	\$ -2,288.16	\$18,356.24

Santa Paula Chamber of Commerce-SPPBID

Statement of Activity Detail

January - April, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Revenue/Expenditures							
Expenditures							
\$3,141.48							
Net Ordinary Revenue							
\$ -3,141.48							
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							
\$ -2,288.16							

MAY 2023

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Channel Islands Pressure Washing LLC

Don't replace it, maintain it!

505 South A Street
Oxnard CA, 93030
805-512-2268
channelislandspw@gmail.com

ESTIMATE

MAY 3, 2023

TO:

Public Works Department
866 E Main Street
Santa Paula, CA 93060

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
185 Liner ft	Power wash/steam clean: Power wash with wand, removal of debris, gum, and recovering of water	\$625.00	\$6,875.00
1 Hour	Set Up (30 min) Break Down (30 min)	\$50.00 per hour	\$550.00
	20% Deposit of \$1,485		
		SUBTOTAL	\$7,425.00
		TOTAL DUE	

COMMENTS OR SPECIAL INSTRUCTIONS:

- Estimate above is for an estimated 11 nights of work. I expect to get all work completed in 10 nights; if all work is completed within 10 nights it will drop the estimated price to \$6,750.00.

Make all checks payable to Channel Islands Pressure Washing. If paying with credit card a 3% charge will be added to the total cost. If you have any questions concerning this invoice, contact Eduardo Yniguez, (805) 512-2268 or channelislandspw@gmail.com

LOOKING FORWARD!

Channel Islands Pressure Washing LLC

Don't replace it, maintain it!

DEPOSIT REQUEST

Hi,

I appreciate the opportunity to work with you and the City of Santa Paula to keep the Downtown looking good. As we discussed the upfront payment of \$1,485.00 which is 20% of the estimate of \$7,425.00.

We have a start date of May 8th (Monday) and will continue till project is finished. Inv

Deposit request: \$1,485.00



CIPW

CHANNEL ISLANDS PRESSURE WASHING

Thank you,
Eduardo Yniguez