



AGENDA

REGULAR MEETING OF THE SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Thursday, June 17, 2021

5:00 PM

**Suisun City Council Chamber Via Zoom
701 Civic Center Blvd.
Suisun City, CA 94585**

NOTICE

Pursuant to Government Code Section 54953, Subdivision (b), and Executive Order released on March 12, 2020, the following Suisun City Historic Waterfront Business Improvement District Meeting includes participation by teleconference. The public may attend the meeting via the Application, Zoom.

*DUE TO CORONAVIRUS COVID-19 THE HISTORIC WATERFRONT BUSINESS
IMPROVEMENT DISTRICT MEETING WILL BE HELD VIA THE APPLICATION, ZOOM*

ZOOM MEETING INFORMATION:

WEBSITE: <https://zoom.us/join>

WEBINAR ID: 813 1701 6098

CALL IN PHONE NUMBER: (707) 438-1720

*REMOTE PUBLIC COMMENT IS AVAILABLE FOR THE MEETING
BY EMAILING CLERK@SUISUN.COM (PRIOR TO 4pm) OR
VIA WEBSITE OR PHONE APPLICATION, ZOOM*

1. Call Meeting to Order

2. Introductions

- i. City Representatives, City of Suisun City
- ii. Business Representatives
- iii. Guests

3. Public Comment

4. Board Comment

- Soft Opening Holiday Inn Express

5. Approve Minutes of May 20, 2021

6. Treasurer's Report

- We still have **not** received BID payment collected from the City



7. New Business

- A. BID Fee Waiver Requests
- B. Follow up on BID fee payments – Cole-Rowe/Lofthus
- C. Event Discussion Art, Wine & Music – timeline, requirements, costs, permits, volunteer commitments, etc. – Sat. Oct 2 – Cole-Rowe/Mossa/All

8. Old Business

- A. Media & Marketing Plan Timeline Update/Report
 - a. Daily Republic free page starts July 9
 - b. Decision on YourTown (\$200+ per month)
- B. Nominations/Elections Report

9. Date and Time of Next BID Board Meeting:

July 15, 2021 – 5:00 PM – Suisun City Hall/Zoom



MINUTES

WATERFRONT BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Thursday, May 20, 2021

**Meeting hosted by
Suisun City Council Chamber Via Zoom
701 Civic Center Blvd.
Suisun City, CA 94585**

ZOOM MEETING INFORMATION:

WEBSITE: <https://zoom.us/join>

WEBINAR ID: 899 2077 3442

CALL IN PHONE NUMBER: (707) 438-1720

1. Call Meeting to Order at 5:05 pm

2. Introductions

i. City Representatives, City of Suisun City

ii. Business Representatives

- Magda Funk – Treasurer
- John Harter – Board Member
- Shelly K- Board member

iii. Guests

- Kris Lofthus – Director Communication Recreations services -Suisun City
- Kristie Shields – bookkeeper/BID accountant

3. Public Comment - none

Magda

- questions about Farmers insurance and the spaces covered by insurance, specifically the one at Virgil's
- policy questions regarding liability for events as she is not sure what is covered and what not

Shelly > will check what BID has at Virgil's and see if what BID keeps there, and if it can be moved to the storage

4. Board Comment

None

5. Approve Minutes of, April 15, 2021

Motion to approve by Shelly/John 2nd/ all in favor

6. Treasurer's Report

Presented by Magda – update on the account balances for the two banks.
Update on payments processed up to date
Website domain - renewed

Magda - Motion to accept

Laura – 2nd

All in favor

7. New Business

A. BID Fee waiver

None requested

B. Reports on BID fee payments – Cole-Rowe/Lofthus

Kris L > \$8,750.00 collected. Very few outstanding business did not pay the fee.

- 20 businesses did not respond with renewing fees as of 4/19/2021
- 70 business are up to date on BID fee payment.

C. Event discussion Art, Wine & Music, timeline, requirements, costs, permits, Oct 2- John Harter/Lofthus

Kris L > New process in place

BID does not fall under partnership agreement with addressing on what needs to be done meaning no event deposit required & the rules are not as strict for BID

1 area unclear – Fire department requirements – Fire Marshal retired – need to find someone to explain what the fire code is and what is the way around the 20' distance between vendor's booth

Site plan needed for the festival
John > Time line & cost – tabled for June meeting

8. Old Business

A. Media & Marketing Plan Timeline Update/Report

No updates

B. Nominations/Election Report

No updates

Kristie-

- taxes updated
- Historic EIN and foundation EIN set up for Federal filling
- foundation EIN not set up with State of Ca

9. Date and Time of Next BID Board Meeting:

June 17, 2021 – 5:00 PM – Suisun City Hall/Zoom

Shelly - Motion to adjourn

Magda- 2nd

All in favor

Meeting adjourned at 5:25 PM

Management Report

Suisun City Waterfront BID

For the period ended May 31, 2021

Prepared by

B&K Tax Service

Prepared on

June 11, 2021

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Profit and Loss

May 2021

	Total
INCOME	
Total Income	
GROSS PROFIT	0.00
EXPENSES	
Advertising & Marketing	249.96
Insurance	500.00
Legal & Professional Services	251.00
Office Supplies & Software	70.00
Total Expenses	1,070.96
NET OPERATING INCOME	-1,070.96
NET INCOME	\$ -1,070.96

Balance Sheet

As of May 31, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
Checking (7199)	23,552.82
Total Bank Accounts	23,552.82
Total Current Assets	23,552.82
Fixed Assets	
Accumulated Amortization	13,821.87
Total Fixed Assets	13,821.87
TOTAL ASSETS	\$37,374.69
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	1,311.50
Total Accounts Payable	1,311.50
Total Current Liabilities	1,311.50
Total Liabilities	1,311.50
Equity	
Opening Balance Equity	56,894.03
Retained Earnings	-11,735.34
Net Income	-9,095.50
Total Equity	36,063.19
TOTAL LIABILITIES AND EQUITY	\$37,374.69

Statement of Cash Flows

May 2021

	Total
OPERATING ACTIVITIES	
Net Income	-1,070.96
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Net cash provided by operating activities	-1,070.96
NET CASH INCREASE FOR PERIOD	-1,070.96
Cash at beginning of period	24,623.78
CASH AT END OF PERIOD	\$23,552.82

Suisun City Waterfront BID

Checking (7199), Period Ending 05/28/2021

RECONCILIATION REPORT

Reconciled on: 06/06/2021

Reconciled by: Kristie Shields

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

Summary	USD
Statement beginning balance.....	24,673.78
Checks and payments cleared (3).....	-620.00
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>24,053.78</u>
Uncleared transactions as of 05/28/2021.....	-500.96
Register balance as of 05/28/2021.....	<u>23,552.82</u>

Details

Checks and payments cleared (3)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/09/2021	Bill Payment	3405	HBN Hudson Business Networks	-50.00
05/17/2021	Expense		Constant Contact	-70.00
05/19/2021	Bill Payment	3407	State Farm Auto Insurance	-500.00
Total				<u>-620.00</u>

Additional Information

Uncleared checks and payments as of 05/28/2021

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/19/2021	Bill Payment	3408	B&K Tax Service	-120.00
05/19/2021	Bill Payment	3409	Gabriela Satmarean	-131.00
05/19/2021	Bill Payment	3410	HBN Hudson Business Networks	-249.96
Total				<u>-500.96</u>

Suisun City Waterfront BID Westamerica Bank

Item 6

Balance Sheet Detail
As of May 31, 2021

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
ASSETS									
Checking (7199)									
Beginning Balance									24,623.78
05/17/2021	Expense		Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Office Supplies & Software		\$70.00	-70.00	24,553.78
05/19/2021	Bill Payment (Check)	3407	State Farm Auto Insurance		Accounts Payable (A/P)		\$500.00	-500.00	24,053.78
05/19/2021	Bill Payment (Check)	3409	Gabriela Satmarean		Accounts Payable (A/P)		\$131.00	-131.00	23,922.78
05/19/2021	Bill Payment (Check)	3410	HBN Hudson Business Networks		Accounts Payable (A/P)		\$249.96	-249.96	23,672.82
05/19/2021	Bill Payment (Check)	3408	B&K Tax Service		Accounts Payable (A/P)		\$120.00	-120.00	23,552.82
Total for Checking (7199)								\$ -1,070.96	
Accumulated Amortization									
Beginning Balance									13,821.87
Total for Accumulated Amortization									
TOTAL ASSETS								\$ -1,070.96	\$37,374.69
LIABILITIES AND EQUITY									
Equity									
Opening Balance Equity									
Beginning Balance									56,894.03
Total for Opening Balance Equity									
Retained Earnings									
Beginning Balance									1,454.00
Total for Retained Earnings									
Retained Earnings								\$ -11,827.84	\$ -11,827.84
Net Income								\$ -9,145.50	\$ -9,145.50
Total Equity								\$ -20,973.34	\$37,374.69
Total Liabilities and Equity								\$ -20,973.34	\$37,374.69

Transaction Detail by Account
May 2021

DATE	TRANSACTION TYPE	NUM	ADJ	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Checking (7199)								
05/17/2021	Expense		No	Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Office Supplies & Software	-70.00	-70.00
05/19/2021	Bill Payment (Check)	3410	No	HBN Hudson Business Networks		Accounts Payable (A/P)	-249.96	-319.96
05/19/2021	Bill Payment (Check)	3407	No	State Farm Auto Insurance		Accounts Payable (A/P)	-500.00	-819.96
05/19/2021	Bill Payment (Check)	3408	No	B&K Tax Service		Accounts Payable (A/P)	-120.00	-939.96
05/19/2021	Bill Payment (Check)	3409	No	Gabriela Satmarean		Accounts Payable (A/P)	-131.00	-1,070.96
Total for Checking (7199)							\$ -1,070.96	
Advertising & Marketing								
05/19/2021	Bill	10129	No	HBN Hudson Business Networks	Web Development	Accounts Payable (A/P)	50.00	50.00
05/19/2021	Bill	10121	No	HBN Hudson Business Networks	Renew Domain name	Accounts Payable (A/P)	199.96	249.96
Total for Advertising & Marketing							\$249.96	
Insurance								
05/19/2021	Bill	97c6k3509	No	State Farm Auto Insurance	policy number 97*C6-K350-9	Accounts Payable (A/P)	500.00	500.00
Total for Insurance							\$500.00	
Legal & Professional Services								
05/19/2021	Bill	1012	No	B&K Tax Service	April Bookkeeping	Accounts Payable (A/P)	120.00	120.00
05/19/2021	Bill	00213	No	Gabriela Satmarean	BID Admin Services	Accounts Payable (A/P)	131.00	251.00
Total for Legal & Professional Services							\$251.00	
Office Supplies & Software								
05/17/2021	Expense		No	Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Checking (7199)	70.00	70.00
Total for Office Supplies & Software							\$70.00	

Art, Wine and Chocolate Workplan 2017 - Updated 6/12/17

Item	Who is responsible	Cost in 2017	Estimated Cost 2021	Due by:	Status	Notes
Fill out 2021 permit & partnership agreement from City to use Harbor Square Park	Laura		\$25 plus \$1000 deposit?			Discussion
Book Entertainment	Laura	\$1,500				Set limit
Website Update on Event	Laura	0				
Decide on pricing; discounts; early bird or not?	All	0				
Beer - looking at possibility of serving	All					Discussion
Design/Order Postcards (10,000)	Laura/Brenda					
Inform BID members/assoc. members about event by email; include volunteer opportunities				July 15		
Check into ABC or other classes for pourers; set protocol	Laura	\$ -		July 15		
Contact Wineries (discussion)	All	\$ -				
Book Vendors	Brenda	0		Continuous		
Layout of event for vendors, food, wineries, ticket sales	Brenda/All	0		ASAP		
Three Highway signs go up by Sept 1 - give changes to Sheryl at Clear Image		\$ 600.00		Sept. 1		
Ad - Breeze - Sept				Aug. 1		
Press release for Breeze for Sept. issue	Brenda			Aug. 1		
Arrange Special Event Insurance	Laura	\$ 1,300.00		Aug. 15		
Order wristbands ?(check inventory list first for what we already have)		\$ 40.00		Aug. 15		
Social media - FB/Twitter - get info on wineries & vendors coming to event; advertise pre-sale	Laura	\$ 200.00		Aug. 15 & Continuous		Discussion on where to spend \$ for advertising
Water for sale - at BID booth or separate? - make decision if we will be doing and assign volunteer		\$ 50.00		Aug. 15		Suggest we do - assign a board member to take charge
Health Permit	Brenda	\$ -		Aug. 15		Brenda to pay
Book Security	Laura	\$ 300.00		Aug. 15		Will contact Juan
Design & Print Posters?		\$ 90.00				Do we want to spend \$ on this?
Order wine glasses - check current inventory		\$ 1,500.00		Aug. 15		
Order extra readers (Square) for credit card sales; check current inventory and rules		0		Aug. 15		Suggest we use Square unless with can get ATM sponsor
Miscellaneous supplies, printing, mileage, Ice buckets/corkscrews/pitchers/spit buckets/pourers (have 20) - check inventory and order more if necessary		\$ 200.00		Aug. 15		
Contact Volunteers	ALL			ASAP to start		Need list of who the board has contacted to make database; all board members need to volunteer and/or recruit volunteers
Table/chair/tent rentals - from city; otherwise check with Platinum Services for pricing		\$ 1,500.00		Sept. 1		
Distribute postcards and posters to downtown, city, etc.	Brenda/Other board members			Aug. 15		
Change date on wired signage	Laura	\$ 75.00		Sept. 1		

Art, Wine and Chocolate Workplan 2017 - Updated 6/12/17

Order Porta Potties (include hand washing stations)	Laura	\$ 500.00		Sept. 1		Brenda will pay half
Ad - Breeze - Oct	Magda/Laura	\$ 395.00		Sept. 1		
Ad - Local Wine Events	Laura	\$ 30.00				Will contact them
SESAC - Music license	Laura	\$ 86.00				DISCUSS - Possible cost
Press release for Breeze for Oct issue	Brenda			Sept. 1		
Order any additional signs (check inventory list first for what we already have)	Laura/Brenda	\$ -		Sept. 1		Do we need to incur this additional expense? Don't mind for wineries since they are donating wine
Get ABC License (no more than 30 days in advance)	Laura/Gabriella	\$ 52.50		Sept. 5		Do by mail early so that we don't have to drive; All wineries together; no wine bottle sales; cost if we do beer and wine
First September Event/Promotion meeting	All			Sept. 7		
Sellers Permit from Board of Equalization	Laura			Sept. 15		
City - No Pet signs, additional garbage cans, lawn sprinklers off, pop-up tents (BID has 4), folding chairs (do we need?) - follow up in writing/email	All			Sept. 15		Find out what we have at Virgil's we have the 10 high tops that we can use with tablecloths; Do we need chairs?
Send out Event Day Information showing site map, set-up time, directions, etc to crafts, chocolate, wine and food vendors.	Brenda			TBD		
First Round of Press Releases - Patch, DR, VV Reporter	Laura			Sept. 15		
Radio Ads - KUIC	Laura	\$ 1,000.00		Sept. 15		Do we want to spend \$ on this?
DR advertising	Laura	\$ 200.00		TBD		How much do we want to spend on this?
Tablecloths - have enough in stock	Laura	\$ -		n/a		We have 20 60 x 126 in burgundy and 12 round white
Look for volunteers that will lend dollies to move items the day of event - how many?				Sept. 15		
Place event signs downtown						
Perks for volunteers for day of event						Discussion - volunteer perk could be wine glass and two tickets - thoughts?
Second Round of Press Releases - Patch, DR, VV Reporter						
Determine who has a truck to haul trailer to lot behind Tiza Art						
Hold Volunteer Meeting/Event to stuff glasses, go over details						
2nd September Event/Promotion meeting						
Order Ice from Virgil's		\$ 110.00				
WEEK BEFORE EVENT						
Buy or pick up wine						Board needs to help solicit donations
Update poster to hang in back of the Wine Ticket Sale Booth showing participating wineries, rules for wine tasting and poster showing price and what you get for \$		\$ 20.00				
Make insert that says "Reserved for Wine Tasting" 3.5" x 5" - Brenda has template for round tables near wineries		\$ -				
Toilet paper for porta potties		\$ -				Have extra in storage?
Name tags for Volunteers		\$ -				Have extra in storage?
Purchase roll of tickets		\$ 15.00				How many in storage?
Delivery of Porta Potties - lock them up!						Friday, October 1
Set up 3 10 x 20 tents day before event - get volunteers						We need to talk about this
Pick up trailer & set behind Tiza Art						

DAY OF EVENT						
Make sure supplies - pourers, pitchers, banners etc. are returned from wineries						
Breaking down wine glass boxes during the day - assign volunteer						
Set-up - No pets signs placed						
Set-up - traffic control before event						
Set-up - Wine booths - buckets for ice and wine						
Set-up wine ticket booth - bring out glasses, signage, etc.						
Set-up - Tents						
Set-up - BID booth						
Clean-up and breakdown						
AFTER EVENT						
Pay Board of Equalization		\$ 1,500.00				
October Event/Promotion meeting - recap; income, expenses & profit						Preliminary P&L; suggestions for future
TOTAL BUDGET		\$ 11,263.50				

Cost of Glasses 2017	Per glass	Total	Imprint	Shipping	Total	Cost per Glass
600	\$ 1.04	\$ 624.00	\$ 180.00	\$ 342.00	\$ 1,146.00	\$ 1.91
700	\$ 1.04	\$ 728.00	\$ 180.00	\$ 374.00	\$ 1,282.00	\$ 1.83
800	\$ 1.04	\$ 832.00	\$ 180.00	\$ 405.00	\$ 1,417.00	\$ 1.77
Income 2017						
Ticket/Wine Sales	\$ 15,000.00	Need to have this much income in order to make \$5K profit				
Vendor Fees	\$ 3,500.00					
1/2 cost of toilets	\$ 250.00					
Total Income	\$ 18,750.00					
Estimated Expenses w/o wine	\$ 11,583.50					
Wine Cost	\$ 2,000.00					
Total Expenses	\$ 13,583.50					
Profit	\$ 5,166.50					
Wine						
Each bottle of wine - 4 - 6 oz glasses	1200 glasses of wine assuming 600 tickets are sold = 300 bottles of wine	Tax - 8.375%	Cost of wine			
300	\$ 5.99	\$ 6.49	\$ 1,947.50			
300	\$ 6.99	\$ 7.58	\$ 2,272.62			
Bottom Line: We need Sponsorships and donated wine						