



Imperial Beach BID
General Board Meeting
BID Minutes - September 9, 2015

Date: Wednesday, September 9, 2015

Time: 3:00 PM

Place: Community Room, Imperial Beach City Hall 825 Imperial Beach Blvd

Members of the Imperial Beach Business Improvement District held their regularly scheduled monthly Meeting.

Call to Order:

Meeting was called to order by IB Chamber of Commerce President Mike Osborne at 3:05 PM

BID MEMBERS PRESENT:

Mike Osborne (IBCOC President Mike Osborne),

Joann Barrows (Palm West Realty),

Jessica Hogan (Wave Cafe),

Tim O'Neal (Hutchins Realty),

Christine LaPausky (D'Ames Day Spa),

John Loudon (CA Construction Compliance Group),

Kim Paris (IB Farmers Market),

Tracy Rivera (State Farm),

Jonny Hernandez (Beachside Fro-yo & Beachside Health & Wellness)

NON-BID MEMBERS PRESENT:

Jim Mickelson (IBCOC Treasurer),

Andy Hall (Imperial Beach City Manager),

Lorie Bragg (Imperial Beach Councilmember)

STAFF PRESENT: Candy Unger (IBCOC Office Administrator)

Four (4) BID Members must be present to have a quorum. Eight (8) members are present, therefore the requirement for a quorum has been met.

Review and Approve the Minutes for August Meeting
NO MINUTES TO APPROVE

Review and Approve Financial Report

There were three (3) expenditures for month of July (San Diego Tourism Authority \$550, Sun & Sea Festival \$500, Candy Unger/Joe Hutchins Flowers \$68.54). No financial activity for the month of August.

MOTION BY O'NEAL SECONDED BY BARROWS, TO APPROVE THE RECONCILIATION REPORT, INCLUDING THE ADDITION OF FLOWERS FOR JOE HUTCHINS' FUNERAL SERVICE. MOTION CARRIED UNANIMOUSLY.

NEW BUSINESS

1. Christine LaPausky's Resignation - Osborne stated that LaPausky resigned her position as BID Chairperson. Discussion ensued regarding the appointment of a temporary BID Chair. Barrows expressed interest in filling the position. LaPausky recommended Athena Hohenberg. The IB Chamber of Commerce By-Laws relating to the eligibility requirements for the position BID Chair were read.

MOTION BY HOGAN, SECONDED BY O'NEAL, RECOMMENDING JOANN BARROWS AS TEMPORARY BID CHAIRPERSON. MOTION PASSED 4-1

2. City Audit - Mickelson stated the City of Imperial Beach is requiring a formal audit be completed by October. He also stated the audit would need to be completed by a completely neutral/unaffiliated CPA. Mickelson stated the BID's regular CPA had recommended someone and he would be reaching out to that person. City Manager Hall said a typical GASB (Government Accounting Standards Board) Audit would be sufficient and did not believe a full blown forensic audit was needed.

3. Annual BID Budget - Osborne introduced item. He stated what was being handed out was a BID budget that had previously submitted to the Chamber Board of Directors by LaPausky (when she was BID Chair) and the Chamber BODs approved. Hogan asked how are the budget numbers are derived. Osborne & Barrows provided some of the various ways. Mickelson stated there was an irregularity with the budget that was just handed out and said this was not the budget previously submitted by Lapusky. LaPausky & Osborne stated that the \$1,000 on line 31 needed to be removed and then shift up one spot for each of the subsequent three (3) dollar amounts would correctly align the project with dollar amount. Paris inquired about the two different figures for the Bike Racks (\$4,500 & \$6,500) that were included on the proposed budget. Osborne stated the \$4,500 was the amount of revenue generated from the sale of the Bike Racks

and \$6,500 was the purchase cost to manufacture the Bike Racks. LaPausky stated only four (4) Bike Racks were sold. Mickelson stated the budget submitted by LaPausky was not presented to Chamber Board of Directors in a timely manner for proper review. Mickelson introduced and provided copies of a revised budget that was generated after consultation with the City Manager Hall. Mickelson requested BID review and recommend this revised budget that would then be taken to the Chamber Board of Directors for approval. Mickelson began a line-by-line summary of the revised budget. LaPausky expressed concern with the removal of the Bike Racks from the revised budget. Loudon asked for clarification with regards to "Miscellaneous Expense" and "Brochure (Regional) Printing" line-items. O'Neal voiced his support for the "Meet the Business Program" and recommended increasing the funds for this line-item. Loudon questioned why the big increase in the "Paint the Box Program" line-item. Osborne stated more funds should be placed in "Advertising" due to the funds already spent for San Diego Magazine. Paris expressed opinions on the originally proposed budget vs. revised budget. She stated she supported the Bike Racks project but did not understand how the "Drinking Fountains" line item in proposed budget helped businesses because many businesses sell water. LaPausky stated she suggested this project because we're trying to be green in the City and drinking fountains would cut down on the amount of plastic bottles used in the City. LaPausky also stated that having fresh water available for parents who bring their kids to the beach would help decrease the amount of sodas and "sugar-water" that is purchased. LaPausky stated having several places to get fresh water without buying the plastic and the sugar would be a good thing for us. Questions were raised about cost of tapping into city water lines and who'd pay for the water usage in the future. LaPausky said the City has already said they'd be willing to partner on this project. Barrows questioned how Bike Racks and water fountains in Seacoast Dr. help businesses on 13th St. Paris asked LaPausky if there was any other projects that she'd like to see continued and is focused on business. LaPausky stated the Dog Waste Stations are currently not in the business areas. LaPausky stated she suggested and supported this project. LaPausky also stated her support for the "Sidewalk Stencils". Mickelson stated that a lot of the projects on LaPausky's proposed budget were advanced without the consultation and cooperation of the City. LaPausky said the City doesn't tell the BID what to do. Loudon asked "how many?" and "where?" drinking fountains were being considered. LaPausky responded she hadn't gotten that far. Loudon stated drinking fountains enhance the quality of life and family friendly. Barrows asked if the stencils would be placed on 13th St. Barrows said focus needs to be everywhere in the District not just Seacoast Dr. Osborne suggested long-range projects should not be budgeted for until coordination and approval is received from the City. Osborne also suggested possibly creating sub-committees to help partner with the City. Osborne then stated he wanted to work off the Revised Budget that was presented by Mickelson.

Barrows exits the meeting

Loudon stated he wanted to make a Motion to Reconsider the vote on the temporary BID leadership and he requested the vote by secret ballot. Loudon stated he was confused originally and thought Athena Hohenberg was not eligible. Loudon said now that he has a choice he'd like to vote by secret ballot.

LOUDON REPEATED HIS MOTION TO RECONSIDER THE RECOMMENDATION OF JOANN BARROWS AS TEMPORARY BID CHAIRPERSON, SECONDED BY LAPAUSKY
MOTION PASSED BY A VOTE 5-3.

MOTION BY LOUDON, SECONDED BY LAPAUSKY, TO NAME ATHENA HOHENBERG AS BID CHAIR. Osborne asked for discussion. O'Neal stated Hohenberg was not eligible and stated that any vote made by the BID committee stands to be overridden by the Chamber Board of Directors because they control the BID. LaPausky responded that the Chamber Board only controls how the money is spent.
MOTION PASSED BY A VOTE OF 5-3.

MOTION BY LAPAUSKY, SECONDED BY LOUDON, TO STAY WITH THE APPROVED BUDGET ALREADY APPROVED BY THE CHAMBER. MOTION PASSED BY A VOTE OF 5-3.

Discussion regarding the willingness to have further discussion regarding changes to the Budget is had.

Osborne adjourned meeting 4:36 pm


Submitted by:
Candy Unger

BID Budget 2015-2016	Proposed budget	
Income		
BID Assesment Held	\$9,000	Collected fees currently being held by City
BID Assements	\$27,000	
Bike Rack Sales	\$1,800	
Prior Year Carryover	\$20,512.00	
Total Income	\$58,312.00	
Budgeted Expenses		
	Budget	Itemized Allocation
Adminstration	\$22,450	
	BID Program Admin Fees	\$18,000
	Printing	\$500
	Audit	\$2,500
	Supplies/ Office expense	\$500
	Postage	\$800
	Bank/Service Fees	\$150
Beautification/Special Projects	\$7,000	
	Paint The Box	\$3,000
	Holiday Decorations	\$3,000
	American Flags	\$1,000
Event/Promotions/Music	\$8,450	
Music	Sunset Celebrations	\$4,000
Music	BBQ & Blues	\$1,000
Music	Sun and Sea	\$500
Event	4th of July	\$1,000
Music	Christmas Comes to IB	\$500
Event	IB Fun Run, Walk & Bike	\$500
Event	Easter Egg Hunt	\$500
Event	Dia de los Muertos	\$300
Music	Halloween at the Farmer's Market	\$100
Business District Programs	\$6,500	
	Shop Local/Buy IB Campaign	\$1,500
	Small Business Week/Saturday	\$1,500
	Meet the Business	\$2,500
	Business District Newsletter	
	"Best Of IB Business" Awards	\$1,000
Advertising	\$12,250	
	San Diego Vistors Magazine	\$1,700
	Brochure Production/distribution	\$8,000
	San Diego Toursim Membership	\$550
	Event/Business District Promotions	\$2,000
Misc	\$1,662	
Total Expenditures	\$58,312	

BID Budget 2016

APPROVED IN SEPT

BID Budget 2015-2016		Proposed budget	
Income		Budget	
BID Assesment Held		\$4,500.00	
BID Fees		\$28,000	
Bike Rack Sale		\$4,500	
Wine Gardens		\$3,000	
Total Income		\$40,000	
Total Income of Cash Reserve		\$20,512.00	
Total Income Plus Cash Reserve		\$60,512	
Budgeted Expenses		Budget	Subset Cost
Adminstration		\$14,500	
	1/2 Fees to IB COC		\$14,000
	Printing		\$500
Parking Improvements		\$8,000	
	Bike Racks		\$6,500
	Sidewalk Stencels		\$1,500
Beautification/Special Projects		\$15,000	
	Paint the box		\$1,500
	Drinking Fountains		\$8,000
	Dog Waste Stations		\$2,500
	Holiday Decorations		\$2,000
	American Flags		\$1,000
Event/Promotions/Music		\$6,400	
	Wine Gardens		\$2,000
	Sunset Celebrations		\$3,600
	Beach BBQ		\$300
	Sun and Sea		\$500
Advertising		\$10,450	
	San Vistors Magizine		\$900
	Brochure Production/distribution		\$8,000
	San Diego Toursim Membership		\$550
	Event Promotions		\$1,000
Misc		\$1,311	
Carry over event profit	non BID funds	\$4,851	
Total		\$60,512	

