

**CITY OF CALEXICO
BUSINESS IMPROVEMENT DISTRICT
REGULAR MEETING**

**WEDNESDAY
JULY 8, 2015**

**Fernando “Nene” Torres Council Chambers
608 Heber Ave.
Calexico, CA**

8:00 A.M.

Jaime Jimenez, Chair
Eduardo Lopez
Greg Gelman
Robert Gronich
Mark Halloway

John Moreno, Mayor
Joong S. Kim, Mayor Pro-Tem
Luis Castro, Councilmember
Maritza Hurtado, Councilmember
Armando Real, Councilmember

Richard Warne-City Manager

AGENDA

CALL TO ORDER AND ATTENDANCE
PLEDGE OF ALLEGIANCE
APPROVAL OF AGENDA

THIS IS A PUBLIC MEETING. IF THERE IS AN ITEM ON THE AGENDA ON WHICH YOU WISH TO BE HEARD, PLEASE COME FORWARD. IF YOU WISH TO ADDRESS THE COMMITTEE CONCERNING ANOTHER MATTER WITHIN ITS JURISDICTION, YOU MAY DO SO DURING THE ANNOUNCEMENTS/PUBLIC COMMENTS PORTION OF THE AGENDA.

ANNOUNCEMENTS/PUBLIC COMMENTS

CONSENT AGENDA

1. Approve minutes for meeting of June 10, 2015.

BUSINESS ITEMS

2. Action/Discussion – BID fiscal year to date income and expenditure report for July 1, 2014 to June 30, 2015.

BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MEETING

Next meeting date: Wednesday August 12, 2015

Meeting date: July 8, 2015

Agenda Item 1

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Approve meeting minutes of June 10, 2015.

Action Requested:	Approve minutes of the meeting held on June 10, 2015
Discussion:	Approve minutes
Fiscal Impact:	Not applicable
Attachments:	June 10, 2015 minutes of meeting

THE BUSINESS IMPROVEMENT DISTRICT OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 10TH DAY OF JUNE 2015 AT CITY OF CALEXICO 608 HEBER AVENUE, CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING

CALL TO ORDER

Meeting called to order at 8:08 a.m. by Mark Halloway. The Pledge of Allegiance was recited.

ATTENDANCE

Committee members:

Eduardo Lopez

Mark Halloway

Greg Gelman

Robert Gronich - Absent

Jaime Jimenez - Absent

City staff:

Rosalind Guerrero, Grant Manager

APPROVAL OF AGENDA

Motion by member Lopez and second by member Gelman, passed unanimously to approve agenda as presented.

Ayes:	Lopez, Gelman, Halloway
Noes:	None
Absent:	Jimenez, Gronich

ANNOUNCEMENTS/PUBLIC COMMENTS

There were no announcements or public comments.

CONSENT AGENDA

Motion by member Lopez and second by member Gelman to approve special meeting minutes of May 13, 2015. Passed unanimously.

Ayes:	Lopez, Gelman, Halloway
Noes:	None
Absent:	Jimenez, Gronich

BUSINESS ITEMS

ADOPT RESOLUTION ESTABLISHING THE REGULAR MONTHLY MEETING OF THE BUSINESS IMPROVEMENT DISTRICT ON THE SECOND WEDNESDAY OF THE MONTH AT 8:00 A.M.

At the meeting of May 13, 2015 the Board Members recommended the meeting date be kept on the 2nd Wednesday of the month and to begin at 8:00 a.m.

Member Lopez motioned resolution 2015-01 be adopted establishing the second Wednesday of each month at 8:00 a.m. be designated the meeting date and time. Passed unanimously.

Ayes: Lopez, Gelman, Halloway
Noes: None
Absent: Jimenez, Gronich

ACTIVITIES TO BE HOSTED BY BID TO ATTRACT CLIENTS TO THE DOWNTOWN

Members discussed activities that were held last summer and invited representatives from the different media to provide their proposals. Tony Dominguez, El Lechugon, proposed similar advertising as was used in 2014. Advertisements include print and television in El Lechugon, 6 x 9 pamphlet with coupons, and television channels 66 and 3. Cost is \$2,300 per month. Advertising would start in July 2015.

Mauricio Calderon, MC Marketing, presented costs to host a remote in downtown at \$1,200 for 2 hours or \$900 for 1 hour. Remote has own insurance coverage. Mr. Calderon presented a proposal similar to last year's, the client pays \$600 and BID pays \$400 for 3 months of advertising on local television channels 7 and 54, cable channel 15. Total cost to BID is \$1,200 for a period of 3 months starting in July.

Liliana Hernandez, Imperial Valley Press, advertising will be in Imperial Valley Press Monday issue and Adelante Valle Friday edition. A copy of what is used for the Algodones area was presented showing a map of the downtown area and ad layout. The cost is \$660 per month for a period of 3 months.

Member Lopez motioned to approve 3 months advertising for a total cost of \$10,080.00, member Gelman seconded the motion as follows:

El Lechugon	\$2,300 per month for 3 months at a cost of \$6,900
Imperial Valley Press	\$ 660 per month for 3 months at a cost of \$1,980
MC Marketing	\$ 400 per month for 3 months at a cost of \$1,200

BID COMMITTEE MINUTES

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Ayes: Lopez, Gelman, Halloway
Noes: None
Absent: Jimenez, Gronich

EXPANSION OF BID BOUNDARIES

Members discussed downtown is at a disadvantage because of parking and the parking meters as other cities in Imperial Valley have no meters. A recommendation was made to concentrate on other downtown issues needing attention before considering expansion of the boundaries. Members agreed to bring the item back for discussion at a another time.

BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MEETING

Board members provided direction to staff to place on the Council agenda a request to the City Council to consider the waiver of parking meter fees for the months of July, August, and through Labor Day in September 2015 as these months are the slowest during the year.

Board members requested an update on the budget at the next regular meeting.

ADJOURNMENT

Meeting adjourned at 9:05 a.m.

Mark Halloway, Co-Chairman

Meeting date: July 8, 2015

Agenda Item 2

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Action/Discussion – BID fiscal year to date income and expenditure
Report for July 1, 2014 to June 30, 2015

Action Requested:	To be determined
Discussion:	Review fiscal year income and expenditures as shown on the attached report.
Fiscal Impact:	Not applicable
Attachments:	Fiscal Year 7/1/14 to 6/30/15 Income and Expenditure report

BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2014-15
INCOME & EXPENSE REPORT

BEGINNING BALANCE 7/1/2014 37,458.57

INCOME 7/1/14 - 6/30/15

CONCESSION STANDS	670.00
BID ASSESSMENT FEE	37,584.50
	38,254.50

TOTAL INCOME AS OF 6/30/15 75,713.07

EXPENSES 7/1/14 - 6/30/15

PERSONNEL	401.95
PROMOTION/ADVERTISING	33,457.00
INSURANCE	1,746.00
CONTRACTUAL SERVICES	2,998.00
SPECIAL EVENTS	2,426.84
ADVERTISING	1,200.00

TOTAL EXPENSES AS OF 6/30/15 42,229.79

BALANCE ENDING AS OF 6/30/15 33,483.28

BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2014-15
EXPENSE DETAIL

PERSONNEL/STAFF	401.95
PROMOTION/ADVERTISING	33,457.00
Back to School	
Shoppers Guide	
Halloween	
Black Friday	
Car Show	
Summer 50/50	
INSURANCE	1,746.00
Halloween	
Car Show	
CONTRACTUAL SERVICES	2,998.00
PJS Clean	
SPECIAL EVENTS	2,426.84
DJ/Halloween	
DJ/Car Show	
Health Department Permits	
Portable Restrooms	
Trophies/Car Show	
Calexico Parade Announcer	
ADVERTISING	
Calexico Chronicle/annual report	1,200.00
TOTAL	42,229.79