



Board of Directors Meeting
Sept. 19, 2023 – 4 p.m.
Illinois Casualty Company | 225 20th St., Rock Island, IL

Present: Amanda Wood, Brandy VandeWalle, Arron Sutherland, Raja Krishnamurthy, Greg Stecker, John Chow, DeAnna Freeman-Foster, Steven Ratcliff, Erica Williams, Ben Fawks, Brett Hitchcock, Todd Thompson

Absent: Nicole Watson-Lam

Guests: James Blackwell, Mary McNeil, Ron Lund, Ald. Dylan Parker | **Staff:** Jack Cullen, De'Andre Robinson, Brie Collier, Kyle Carter

Call Meeting to Order, Approval of Aug. 23 Minutes

Meeting was called to order at 4:01 p.m.

Brett moved to approve the minutes. Steven seconded. Motion passed.

Finance & Governance

July Financial Report

Brie Collier, VP of Finance and Administration for the Quad Cities Chamber, presented the attached July Financial Report. Brie noted certain line items and corresponding account codes were adjusted to match those of the other downtown place management organizations within the Chamber. No questions were asked.

John moved to approve the July Financial Report. Steven seconded. Motion passed.

Onboard

The Board was reminded to set up their account in the board portal system OnBoard. The Chamber uses OnBoard to manage Board and Committee meetings. Board members will use OnBoard to view agendas, meeting materials and submit RSVPs. Board members must also complete 1) a conflict-of-interest form; and 2) a confidentiality form under the "Actions" tab in the portal. Anyone experiencing technical issues with OnBoard is encouraged to connect with Emily Codling at ecodling@quadcitieschamber.com.

Rebuild Downtown Committee

The Rebuild Downtown Committee of the Downtown Alliance Board will help oversee the development of a capital improvement grant program to incentivize exterior property investments and enhance curb appeal in the downtown. The group will also work with Jack to provide guidance on next steps for the major Rebuild Downtown project. The Committee will meet with Jack outside of full Board meetings and report back to the full Board. Arron presented the nominees for the Committee:

- Laura Mahn, Executive Director, Nest Café
- Greg Stecker, Owner, Stecker Graphics (Board member)
- Patrick Stolley, Building Owner and Licensed Contractor
- Erica Williams, Resident/Owner, DuMarche Condos (Board member)
- Amanda Wood, Rock Island Investors/Russell (Board member)

Raja motioned to approve the nominees. Steven seconded. Motion passed.

Infrastructure & Livability

Welcome, De'Andre

Downtown Alliance Operations Manager De'Andre Robinson was formally introduced to the Board. He started Sept. 5 and hit the ground running, connecting with business owners throughout downtown and distributing invitations to the upcoming Launch Party on Oct. 3.

Clean & Safe Operations

Jack and De'Andre divided the Downtown Special Service Area into six distinct zones for the purpose of providing and tracking enhanced Clean and Safe services. A mobile software application is being used to track all work in the field, from litter patrol and graffiti removals to business contacts and encounters with the street population. A preview of the application was shown to Board members, and the reaction was positive. One Board member asked if stakeholders could report issues to the Downtown Alliance via the application. There is a public-facing version of the app, however, it costs more money. In addition, the City is planning to launch the use of the SeeClickFix app to allow members of the public to alert City staff of issues in the public realm. The goal is for the systems to "talk" to each other to streamline communication.

Advocacy & Promotions

Deck the Downtowns Small Business Promotions

The Downtown Alliance is offering three exciting promotional opportunities for small businesses to participate in this upcoming holiday season.

- Holiday Train Hunt (new design)
 - Back for the second year, a new train ornament designed by Crawford Company and decorated by Jackson Autobody & Custom Paint will be hidden in participating downtown businesses for a fun scavenger hunt. More than 130 people participated in the activity in 2022, generating 1,300+ engagements with downtown businesses.
- Holiday Display Challenge (window art)
 - The Downtown Alliance in conjunction with the Downtown Davenport Partnership and Downtown Bettendorf Organization will coordinate artists to paint holiday displays on storefront windows throughout each of the downtowns. The Board decided to split the decoration and paint removal costs with participating businesses. The public will be encouraged to visit all participating businesses and vote for their favorite displays.
- Holiday Gift Guide (social media series)
 - Businesses will have an opportunity to share products or services with the Downtown Alliance to be promoted on social media as part of a gift guide series throughout the holiday season.

Marketing dollars will be used to fund Deck the Downtowns Small Business Holiday Promotions.

Downtown Alliance Launch Party

The Board was reminded about the upcoming event to mark the official launch of the Downtown Alliance, 4-6 p.m. Tuesday, Oct. 3, at Huckleberry's Great Pizza and Calzones.

Other Business

Social Media & Website

DARI leadership is working on a response to a letter sent Aug. 24 on behalf of the Downtown Alliance Board formally requesting DARI to consider transferring ownership of the digital assets to the Downtown Alliance at no cost in return for proper public recognition of the gift.

IDA Conference Oct. 4-6

Jack and De'Andre are attending the International Downtown Association Annual Conference in Chicago.

Adjourn: *Brett motioned to adjourn the meeting. Steven seconded. Meeting adjourned at 5 p.m.*

Rock Island Downtown Alliance (RIDA)
Financial Statement Management Discussion & Analysis
July 31, 2023



Background

Rock Island Downtown Alliance (RIDA) manages the activities and programs within the Special Service Area (SSA) in downtown Rock Island.

Year-to-Date Actual vs. Budget

There is a Net Income year-to-date of \$5,358 compared to a Budgeted Net Income of \$85,551.

- Significant Revenue Budget Variances:
 - The City of Rock Island was not invoiced for support, SSA and overhead items until August. The variance will decrease with August financial statements.
 - In addition to our quarterly payment from Modern Woodman, we received payment from Metrolink and Crawford, resulting in a positive budget variance of \$3,750.

- Significant Expense Budget Variances:
 - Rent has a favorable variance of \$200. The contracted monthly rent was lower than budgeted. This item will remain underbudget for the fiscal year.
 - Marketing expenses are \$3,384 overbudget. We paid MindFire for logo creation services this month, leading to a negative variance. This will even out as the annual marketing budget is spread evenly throughout the fiscal year.
 - Clean & Safe as well as Capital Projects areas have no expenses year-to-date. These budget items are allocated evenly throughout the fiscal year. These budget variances are a matter of timing.
 - Program salaries are overbudget as a mid-month bonus was processed in July. The variance will smooth out in future months but will remain due to timing of staff hiring this first year.
 - Because the overhead was not billed in July, there are no expenses to record. These will even out as we record these items in future months.

Profit and Loss Statement

There is a Net Income year-to-date of \$5,358. Beginning in FY25, this will be a year-over-year comparative statement. There are no items to note as revenue and expenditure variances have been discussed in the Actual vs. Budget statement.

Balance Sheet

Total Equity year-to-date is \$2,448. In future years, this will be a year-over-year comparison of account variances.

- The A/R from the Chamber represents RIDA payments deposited into the Chamber account. The Chamber remitted these funds to RIDA in August.
- Prepaid expenses represent payments for Alternating Currents (held in August) and conference registration for the IDA conference in October.
- Deferred revenue is for Alternating Currents sponsorships received. These will be recognized as revenue in August.
- The amount due to the chamber represents RIDA payroll.
- The amount due to DDP represents various expenses DDP paid for RIDA. The largest amount is \$3,750 for Alternating Currents.

Rock Island Downtown Alliance
Budget vs. Actuals: FY 2024 - FY24 P&L
 July 2023

	Jul 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
46110 City of Rock Island Support		\$ 20,000	-\$ 20,000	0.00%	\$ 0	\$ 20,000	-\$ 20,000	0.00%
46200 Other Donations & Sponsorships	\$ 22,500	\$ 18,750	\$ 3,750	120.00%	\$ 22,500	\$ 18,750	\$ 3,750	120.00%
46315 Alternating Currents Sponsorship	\$ 0	\$ 0	\$ 0		\$ 0	\$ 0	\$ 0	
46410 Special Service Area (SSA)		\$ 77,653	-\$ 77,653	0.00%	\$ 0	\$ 77,653	-\$ 77,653	0.00%
46700 Service Overhead Contribution		\$ 6,695	-\$ 6,695	0.00%	\$ 0	\$ 6,695	-\$ 6,695	0.00%
Total Income	\$ 22,500	\$ 123,098	-\$ 100,598	18.28%	\$ 22,500	\$ 123,098	-\$ 100,598	18.28%
Gross Profit	\$ 22,500	\$ 123,098	-\$ 100,598	18.28%	\$ 22,500	\$ 123,098	-\$ 100,598	18.28%
Expenses								
50000 Expense			\$ 0		\$ 0	\$ 0	\$ 0	
56100 Other Expenses			\$ 0		\$ 0	\$ 0	\$ 0	
56103 Rent	\$ 800	\$ 1,000	-\$ 200	80.00%	\$ 800	\$ 1,000	-\$ 200	80.00%
Total 56100 Other Expenses	\$ 800	\$ 1,000	-\$ 200	80.00%	\$ 800	\$ 1,000	-\$ 200	80.00%
56200 Marketing/Outreach			\$ 0		\$ 0	\$ 0	\$ 0	
56201 Marketing	\$ 5,467	\$ 2,083	\$ 3,384	262.42%	\$ 5,467	\$ 2,083	\$ 3,384	262.42%
56205 Professional Development		\$ 0	\$ 0		\$ 0	\$ 0	\$ 0	
Total 56200 Marketing/Outreach	\$ 5,467	\$ 2,083	\$ 3,384	262.42%	\$ 5,467	\$ 2,083	\$ 3,384	262.42%
56300 Events			\$ 0		\$ 0	\$ 0	\$ 0	
56310 Alternating Currents Event	\$ 0	\$ 0	\$ 0		\$ 0	\$ 0	\$ 0	
Total 56300 Events	\$ 0	\$ 0	\$ 0		\$ 0	\$ 0	\$ 0	
56400 Clean & Safe			\$ 0		\$ 0	\$ 0	\$ 0	
56405 Contract Labor		\$ 8,333	-\$ 8,333	0.00%	\$ 0	\$ 8,333	-\$ 8,333	0.00%
56410 Contract Safety Services		\$ 3,958	-\$ 3,958	0.00%	\$ 0	\$ 3,958	-\$ 3,958	0.00%
Total 56400 Clean & Safe	\$ 0	\$ 12,292	-\$ 12,292	0.00%	\$ 0	\$ 12,292	-\$ 12,292	0.00%
56500 Projects - Capital			\$ 0		\$ 0	\$ 0	\$ 0	
56530 Supplies & Small Equipment		\$ 3,500	-\$ 3,500	0.00%	\$ 0	\$ 3,500	-\$ 3,500	0.00%
56545 Façade/Interior Grants		\$ 1,875	-\$ 1,875	0.00%	\$ 0	\$ 1,875	-\$ 1,875	0.00%
56546 Streetscape Grants		\$ 1,875	-\$ 1,875	0.00%	\$ 0	\$ 1,875	-\$ 1,875	0.00%
Total 56500 Projects - Capital	\$ 0	\$ 7,250	-\$ 7,250	0.00%	\$ 0	\$ 7,250	-\$ 7,250	0.00%
56900 Payroll & Overhead			\$ 0		\$ 0	\$ 0	\$ 0	
56901 Program Salaries	\$ 8,430	\$ 6,144	\$ 2,286	137.21%	\$ 8,430	\$ 6,144	\$ 2,286	137.21%
56902 Program OASDI	\$ 476	\$ 381	\$ 95	124.93%	\$ 476	\$ 381	\$ 95	124.93%
56903 Program Medicare	\$ 111	\$ 89	\$ 22	125.08%	\$ 111	\$ 89	\$ 22	125.08%
56904 Program FUTA	\$ 0	\$ 4	-\$ 4	0.00%	\$ 0	\$ 4	-\$ 4	0.00%
56905 Program SUTA	\$ 74	\$ 67	\$ 7	110.07%	\$ 74	\$ 67	\$ 7	110.07%
56906 Program Life/LTD/STD/AD&D	\$ 49	\$ 45	\$ 4	108.00%	\$ 49	\$ 45	\$ 4	108.00%
56907 Program 401K	\$ 296	\$ 307	-\$ 11	96.30%	\$ 296	\$ 307	-\$ 11	96.30%
56908 Program Health Insurance	\$ 918	\$ 1,010	-\$ 92	90.87%	\$ 918	\$ 1,010	-\$ 92	90.87%
56909 Program Dental Insurance	\$ 66	\$ 41	\$ 25	160.34%	\$ 66	\$ 41	\$ 25	160.34%
56912 Program HSA	\$ 381	\$ 64	\$ 317	595.31%	\$ 381	\$ 64	\$ 317	595.31%
56914 Program Cell Phone	\$ 50	\$ 50	\$ 0	100.00%	\$ 50	\$ 50	\$ 0	100.00%
56916 Work At Home Stipend	\$ 25	\$ 25	\$ 0	100.00%	\$ 25	\$ 25	\$ 0	100.00%
57709 Overhead		\$ 6,695	-\$ 6,695	0.00%	\$ 0	\$ 6,695	-\$ 6,695	0.00%
Total 56900 Payroll & Overhead	\$ 10,875	\$ 14,922	-\$ 4,047	72.88%	\$ 10,875	\$ 14,922	-\$ 4,047	72.88%
Total 50000 Expense	\$ 17,142	\$ 37,547	-\$ 20,405	45.66%	\$ 17,142	\$ 37,547	-\$ 20,405	45.66%
Total Expenses	\$ 17,142	\$ 37,547	-\$ 20,405	45.66%	\$ 17,142	\$ 37,547	-\$ 20,405	45.66%
Net Operating Income	\$ 5,358	\$ 85,551	-\$ 80,193	6.26%	\$ 5,358	\$ 85,551	-\$ 80,193	6.26%
Net Income	\$ 5,358	\$ 85,551	-\$ 80,193	6.26%	\$ 5,358	\$ 85,551	-\$ 80,193	6.26%

Rock Island Downtown Alliance
Profit and Loss
 July 2023

	Total	
Income		
40000 Revenue/Income		
46200 Other Donations & Sponsorships	\$	22,500
46300 Events Support		
46315 Alternating Currents Sponsorship	\$	0
Total Income	\$	22,500
Expenses		
56100 Other Expenses	\$	0
56103 Rent	\$	800
Total 56100 Other Expenses	\$	800
56201 Marketing	\$	5,467
56310 Alternating Currents Event	\$	0
56900 Payroll & Overhead		
56901 Program Salaries	\$	8,430
56902 Program OASDI	\$	476
56903 Program Medicare	\$	111
56904 Program FUTA	\$	0
56905 Program SUTA	\$	74
56906 Program Life/LTD/STD/AD&D	\$	49
56907 Program 401K	\$	296
56908 Program Health Insurance	\$	918
56909 Program Dental Insurance	\$	66
56912 Program HSA	\$	381
56914 Program Cell Phone	\$	50
56916 Work At Home Stipend	\$	25
Total 56900 Payroll & Overhead	\$	10,875
Total Expenses	\$	17,142
Net Income	\$	5,358

Rock Island Downtown Alliance
Balance Sheet
As of July 31, 2023

	Total	
ASSETS		
12101 A/R from Chamber	\$	25,000
12251 Prepaid Expenses	\$	4,633
Total Current Assets	\$	29,633
TOTAL ASSETS	\$	29,633
LIABILITIES AND EQUITY		
Accounts Payable (A/P)	\$	8,100
21330 Deferred Revenue	\$	2,500
21501 Due to Chamber	\$	10,942
21502 Due to DDP	\$	5,643
Total Liabilities	\$	27,185
Equity		
Retained Earnings	-\$	2,910
Net Income	\$	5,358
Total Equity	\$	2,448
TOTAL LIABILITIES AND EQUITY	\$	29,633