



Board of Directors Meeting
Nov. 21, 2023 – 4 p.m.
Illinois Casualty Company | 225 20th St., Rock Island, IL

Present: Arron Sutherland, Ben Fawks, Greg Stecker, Erica Williams, Raja Krishnamurthy, John Chow, Steven Ratcliff, Amanda Wood, Nicole Watson-Lam

Absent: Brandy VandeWalle, Brett Hitchcock, Todd Thompson, DeAnna Freeman-Foster

Guests: Ald. Dylan Parker, Tom Flaherty, James Blackwell | **Staff:** Jack Cullen, Brie Collier, Kyle Carter

Call Meeting to Order, Approval of Oct. 17. Minutes

Meeting was called to order at 4:02 p.m.

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

Finance & Governance

September & October Financial Report

Brie Collier, VP of Finance and Administration for the Quad Cities Chamber, presented the attached September and October Financial Reports. The Chamber Finance team is on track and will be reporting financials at a normal cadence – i.e., presenting October financials at the November meeting.

As of Oct. 31, the City has provided \$40,000 in funding to the Downtown Alliance for the provision of enhanced clean and safe services, noted via account code 46110 “City of Rock Island Support.” This is on target with the annual budget approved by the Board and City Council, assuming the City would contribute \$80,000 to the Downtown Alliance via “City of Rock Island Support” in FY24. The Downtown Alliance crew is currently performing the enhanced clean and safe services detailed in a draft agreement. As of Oct. 31, the Downtown Alliance had a net income of \$153,552, noted on Profit and Loss statement.

Raja moved to approve the September and October Financial Reports. Steven seconded. Motion passed.

Committees

The goal is to form a Finance Committee; Events and Promotions Committee; and Livability Committee by the end of 2023 to advise the Downtown Alliance Board on a wide range of matters. Jack is reaching out to other downtown stakeholders to get involved. Full descriptions of each Committee are included in the Downtown Alliance’s place management [services agreement](#) with the City of Rock Island. Board members interested in joining a Committee are encouraged to connect with Jack.

Business & Economic Growth

Deck the Downtowns

Deck the Downtowns is back stronger this season in downtown Rock Island. 30+ downtown businesses decorated their storefront as part of the regional Holiday Display Challenge. 45+ downtown businesses are participating in the Hunt for the Holiday Train sponsored by Crawford Company and Jackson Autobody & Custom Paint.

Capital Improvement Funds

The Rebuild Downtown Committee met Oct. 27 to discuss possible uses of the \$45,000 budgeted for a Capital Improvement Program. Ideas included a safety rebate program to encourage the installation of street-facing security cameras as well as a vandalism repair rebate program to aid businesses affected by surprise damage,

such as a broken window or door. Both ideas were inspired by two programs administered by the Lincoln Park Chamber of Commerce in Chicago to address safety and security concerns. The Committee also discussed using a portion of the funds to address longtime nuisances on private property, such as dead trees, overgrown landscaping and public art or obsolete signage in disrepair. The goal for this type of program would be to provide one-time improvements to eyesore properties that would hopefully encourage better stewardship in the long run. Another possible use discussed was sidewalk and curb repairs, prioritizing the most-traveled areas in the poorest condition.

As of Oct. 27, there was almost \$300,000 remaining in the City's Property Enhancement Program (PEP) and about \$500,000 in Growing Rock Island Together (GRIT). The Board asked for additional information about possible projects not receiving funding through PEP or GRIT to see if the Downtown Alliance can address a particular area of need. Jack attended his first weekly Economic Development team meeting coordinated by the City on Nov. 20 and would gather additional data and bring back a recommendation to the Rebuild Downtown Committee.

Advocacy & Promotions

Digital Assets

The Downtown Alliance reached an agreement with the Development Association of Rock Island (DARI) to purchase the Downtown Rock Island website and social media assets for \$5,000. The City is contributing \$2,500 to the purchase, and ownership will be transferred to the Downtown Alliance. Staff also intends to explore further updates to the downtown website, including a full redesign.

Infrastructure & Livability

Clean and Safe Services

The "Clean and Safe" operations are up and running with two FTE Cleaning Ambassadors working under the direction of Operations Manager De'Andre Robinson. Feedback from both the City and private sector has been very positive. The crew's daily activities are tracked via a mobile software app, and below is a snapshot of the team's productivity Oct. 15 to Nov. 11

- 69 bags of trash filled
- 23 block faces of weed abatement
- 14 stickers removed
- 21 graffiti tags removed

Other Business

Parking

The City is exploring ramping up parking enforcement throughout the City, and the Board will have a preliminary discussion about downtown parking at the next meeting Dec. 19.

Adjourn

Greg moved to adjourn the meeting. Steven seconded. Meeting adjourned at 5:08 p.m.



**Rock Island Downtown Alliance (RIDA)
Management Discussion & Analysis
November 30, 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 \$130,671 compared to a Budgeted Net Income of \$45,180.

- Significant Revenue Budget Variances:
 - Deck the Downtowns is a new revenue item this month. This is an unplanned revenue and results in a positive variance of \$5,400.
 - Interest income is higher than budgeted.

- Significant Expense Budget Variances:
 - As noted last month, we have returned to a favorable variance in rent expenses.
 - There is an unfavorable variance of \$5,030 in miscellaneous expenses. This includes the purchase of the DARI website for \$5,000. The City will reimburse RIDA for a half of this cost.
 - As with revenue, there is an unplanned expense item for Deck the Downtown, causing an unfavorable variance of \$3,000.
 - Contract labor remains significantly underbudget in the Clean & Safe line item. We are paying for clean & safe employees but there were vacancies at the beginning of the year, and we have not yet contracted for additional safety services.
 - Capital projects have a favorable variance of \$24,514 which is a matter of timing.
 - Payroll has a favorable variance of \$11,498 due to staff vacancies in prior months.

Profit and Loss Statement

There is a Net Income year-to-date of \$130,671. 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 \$124,933. In future years, this will be a year-over-year comparison of account variances.

- The A/R Events represents an unpaid invoices for Deck the Downtowns.
- The A/R from Chamber represents RIDA payments deposited into the Chamber account. The Chamber will remit these to RIDA in December.
- Deferred revenue represents various community sponsorships recognized evenly over the entire fiscal year. The deferred revenue total will decrease during the fiscal year as we move these amounts into revenue.
- A majority of the amount due to the chamber represents RIDA payroll.

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

July - November, 2023

	Nov 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
40000 Revenue/Income			\$ -		\$ -	\$ -	\$ -	
46110 City of Rock Island Support		\$ -	\$ -		\$ 40,000	\$ 40,000	\$ -	100.00%
46200 Other Donations & Sponsorships	\$ 5,909	\$ 5,833	\$ 76	101.30%	\$ 28,636	\$ 29,165	\$ (529)	98.19%
46213 Deck the Downtowns	\$ 5,400		\$ 5,400		\$ 5,400	\$ -	\$ 5,400	
Total 46200 Other Donations & Sponsorships	\$ 11,309	\$ 5,833	\$ 5,476	193.88%	\$ 34,036	\$ 29,165	\$ 4,871	116.70%
46300 Events Support			\$ -		\$ -	\$ -	\$ -	
46315 Alternating Currents Sponsorship		\$ -	\$ -		\$ 14,000	\$ 20,000	\$ (6,000)	70.00%
46316 Alternating Currents InKind			\$ -		\$ 3,000	\$ -	\$ 3,000	
Total 46300 Events Support	\$ -	\$ -	\$ -		\$ 17,000	\$ 20,000	\$ (3,000)	85.00%
46410 Special Service Area (SSA)		\$ -	\$ -		\$ 155,306	\$ 155,306	\$ -	100.00%
46700 Service Overhead Contribution	\$ 6,695	\$ 6,695	\$ -	100.00%	\$ 33,475	\$ 33,475	\$ -	100.00%
46800 Interest Income	\$ 401		\$ 401		\$ 493	\$ -	\$ 493	
Total 40000 Revenue/Income	\$ 18,405	\$ 12,528	\$ 5,877	146.91%	\$ 280,311	\$ 277,946	\$ 2,365	100.85%
Total Income	\$ 18,405	\$ 12,528	\$ 5,877	146.91%	\$ 280,311	\$ 277,946	\$ 2,365	100.85%
Expenses								
50000 Expense			\$ -		\$ -	\$ -	\$ -	
56102 Accounting			\$ -		\$ 243	\$ -	\$ 243	
56103 Rent		\$ 1,000	\$ (1,000)	0.00%	\$ 4,000	\$ 5,000	\$ (1,000)	80.00%
56104 Office Supplies	\$ 49		\$ 49		\$ 77	\$ -	\$ 77	
Total 56100 Other Expenses	\$ 49	\$ 1,000	\$ (951)	4.88%	\$ 4,320	\$ 5,000	\$ (680)	86.40%
56200 Marketing/Outreach			\$ -		\$ 120	\$ -	\$ 120	
56201 Marketing	\$ 2,917	\$ 2,083	\$ 834	140.02%	\$ 9,784	\$ 10,417	\$ (632)	93.93%
56203 Miscellaneous Expense	\$ 5,000		\$ 5,000		\$ 5,030	\$ -	\$ 5,030	
56205 Professional Development	\$ 2,937	\$ -	\$ 2,937		\$ 4,656	\$ 3,000	\$ 1,656	155.22%
56213 Marketing - Deck the Downtowns	\$ 3,000		\$ 3,000		\$ 3,000	\$ -	\$ 3,000	
Total 56200 Marketing/Outreach	\$ 13,854	\$ 2,083	\$ 11,771	665.00%	\$ 22,591	\$ 13,417	\$ 9,174	168.38%
56300 Events			\$ -		\$ -	\$ -	\$ -	
56310 Alternating Currents Event		\$ -	\$ -		\$ 14,882	\$ 20,000	\$ (5,118)	74.41%
56316 Alternating Currents - InKind			\$ -		\$ 3,000	\$ -	\$ 3,000	
Total 56300 Events	\$ -	\$ -	\$ -		\$ 17,882	\$ 20,000	\$ (2,118)	89.41%
56400 Clean & Safe			\$ -		\$ -	\$ -	\$ -	
56405 Contract Labor	\$ 5,030	\$ 8,333	\$ (3,304)	60.36%	\$ 7,967	\$ 41,667	\$ (33,700)	19.12%
56410 Contract Safety Services		\$ 3,956	\$ (3,956)	0.00%	\$ -	\$ 19,792	\$ (19,792)	0.00%
Total 56400 Clean & Safe	\$ 5,030	\$ 12,292	\$ (7,262)	40.92%	\$ 7,967	\$ 61,459	\$ (53,492)	12.96%
56500 Projects - Capital			\$ -		\$ -	\$ -	\$ -	
56530 Supplies & Small Equipment	\$ 3,386	\$ 3,500	\$ (114)	96.74%	\$ 11,664	\$ 17,500	\$ (5,836)	66.65%
56545 Façade/Interior Grants		\$ 1,875	\$ (1,875)	0.00%	\$ -	\$ 9,375	\$ (9,375)	0.00%
56546 Streetscape Grants		\$ 1,875	\$ (1,875)	0.00%	\$ -	\$ 9,375	\$ (9,375)	0.00%
56560 Equipment Depreciation	\$ 36		\$ 36		\$ 72	\$ -	\$ 72	
Total 56500 Projects - Capital	\$ 3,422	\$ 7,250	\$ (3,828)	47.20%	\$ 11,736	\$ 36,250	\$ (24,514)	32.38%
56900 Payroll & Overhead			\$ -		\$ -	\$ -	\$ -	
56901 Program Salaries	\$ 9,583	\$ 9,894	\$ (311)	96.86%	\$ 40,099	\$ 45,720	\$ (5,621)	87.71%
56902 Program OASDI	\$ 543	\$ 614	\$ (70)	88.56%	\$ 2,244	\$ 2,835	\$ (591)	79.17%
56903 Program Medicare	\$ 127	\$ 143	\$ (16)	88.62%	\$ 525	\$ 663	\$ (138)	79.23%
56904 Program FUTA	\$ -	\$ 12	\$ (12)	0.00%	\$ 42	\$ 46	\$ (4)	91.30%
56905 Program SUTA	\$ 83	\$ 134	\$ (51)	61.84%	\$ 284	\$ 603	\$ (319)	47.15%
56906 Program Life/LTD/STD/AD&D	\$ 80	\$ 90	\$ (10)	88.69%	\$ 305	\$ 405	\$ (100)	75.42%
56907 Program 401K	\$ 483	\$ 495	\$ (11)	97.70%	\$ 1,666	\$ 2,285	\$ (619)	72.90%
56908 Program Health Insurance	\$ 963	\$ 2,020	\$ (1,057)	47.66%	\$ 4,814	\$ 9,090	\$ (4,276)	52.96%
56909 Program Dental Insurance	\$ 143	\$ 82	\$ 61	174.24%	\$ 500	\$ 369	\$ 131	135.52%
56912 Program HSA	\$ -	\$ 128	\$ (128)	0.00%	\$ 381	\$ 576	\$ (195)	66.15%
56914 Program Cell Phone	\$ 205	\$ 100	\$ 105	205.40%	\$ 683	\$ 450	\$ 233	151.76%
56916 Work At Home Stipend	\$ 25	\$ 25	\$ -	100.00%	\$ 125	\$ 125	\$ -	100.00%
57709 Overhead	\$ 6,695	\$ 6,695	\$ -	100.00%	\$ 33,475	\$ 33,475	\$ -	100.00%
Total 56900 Payroll & Overhead	\$ 18,931	\$ 20,431	\$ (1,501)	92.65%	\$ 85,144	\$ 96,642	\$ (11,498)	88.10%
Total 50000 Expense	\$ 41,285	\$ 43,056	\$ (1,771)	95.89%	\$ 149,640	\$ 232,766	\$ (83,127)	64.29%
Total Expenses	\$ 41,285	\$ 43,056	\$ (1,771)	95.89%	\$ 149,640	\$ 232,766	\$ (83,127)	64.29%
Net Income	\$ (22,880)	\$ (30,528)	\$ 7,648	74.95%	\$ 130,671	\$ 45,180	\$ 85,492	289.23%

Rock Island Downtown Alliance
Profit and Loss
July - November, 2023

	Total
Income	
40000 Revenue/Income	
46110 City of Rock Island Support	\$ 40,000
46200 Other Donations & Sponsorships	\$ 28,636
46213 Deck the Downtowns	\$ 5,400
46315 Alternating Currents Sponsorship	\$ 14,000
46316 Alternating Currents InKind	\$ 3,000
46410 Special Service Area (SSA)	\$ 155,306
46700 Service Overhead Contribution	\$ 33,475
46800 Interest Income	\$ 493
Total Income	\$ 280,311
Gross Profit	\$ 280,311
Expenses	
50000 Expense	
56102 Accounting	\$ 243
56103 Rent	\$ 4,000
56104 Office Supplies	\$ 77
Total 56100 Other Expenses	\$ 4,320
56200 Marketing/Outreach	\$ 120
56201 Marketing	\$ 9,784
56203 Miscellaneous Expense	\$ 5,030
56205 Professional Development	\$ 4,656
56213 Marketing - Deck the Downtowns	\$ 3,000
Total 56200 Marketing/Outreach	\$ 22,591
56300 Events	
56310 Alternating Currents Event	\$ 14,882
56316 Alternating Currents - InKind	\$ 3,000
Total 56300 Events	\$ 17,882
56400 Clean & Safe	
56405 Contract Labor	\$ 7,967
Total 56400 Clean & Safe	\$ 7,967
56500 Projects - Capital	
56530 Supplies & Small Equipment	\$ 11,664
56560 Equipment Depreciation	\$ 72
Total 56500 Projects - Capital	\$ 11,736
56900 Payroll & Overhead	
56901 Program Salaries	\$ 40,099
56902 Program OASDI	\$ 2,244
56903 Program Medicare	\$ 525
56904 Program FUTA	\$ 42
56905 Program SUTA	\$ 284
56906 Program Life/LTD/STD/AD&D	\$ 305
56907 Program 401K	\$ 1,666
56908 Program Health Insurance	\$ 4,814
56909 Program Dental Insurance	\$ 500
56912 Program HSA	\$ 381
56914 Program Cell Phone	\$ 683
56916 Work At Home Stipend	\$ 125
57709 Overhead	\$ 33,475
Total 56900 Payroll & Overhead	\$ 85,144
Total 50000 Expense	\$ 149,640
Total Expenses	\$ 149,640
Net Income	\$ 130,671

Rock Island Downtown Alliance
Balance Sheet
As of November 30, 2023

	Total
ASSETS	
Current Assets	
10121 SENB Checking	\$ 36,304
10122 SENB Money Market Account	\$ 125,003
12050 A/R Events	\$ 1,400
12101 A/R from Chamber	\$ 2,700
12102 A/R from DDP	\$ 600
12251 Prepaid Expenses	\$ 1,500
Total Current Assets	\$ 167,507
Fixed Assets	
17100 Equipment	\$ 1,300
18100 Accum Depr Equipment	\$ (72)
Total Fixed Assets	\$ 1,228
TOTAL ASSETS	\$ 168,735
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
20101 Accounts Payable (A/P)	\$ 3,733
21320 Deferred Revenue	\$ 16,364
21500 Intercompany Due To	
21501 Due to Chamber	\$ 23,405
21502 Due to DDP	\$ 300
Total 21500 Intercompany Due To	\$ 23,705
Total Liabilities	\$ 43,802
Equity	
Retained Earnings	\$ (5,738)
Net Income	\$ 130,671
Total Equity	\$ 124,933
TOTAL LIABILITIES AND EQUITY	\$ 168,735