



**Board of Directors Meeting**  
**Jan. 23, 2024 – 4 p.m.**  
**Royal Neighbors of America | 230 16<sup>th</sup> St., Rock Island, IL**

**Present:** Greg Stecker, Erica Williams, Raja Krishnamurthy, Steven Ratcliff, Brandy VandeWalle, Brett Hitchcock, Ben Fawks

**Absent:** Arron Sutherland, Amanda Wood\*, Nicole Watson-Lam\*, DeAnna Freeman-Foster, John Chow, Todd Thompson

*\*Amanda Wood and Nicole Watson-Lam attempted to attend virtually\**

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

**Call Meeting to Order, Approval of Dec. 19 Minutes**

Meeting was called to order at 4:07 p.m.

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

**Finance & Governance**

**December Financial Report**

Brie Collier, VP of Finance and Administration for the Quad Cities Chamber, presented the attached December Financial Report. Deck the Downtowns had a net loss; however, it was a successful program that promoted many businesses in the Downtown Special Service Area. Businesses agreed to pay \$200 to participate in the Holiday Display Challenge. Fee covered artist coordination and art removal. In response to a Board member's question about reducing loss in 2024, staff proposed the Downtown Alliance could charge businesses a \$250 participation fee to align with the amount Downtown Davenport businesses pay to participate.

*Greg moved to approve the December Financial Report. Steven seconded. Motion passed.*

**FY 2024 Work Plan Review**

Staff reported majority of initiatives set forth in annual work plan are in motion and will provide additional progress report with metrics. An update will be presented to City Council this spring. Board members encouraged another stakeholder meeting at a downtown business, similar to the Launch Party in October, to provide opportunity to network and celebrate successes.

**Business & Economic Growth**

**Deck the Downtowns**

A total of 132 Holiday Train ornament scavenger hunt cards were completed and submitted, equaling about 1,320 business engagements. By the end of the holiday promotion in 2022, there was a total of 133 completed cards, equaling 1,330 engagements. The Train Hunt ended Jan. 1, and participant Laura Fehr was randomly selected to win the grand prize gift basket. Voting for the Holiday Display Challenge also ended Jan. 1. The top businesses that received the most votes were: Gas & Electric Credit Union, Ballet Quad Cities and Bent River Brewing Company. Artwork on 90+ windowpanes were removed from participating storefronts.

## Advocacy & Promotions

### Stakeholder Communications

Downtown Alliance-branded mass and targeted stakeholder emails will roll out prior to the start of the Rebuild Downtown Rock Island Project.

### Centennial Bridge Building

The City is currently renovating the Centennial Bridge Building and is looking to lease it to the Downtown Alliance. Staff is reviewing a draft lease agreement and will report back to the Board.

## Infrastructure & Livability

### Clean and Safe Services

Below is a snapshot of the Downtown Alliance's "Clean and Safe" services Dec. 10 to Jan. 6:

- **86 bags** of trash filled (88 previous reporting period)
- **3 block faces** of weed abatement (17 previous reporting period)
- **0 block faces** of courtesy snow/ice removal (5 previous reporting period)
- **86 stickers** removed (62 previous reporting period)
- **31 graffiti tags** removed (29 previous reporting period)
- **1 Safety/Security** logs (4 previous reporting period)
- **6 Street Outreach** logs (6 previous report period)

### Snow/Ice Removal

Downtown Alliance crew is providing courtesy enhanced snow and ice removal along public way, primarily sidewalks and alleys, with minimal equipment, including two salt spreaders; three shovels; one power shovel (handheld snow blower); 1 ice chipper; and ice melt. Below is a snapshot of the Downtown Alliance's snow and ice removal services Jan. 7 to Jan. 20.

- **51 block faces** of courtesy snow/ice removal
- **9 calls for service** from downtown stakeholders

Public Works also asked Downtown Alliance staff to send priority public way areas to be cleared after the initial plowing was complete to address concerns from downtown stakeholders. Board members agreed it is a positive sign both the City and downtown stakeholders are reaching out to Downtown Alliance for assistance. However, the City currently does not have an ordinance requiring property owners to remove snow from the sidewalk, and there are too many uncleared sidewalks for the Downtown Alliance crew to cover. Board members expressed an interest in exploring a sidewalk snow removal ordinance for the downtown and supported investing in additional equipment to provide enhanced snow/ice removal services in the future, prioritizing curblines, high-traffic areas and shared spaces like Arts Alley. While snow may just be an issue a few weeks out of the year, it affects the quality of the experience for people downtown. Additional conversations need to be had with City staff regarding expectations and liabilities.

### Public Safety & Outreach

The Downtown Alliance is seeking a formal partnership with the Rock Island Police Department for enhanced public safety patrol as well as a partnership with downtown human service providers. Both initiatives will be a focus for the Livability Committee.

## Other Business

### Rebuild Downtown Rock Island

The project will officially go out to bid Jan. 24, and bids will be opened Feb. 15. The Downtown Alliance in partnership with Quad City Arts recently issued a Request for Qualifications (RFQ) for the two murals in Arts

Alley. The RFQ closes Feb. 21. Bids will be reviewed with the Rebuild Downtown Committee and recommended priorities will be shared with the full Board.

### **Have a Heart Luncheon**

Downtown Alliance Operations Manager De'Andre Robinson is the keynote speaker Feb. 10 at Christian Care's Have a Heart for the Homeless fundraiser luncheon. De'Andre will be sharing the lessons he learned as a street outreach worker for Christian Care prior to working for the Downtown Alliance. Board members are invited to attend the event.

### **Adjourn**

*Brett moved to adjourn the meeting. Steven seconded. Meeting adjourned at 5:11 p.m.*



**Rock Island Downtown Alliance (RIDA)  
Management Discussion & Analysis  
December 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 \$114,287 compared to a Budgeted Net Income of \$14,650.

- Significant Revenue Budget Variances:
  - There are no new variances to note outside of prior month reviews.
  
- Significant Expense Budget Variances:
  - 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 and will be billed in January.
  - As a program, Deck the Downtowns has a net loss of \$2,100, which includes an unfavorable variance of \$7,700 in expenses.
  - There are no other significant and/or new expense variances to note.

**Profit and Loss Statement**

There is a Net Income year-to-date of \$114,287. 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 \$108,548. In future years, this will be a year-over-year comparison of account variances.

- The A/R Events represents 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 January.
- 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.
- The amount due to DDP includes payments to window artists for Deck the Downtowns. Some of our artists created displays for multiple downtowns. So that our artists did not receive multiple checks, all invoices were paid through DDP.

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

July - December, 2023

	Dec 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
<b>Income</b>								
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%	\$ 34,546	\$ 34,998	\$ (453)	98.71%
46213 Deck the Downtowns	\$ 200		\$ 200		\$ 5,600	\$ -	\$ 5,600	
<b>Total 46200 Other Donations &amp; Sponsorships</b>	<b>\$ 6,109</b>	<b>\$ 5,833</b>	<b>\$ 276</b>	<b>104.73%</b>	<b>\$ 40,146</b>	<b>\$ 34,998</b>	<b>\$ 5,148</b>	<b>114.71%</b>
46300 Events Support			\$ -		\$ -	\$ -	\$ -	
46315 Alternating Currents Sponsorship		\$ -	\$ -		\$ 14,000	\$ 20,000	\$ (6,000)	70.00%
46316 Alternating Currents InKind			\$ -		\$ 3,000	\$ -	\$ 3,000	
<b>Total 46300 Events Support</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>		<b>\$ 17,000</b>	<b>\$ 20,000</b>	<b>\$ (3,000)</b>	<b>85.00%</b>
46410 Special Service Area (SSA)		\$ -	\$ -		\$ 155,306	\$ 155,306	\$ -	100.00%
46700 Service Overhead Contribution	\$ 6,695	\$ 6,695	\$ -	100.00%	\$ 40,170	\$ 40,170	\$ -	100.00%
46800 Interest Income	\$ 429		\$ 429		\$ 922	\$ -	\$ 922	
<b>Total 40000 Revenue/Income</b>	<b>\$ 13,233</b>	<b>\$ 12,528</b>	<b>\$ 705</b>	<b>105.62%</b>	<b>\$ 293,543</b>	<b>\$ 290,474</b>	<b>\$ 3,069</b>	<b>101.06%</b>
<b>Total Income</b>	<b>\$ 13,233</b>	<b>\$ 12,528</b>	<b>\$ 705</b>	<b>105.62%</b>	<b>\$ 293,543</b>	<b>\$ 290,474</b>	<b>\$ 3,069</b>	<b>101.06%</b>
<b>Expenses</b>								
50000 Expense			\$ -		\$ -	\$ -	\$ -	
56102 Accounting			\$ -		\$ 243	\$ -	\$ 243	
56103 Rent	\$ 800	\$ 1,000	\$ (200)	80.00%	\$ 4,800	\$ 6,000	\$ (1,200)	80.00%
56104 Office Supplies			\$ -		\$ 77	\$ -	\$ 77	
56105 Legal Fees	\$ 128		\$ 128		\$ 128	\$ -	\$ 128	
<b>Total 56100 Other Expenses</b>	<b>\$ 928</b>	<b>\$ 1,000</b>	<b>\$ (72)</b>	<b>92.78%</b>	<b>\$ 5,248</b>	<b>\$ 6,000</b>	<b>\$ (752)</b>	<b>87.47%</b>
56200 Marketing/Outreach			\$ -		\$ 120	\$ -	\$ 120	
56201 Marketing	\$ 1,178	\$ 2,083	\$ (906)	56.54%	\$ 10,962	\$ 12,500	\$ (1,538)	87.70%
56203 Miscellaneous Expense			\$ -		\$ 5,182	\$ -	\$ 5,182	
56205 Professional Development	\$ 42	\$ -	\$ 42		\$ 4,699	\$ 3,000	\$ 1,699	156.63%
56213 Marketing - Deck the Downtowns	\$ 4,700		\$ 4,700		\$ 7,700	\$ -	\$ 7,700	
<b>Total 56200 Marketing/Outreach</b>	<b>\$ 5,920</b>	<b>\$ 2,083</b>	<b>\$ 3,837</b>	<b>284.17%</b>	<b>\$ 28,663</b>	<b>\$ 15,500</b>	<b>\$ 13,163</b>	<b>184.92%</b>
56300 Events			\$ -		\$ -	\$ -	\$ -	
56310 Alternating Currents Event		\$ -	\$ -		\$ 14,882	\$ 20,000	\$ (5,118)	74.41%
56316 Alternating Currents - InKind			\$ -		\$ 3,000	\$ -	\$ 3,000	
<b>Total 56300 Events</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>		<b>\$ 17,882</b>	<b>\$ 20,000</b>	<b>\$ (2,118)</b>	<b>89.41%</b>
56400 Clean & Safe			\$ -		\$ -	\$ -	\$ -	
56405 Contract Labor	\$ 3,127	\$ 8,333	\$ (5,206)	37.53%	\$ 11,094	\$ 50,000	\$ (38,906)	22.19%
56410 Contract Safety Services		\$ 3,958	\$ (3,958)	0.00%	\$ -	\$ 23,750	\$ (23,750)	0.00%
<b>Total 56400 Clean &amp; Safe</b>	<b>\$ 3,127</b>	<b>\$ 12,292</b>	<b>\$ (9,164)</b>	<b>25.44%</b>	<b>\$ 11,094</b>	<b>\$ 73,750</b>	<b>\$ (62,656)</b>	<b>15.04%</b>
56500 Projects - Capital			\$ -		\$ -	\$ -	\$ -	
56530 Supplies & Small Equipment	\$ 664	\$ 3,500	\$ (2,836)	18.97%	\$ 12,328	\$ 21,000	\$ (8,672)	58.70%
56545 Façade/Interior Grants		\$ 1,875	\$ (1,875)	0.00%	\$ -	\$ 11,250	\$ (11,250)	0.00%
56546 Streetscape Grants		\$ 1,875	\$ (1,875)	0.00%	\$ -	\$ 11,250	\$ (11,250)	0.00%
56560 Equipment Depreciation	\$ 36		\$ 36		\$ 108	\$ -	\$ 108	
<b>Total 56500 Projects - Capital</b>	<b>\$ 700</b>	<b>\$ 7,250</b>	<b>\$ (6,550)</b>	<b>9.66%</b>	<b>\$ 12,436</b>	<b>\$ 43,500</b>	<b>\$ (31,064)</b>	<b>28.59%</b>
56900 Payroll & Overhead			\$ -		\$ -	\$ -	\$ -	
56901 Program Salaries	\$ 9,583	\$ 9,894	\$ (311)	96.86%	\$ 49,683	\$ 55,614	\$ (5,931)	89.33%
56902 Program OASDI	\$ 543	\$ 614	\$ (70)	88.55%	\$ 2,788	\$ 3,449	\$ (661)	80.84%
56903 Program Medicare	\$ 127	\$ 143	\$ (16)	88.60%	\$ 652	\$ 806	\$ (154)	80.89%
56904 Program FUTA	\$ -	\$ 13	\$ (13)	0.00%	\$ 42	\$ 59	\$ (17)	71.19%
56905 Program SUTA	\$ 56	\$ 134	\$ (78)	41.52%	\$ 340	\$ 737	\$ (397)	46.13%
56906 Program Life/LTD/STD/AD&D	\$ 80	\$ 90	\$ (10)	88.69%	\$ 385	\$ 495	\$ (110)	77.83%
56907 Program 401K	\$ 483	\$ 495	\$ (11)	97.70%	\$ 2,149	\$ 2,780	\$ (631)	77.31%
56908 Program Health Insurance	\$ 1,005	\$ 2,020	\$ (1,016)	49.73%	\$ 5,818	\$ 11,110	\$ (5,292)	52.37%
56909 Program Dental Insurance	\$ 143	\$ 82	\$ 61	174.24%	\$ 643	\$ 451	\$ 192	142.56%
56912 Program HSA	\$ -	\$ 128	\$ (128)	0.00%	\$ 381	\$ 704	\$ (323)	54.12%
56914 Program Cell Phone	\$ 50	\$ 100	\$ (50)	50.00%	\$ 733	\$ 550	\$ 183	133.26%
56916 Work At Home Stipend	\$ 25	\$ 25	\$ -	100.00%	\$ 150	\$ 150	\$ -	100.00%
57709 Overhead	\$ 6,695	\$ 6,695	\$ -	100.00%	\$ 40,170	\$ 40,170	\$ -	100.00%
<b>Total 56900 Payroll &amp; Overhead</b>	<b>\$ 18,790</b>	<b>\$ 20,432</b>	<b>\$ (1,643)</b>	<b>91.96%</b>	<b>\$ 103,933</b>	<b>\$ 117,074</b>	<b>\$ (13,141)</b>	<b>88.78%</b>
<b>Total 50000 Expense</b>	<b>\$ 29,465</b>	<b>\$ 43,057</b>	<b>\$ (13,592)</b>	<b>68.43%</b>	<b>\$ 179,257</b>	<b>\$ 275,824</b>	<b>\$ (96,567)</b>	<b>64.99%</b>
<b>Net Income</b>	<b>\$ (16,232)</b>	<b>\$ (30,529)</b>	<b>\$ 14,297</b>	<b>53.17%</b>	<b>\$ 114,287</b>	<b>\$ 14,650</b>	<b>\$ 99,636</b>	<b>780.10%</b>

**Rock Island Downtown Alliance**  
**Profit and Loss**  
July - December, 2023

	Total
<b>Income</b>	
40000 Revenue/Income	
46110 City of Rock Island Support	\$ 40,000
46200 Other Donations & Sponsorships	\$ 34,546
46213 Deck the Downtowns	\$ 5,600
46315 Alternating Currents Sponsorship	\$ 14,000
46316 Alternating Currents InKind	\$ 3,000
46410 Special Service Area (SSA)	\$ 155,306
46700 Service Overhead Contribution	\$ 40,170
46800 Interest Income	\$ 922
<b>Total Income</b>	<b>\$ 293,543</b>
<b>Expenses</b>	
50000 Expense	
56102 Accounting	\$ 243
56103 Rent	\$ 4,800
56104 Office Supplies	\$ 77
56105 Legal Fees	\$ 128
<b>Total 56100 Other Expenses</b>	<b>\$ 5,248</b>
56200 Marketing/Outreach	\$ 120
56201 Marketing	\$ 10,962
56203 Miscellaneous Expense	\$ 5,182
56205 Professional Development	\$ 4,699
56213 Marketing - Deck the Downtowns	\$ 7,700
<b>Total 56200 Marketing/Outreach</b>	<b>\$ 28,663</b>
56300 Events	
56310 Alternating Currents Event	\$ 14,882
56316 Alternating Currents - InKind	\$ 3,000
<b>Total 56300 Events</b>	<b>\$ 17,882</b>
56400 Clean & Safe	
56405 Contract Labor	\$ 11,094
<b>Total 56400 Clean &amp; Safe</b>	<b>\$ 11,094</b>
56500 Projects - Capital	
56530 Supplies & Small Equipment	\$ 12,328
56560 Equipment Depreciation	\$ 108
<b>Total 56500 Projects - Capital</b>	<b>\$ 12,436</b>
56900 Payroll & Overhead	
56901 Program Salaries	\$ 49,683
56902 Program OASDI	\$ 2,788
56903 Program Medicare	\$ 652
56904 Program FUTA	\$ 42
56905 Program SUTA	\$ 340
56906 Program Life/LTD/STD/AD&D	\$ 385
56907 Program 401K	\$ 2,149
56908 Program Health Insurance	\$ 5,818
56909 Program Dental Insurance	\$ 643
56912 Program HSA	\$ 381
56914 Program Cell Phone	\$ 733
56916 Work At Home Stipend	\$ 150
57709 Overhead	\$ 40,170
<b>Total 56900 Payroll &amp; Overhead</b>	<b>\$ 103,933</b>
<b>Total Expenses</b>	<b>\$ 179,257</b>
<b>Net Income</b>	<b>\$ 114,287</b>

**Rock Island Downtown Alliance**  
**Balance Sheet**  
As of December 31, 2023

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
10121 SENB Checking	\$ 34,992
10122 SENB Money Market Account	\$ 105,321
12050 A/R Events	\$ 1,000
12101 A/R from Chamber	\$ 400
12102 A/R from DDP	\$ -
12251 Prepaid Expenses	\$ 1,000
<b>Total Current Assets</b>	<b>\$ 142,713</b>
<b>Fixed Assets</b>	
17100 Equipment	\$ 1,300
18100 Accum Depr Equipment	\$ (108)
<b>Total Fixed Assets</b>	<b>\$ 1,192</b>
<b>TOTAL ASSETS</b>	<b>\$ 143,905</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
20101 Accounts Payable (A/P)	\$ -
21320 Deferred Revenue	\$ 10,455
21500 Intercompany Due To	
21501 Due to Chamber	\$ 20,366
21502 Due to DDP	\$ 4,536
<b>Total 21500 Intercompany Due To</b>	<b>\$ 24,902</b>
<b>Total Liabilities</b>	<b>\$ 35,356</b>
<b>Equity</b>	
Retained Earnings	\$ (5,738)
Net Income	\$ 114,287
<b>Total Equity</b>	<b>\$ 108,548</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 143,905</b>