



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

Present: Arron Sutherland, Greg Stecker, Erica Williams, Raja Krishnamurthy, Steven Ratcliff, Brandy VandeWalle, Brett Hitchcock

Absent: Ben Fawks, Amanda Wood, Nicole Watson-Lam, DeAnna Freeman-Foster, John Chow, Todd Thompson

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

Call Meeting to Order, Approval of Nov. 21. Minutes

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

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

Finance & Governance

November Financial Report

Brie Collier, VP of Finance and Administration for the Quad Cities Chamber, presented the attached November Financial Report.

Raja moved to approve the November Financial Reports. Steven seconded. Motion passed.

Committee Nominations

Arron presented the nominees for each Committee of the Downtown Alliance:

Finance Committee

1. **Steven Ratcliff** | Owner, Bent River (Board member)
2. **Molly O' Meara Schnell** | Owner, Paddock Building; Founder of Pappas Schnell; Founder of Schnell & Hancock
3. **Molly Hammar-Shattuck** | Director, Centennial Tax & Accounting (formerly Hammar & Associates)
4. **Arron Sutherland**, President/CEO, Illinois Casualty Company (Board Chair)
5. **Tom Thoms** | Owner/Resident, McKesson Lofts

Events & Promotions Committee

6. **DeAnna Freeman-Foster** | Owner, Big T Wear (Board member)
7. **Stacey McIntosh** | Program Director, Development Association of Rock Island
8. **Holly Sparkman** | YWCA Quad Cities
9. **Paige Underwood** | Special Events & Marketing Manager, Quad City Botanical Center
10. **Brandy VandeWalle** | Owner, Skeleton Key Art & Antiques (Board member)

Livability Committee

11. **Angela Campbell** | Director, Rock Island Public Library
12. **John Chow** | CEO, Community Home Partners (Board member)
13. **Bobby Leebold** | Director, Crisis Services, UnityPoint Health - Robert Young Center

14. **Katie Resig** | Special Projects Director, Project NOW

15. **Franke Roe** | Executive Director, Christian Care

Brett motioned to approve the nominees. Arron seconded. Motion passed.

Business & Economic Growth

Deck the Downtowns

As of this week, about 80 Holiday Train ornament scavenger hunt cards have been completed and submitted, equaling about 800 business engagements. By the end of the holiday promotion in 2022, there was a total of 135 completed cards, equaling 1,300+ engagements. The Train Hunt ends Jan. 1, and a participant will be randomly selected to win a grand prize gift basket. Voting for the Holiday Display Challenge also ends Jan. 1. The top artists and businesses that receive the most votes will be announced shortly thereafter. Beginning in January, weather pending, 86 painted windowpanes will be removed from participating storefronts.

Capital Improvement Funds

The Rebuild Downtown Committee recommends the Downtown Alliance use the \$45,000 budgeted for capital improvements for an Awning & Signage Improvement Program. The program will be used in tandem with the City's Property Enhancement Program (PEP) to target blighted sites, enhance curb appeal and incentivize new business signage and marketing. The Downtown Alliance will try and work with one or two awning suppliers to secure a competitive packaged rate for multiple sites in the first half of 2024. Project costs will be split between PEP (50%), the Downtown Alliance (25%) and the business or property owner (25%).

The Rebuild Downtown Committee also recommends the Downtown Alliance use \$5,000 budgeted for enhanced safety services on Safety Rebate and Vandalism Repair programs. Next steps for all programs include solidifying details with the City and Rebuild Downtown Committee.

Advocacy & Promotions

Digital Assets

The Downtown Alliance now officially owns the Downtown Rock Island website and social media accounts. Staff are exploring working with TAG Communications, which has an office in downtown Rock Island, to update the website and move it to a new platform. TAG designed and services the Quad Cities Chamber and Downtown Davenport Partnership (DDP) sites. TAG's estimate was \$4,320 to utilize the current structure and layout of the DDP site with new colors, photos and content to match the Downtown Alliance brand.

Infrastructure & Livability

Clean and Safe Services

Below is a snapshot of the Downtown Alliance's "Clean and Safe" services **Nov. 12 to Dec. 9:**

- **88 bags** of trash filled (69 previous month)
- **17 block faces** of weed abatement (23 previous month)
- **5 block faces** of courtesy snow/ice removal (0 last month)
- **62 stickers** removed (14 last month)
- **29 graffiti tags** removed (21 last month)
- **4 Safety/Security** logs
- **6 Street Outreach** logs

Demolition

The City on Dec. 4 shared an update on the process for demolishing the Klass Buildings at 1st Avenue and 19th Street and Bear Manufacturing at 5th Avenue and 21st Street. Once bids are awarded, the City anticipates the buildings will be demolished and the lots will be graded within six weeks.

Parking

The City is looking to restart parking enforcement in late 2024 at the earliest and is seeking feedback from the Downtown Alliance. Ideas from business owners to free up parking in front of businesses include encouraging employees to park more than a block away from the building and to use public lots. The existing four-hour, on-street parking has worked well for businesses, including Circa 21. Some businesses previously purchased parking passes from the City for patrons, and residents expressed the need for something similar to suit their needs. Additional questions and concerns include when parking enforcement will occur (business hours, nights & weekends, etc.); how parking ticket revenue will be used; and where enforcement will occur.

Other Business

January Meeting

The January Downtown Alliance Board of Directors meeting is rescheduled from Tuesday, Jan. 16 to Tuesday, Jan. 23.

Adjourn

Brett moved to adjourn the meeting. Steven seconded. Meeting adjourned at 5:04 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

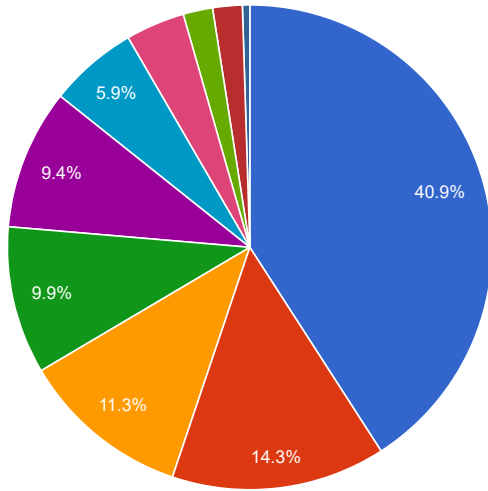
CLEANING & MAINTENANCE EXECUTIVE REPORT

203 logs

REPORT CRITERIA:

Date Range: 11/12/2023 to 12/9/2023

Log Type: Cleaning & Maintenance : ALL SUB TYPES



Litter patrol	83
Graffiti Removal	29
Sticker Removal	23
Trash Can Serviced	20
Nuisance Reports	19
Pet/Human Waste	12
Weed Abatement	8
Cleanup	4
Snow/Ice Removal	4
Obsolete Signage	1
LOGS	203

