



**Board of Directors Meeting
June 18, 2024 – 4 p.m.
Rock Island Downtown Alliance | 201 15th St., Rock Island, IL**

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

Guests: Ald. Dylan Parker, James Blackwell, Thomas Flaherty | **Staff:** Jack Cullen, DeAndre Robinson, Brietta Collier

Call Meeting to Order, Approval of May Minutes

Meeting was called to order at 3:45 p.m.

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

Finance & Governance

May Financial Report

Brietta Collier presented the attached May Financial Report. Highlights include:

- As of May 31, there is a net income year-to-date of \$205,065. Expenses remain \$136,882 under budget, largely due to the organization's startup period in 2023.
 - The draft budget for fiscal year 2025, beginning July 1, 2024, recommends carrying over funds from this year's budget to accomplish more progress in year two, especially via the Curb Appeal Rebate Program.
- The increase in fixed assets represents the addition of a 2011 Ford Ranger pickup truck
- As of May 31, total expenses are \$355,125; the total amount generated by the Special Service Area is \$310,612.

Raja moved to approve the May Financial Report. Nicole seconded. Motion passed.

FY25 Board Member Nominations

- **Jeff Dismer** | Principal, Studio 483 Architects (3 years)

The following individuals were initially appointed to serve a one-year term with the opportunity to renew for an additional three-year term. They each agreed to serve at least one additional year.

- **John Chow** | Executive Director, Rock Island Housing Authority; CEO, Community Home Partners
- **Erica Williams** | Resident/Property Owner, DuMarche Townhomes
- **Amanda Wood** | Development Manager, Russell/Rock Island Investors

Greg moved to approve the FY25 Board Member Nominations. John seconded. Motion passed.

FY25 Budget & Work Plan

No major changes were made to the FY25 Budget & Work Plan after draft versions were presented to the Board at the May meeting. The Downtown Alliance Finance Committee met June 11 and recommended the Board approve the FY25 Budget & Work Plan.

John moved to approve the FY25 Budget & Work Plan. Erica seconded. Motion passed.

Business & Economic Growth

PEP/GRIT

The City of Rock Island's Economic Development team presented a one-year review of the City's successful business retention, expansion and attraction projects that received financial assistance through both the Property Enhancement Program (PEP) and Growing Rock Island Together (GRIT) Program. Between June 2023 and May 31, 2024, the City awarded more than \$365,000 in grants and low-interest loans to 23 developments in the downtown alone, ranging in size, scope and business sector, leveraging more than \$3.5 million in private investment.

Rebate Program Proposals

Nonprofit organization STEAM On Wheels is receiving funds for improvements to their new property at 2104 4th Avenue through the City's PEP fund. The Rebuild Downtown Committee recommends the Board approve an allocation of \$2,656.25 from the Curb Appeal Rebate Program to assist with 50% of the costs for the signage element of the project. A blade sign for the organization will be installed on the building.

Downtown business and property owner Nicole Watson-Lam spent nearly \$1,500 in repairs to a window on the north side of her building after it was shattered by a gunshot May 5. Nicole submitted a Vandalism Repair Rebate request, and the Rebuild Downtown Committee recommends the Board approve the maximum \$500 allocation from the Program.

Brett moved to approve the Curb Appeal Rebate and Vandalism Repair Rebate requests. John seconded. Motion passed.

Infrastructure & Livability

Rebuild Downtown Rock Island

Building owners in the project area have a timely and cost-effective option to replace aging water and sanitary sewer service connections to their building as part of the project. The Downtown Alliance promoted the opportunity through stakeholder communications and connected nine interested property owners with the general contractor.

Arts Alley murals are complete! One of the largest public art projects in Rock Island's history has officially finished with the addition of two large-scale murals on the upper-story walls of the public pedestrian space at 1719 2nd Avenue. Muralist Atlanta Dawn of the Quad Cities produced the work on the east wall, and artist Nicole Salgar of Miami completed the west wall mural. Go check out the space in-person and share your photos on social media using #ArtsAlleyQC.

Clean & Safe Services

Downtown Ambassadors are starting work promptly at 6 a.m. to beat the heat. Ambassadors now have a presence every day of the week with the addition of weekend hours.

The Rock Island Police Department has acquired the UTV for patrol downtown and at special events. The vehicle will receive decals, including the Downtown Alliance logo, and be equipped with special lights and sirens.

Advocacy & Promotions

Rebrand

Per the FY25 work plan, the Downtown Alliance will be hiring a third-party firm to work with downtown stakeholders to create an updated destination/quality of place brand for downtown Rock Island. The goal will be to roll out the new brand in tandem with the completion of the Rebuild Downtown project end of 2024, beginning of 2025. The Chamber Marketing team will help guide the process and make a recommendation on working with a qualified firm. Representatives from the Downtown Alliance Finance Committee stressed the importance of the rebrand, calling it foundational for downtown. "It's not just the look, it's the feel," one member said. The City's 2015 Downtown Revitalization Plan included the following recommendations regarding branding:

- Rebrand the public face of the area

- Start a public relations campaign and rebrand Downtown
- Rebrand the Downtown to counter poor perception, especially the image of the area as unsafe
- Ensure that improvements are made to the Downtown prior to rebranding, so that branding efforts can capture upgrades and changes

Website

Board members were shown the updated homepage of the new website, which is still under development. At completion, the website will be a platform to show case the work of the Downtown Alliance as well as a place to show off the amenities that make downtown a preferred destination.

Storytelling

Per the FY25 work plan, the Downtown Alliance will invest resources into stories about the organization as well as amenities that make downtown a preferred destination. The City is going to take the lead on sharing successful economic development projects that received financial assistance through PEP and GRIT.

Alternating Currents

Planning continues for Alternating Currents programming Aug. 15-18 in downtown Rock Island. The Downtown Alliance and Rock Island Parks are teaming up again to kick off the festival and the City's Thursday Night Groove Series at Schwiebert Park with a performance by Chicago-based artist Elizabeth Moen and her band Thursday, Aug. 15. In addition, Virginia-based artist Justin Golden will be performing a happy-hour set in Arts Alley prior to the show at Schwiebert. This will also be an opportunity to celebrate the new murals and ongoing improvements being made to the public space. Other events include wrestling at Wake Brewing and activities at The Urban Reserve and Skeleton Key Art & Antiques. Final programming details will be shared at the Downtown Alliance's July meeting

Other Business

Rock Island Grand Prix

There is a new race route for the 2024 Rock Island Grand Prix due to the Rebuild Downtown project and associated road closures. Business and property owners along or adjacent to the new route were contacted about the change. Downtown Alliance staff connected those with specific questions or concerns to race organizers.

Labor Day Parade

Downtown Alliance staff and Ambassadors plan to sign up to participate in the City's 2024 Labor Day Parade. Board members were invited to join if they are interested.

Adjourn

Raja moved to adjourn the meeting. John seconded. Meeting adjourned at 4:47 p.m.



**Rock Island Downtown Alliance (RIDA)
Management Discussion & Analysis
May 31, 2024**

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 \$205,065 compared to a Budgeted Net Income of \$56,422.

- Significant Revenue Budget Variances:
 - Overall, revenues are \$11,762 above budgeted amounts. There are no new or additional significant variances to note.

- Significant Expense Budget Variances:
 - Overall, expenses remain \$136,882 underbudget. There are no additional significant variances to note.

Profit and Loss Statement

There is a Net Income year-to-date of \$205,065. 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 highlighted in the Actual vs. Budget statement.

Balance Sheet

Total Equity year-to-date is \$199,327. In future years, this will be a year-over-year comparison of account variances.

- The increase in Fixed Assets represents the addition of a 2011 pickup truck.
- The Accounts Payable liability represents grant funds due to the City of Rock Island from RIDA.

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

July 2023 - May 2024

	Total			
	Actual	Budget	over Budget	% of Budget
Income				
40000 Revenue/Income	\$ -	\$ -	\$ -	
46110 City of Rock Island Support	\$ 80,000	\$ 80,000	\$ -	100.00%
46200 Other Donations & Sponsorships	\$ 69,091	\$ 64,165	\$ 4,926	107.68%
46213 Deck the Downtowns	\$ 6,381	\$ -	\$ 6,381	
Total 46200 Other Donations & Sponsorships	\$ 75,472	\$ 64,165	\$ 11,307	117.62%
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)	\$ 310,612	\$ 310,613	\$ (1)	100.00%
46700 Service Overhead Contribution	\$ 73,645	\$ 73,650	\$ (5)	99.99%
46800 Interest Income	\$ 3,461	\$ -	\$ 3,461	
Total Income	\$ 560,190	\$ 548,428	\$ 11,762	102.14%
Expenses				
50000 Expense	\$ -	\$ -	\$ -	
56102 Accounting	\$ 678	\$ -	\$ 678	
56103 Rent	\$ 8,800	\$ 11,000	\$ (2,200)	80.00%
56104 Office Supplies	\$ 2,490	\$ -	\$ 2,490	
56105 Legal Fees	\$ 728	\$ -	\$ 728	
Total 56100 Other Expenses	\$ 12,697	\$ 11,000	\$ 1,697	115.42%
56200 Marketing/Outreach	\$ 120	\$ -	\$ 120	
56201 Marketing	\$ 18,938	\$ 22,917	\$ (3,978)	82.64%
56202 Community Outreach	\$ 270	\$ -	\$ 270	
56203 Miscellaneous Expense	\$ 2,682	\$ -	\$ 2,682	
56204 Annual Meeting/Board Meetings	\$ 188	\$ -	\$ 188	
56205 Professional Development	\$ 5,000	\$ 3,000	\$ 2,000	166.67%
56213 Marketing - Deck the Downtowns	\$ 9,315	\$ -	\$ 9,315	
Total 56200 Marketing/Outreach	\$ 36,514	\$ 25,917	\$ 10,597	140.89%
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	\$ 41,504	\$ 91,667	\$ (50,163)	45.28%
56410 City of Rock Island - Safety Services	\$ 10,440	\$ 26,250	\$ (15,810)	39.77%
56415 Community Navigator	\$ 3,067	\$ 16,042	\$ (12,974)	19.12%
Total 56400 Clean & Safe	\$ 55,011	\$ 133,958	\$ (78,947)	41.07%
56500 Projects - Capital	\$ -	\$ -	\$ -	
56530 Supplies & Small Equipment	\$ 26,949	\$ 38,500	\$ (11,551)	70.00%
56545 Façade/Interior Grants	\$ -	\$ 20,625	\$ (20,625)	0.00%
56546 Streetscape Grants	\$ -	\$ 20,625	\$ (20,625)	0.00%
56560 Equipment Depreciation	\$ 1,646	\$ -	\$ 1,646	
Total 56500 Projects - Capital	\$ 28,595	\$ 79,750	\$ (51,155)	35.86%
56900 Payroll & Overhead	\$ -	\$ -	\$ -	
56901 Program Salaries	\$ 102,016	\$ 107,210	\$ (5,194)	95.16%
56902 Program OASDI	\$ 5,778	\$ 6,516	\$ (738)	88.67%
56903 Program Medicare	\$ 1,351	\$ 1,523	\$ (172)	88.73%
56904 Program FUTA	\$ 126	\$ 139	\$ (13)	90.65%
56905 Program SUTA	\$ 571	\$ 1,407	\$ (836)	40.58%
56906 Program Life/LTD/STD/AD&D	\$ 787	\$ 945	\$ (158)	83.32%
56907 Program 401K	\$ 4,660	\$ 5,252	\$ (592)	88.73%
56908 Program Health Insurance	\$ 10,841	\$ 21,210	\$ (10,369)	51.11%
56909 Program Dental Insurance	\$ 1,357	\$ 861	\$ 496	157.65%
56912 Program HSA	\$ 762	\$ 1,344	\$ (582)	56.70%
56914 Program Cell Phone	\$ 2,256	\$ 1,050	\$ 1,206	214.89%
56916 Work At Home Stipend	\$ 275	\$ 275	\$ -	100.00%
57709 Overhead	\$ 73,645	\$ 73,650	\$ (5)	99.99%
Total 56900 Payroll & Overhead	\$ 204,426	\$ 221,381	\$ (16,955)	92.34%
Total Expenses	\$ 355,125	\$ 492,006	\$ (136,882)	72.18%
Net Income	\$ 205,065	\$ 56,422	\$ 148,643	363.45%

Rock Island Downtown Alliance
Profit and Loss
July 2023 - May 2024

	Total
Income	
40000 Revenue/Income	
46110 City of Rock Island Support	\$ 80,000
46200 Other Donations & Sponsorships	\$ 69,091
46213 Deck the Downtowns	\$ 6,381
46315 Alternating Currents Sponsorship	\$ 14,000
46316 Alternating Currents InKind	\$ 3,000
46410 Special Service Area (SSA)	\$ 310,612
46700 Service Overhead Contribution	\$ 73,645
46800 Interest Income	\$ 3,461
Total Income	\$ 560,190
Expenses	
50000 Expense	
56102 Accounting	\$ 678
56103 Rent	\$ 8,800
56104 Office Supplies	\$ 2,490
56105 Legal Fees	\$ 728
Total 56100 Other Expenses	\$ 12,697
56200 Marketing/Outreach	\$ 120
56201 Marketing	\$ 18,938
56202 Community Outreach	\$ 270
56203 Miscellaneous Expense	\$ 2,682
56204 Annual Meeting/Board Meetings	\$ 188
56205 Professional Development	\$ 5,000
56213 Marketing - Deck the Downtowns	\$ 9,315
Total 56200 Marketing/Outreach	\$ 36,514
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	\$ 41,504
56410 City of Rock Island - Safety Services	\$ 10,440
56415 Community Navigator	\$ 3,067
Total 56400 Clean & Safe	\$ 55,011
56500 Projects - Capital	
56530 Supplies & Small Equipment	\$ 26,949
56560 Equipment Depreciation	\$ 1,646
Total 56500 Projects - Capital	\$ 28,595
56900 Payroll & Overhead	
56901 Program Salaries	\$ 102,016
56902 Program OASDI	\$ 5,778
56903 Program Medicare	\$ 1,351
56904 Program FUTA	\$ 126
56905 Program SUTA	\$ 571
56906 Program Life/LTD/STD/AD&D	\$ 787
56907 Program 401K	\$ 4,660
56908 Program Health Insurance	\$ 10,841
56909 Program Dental Insurance	\$ 1,357
56912 Program HSA	\$ 762
56914 Program Cell Phone	\$ 2,256
56916 Work At Home Stipend	\$ 275
57709 Overhead	\$ 73,645
Total 56900 Payroll & Overhead	\$ 204,426
Total Expenses	\$ 355,125
Net Operating Income	\$ 205,065

Rock Island Downtown Alliance
Balance Sheet
As of May 31, 2024

	Total
ASSETS	
Current Assets	
10121 SENB Checking	\$ 94,676
10122 SENB Money Market Account	\$ 110,858
Total Bank Accounts	\$ 205,534
Accounts Receivable	
11000 A/R Misc	\$ -
Total Accounts Receivable	\$ -
Other Current Assets	
12101 A/R from Chamber	\$ -
12200 A/R SSA	\$ -
12251 Prepaid Expenses	\$ 1,500
Total Other Current Assets	\$ 1,500
Total Current Assets	\$ 207,034
Fixed Assets	
17100 Equipment	\$ 30,736
18100 Accum Depr Equipment	\$ (1,646)
Total Fixed Assets	\$ 29,090
TOTAL ASSETS	\$ 236,124
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
20101 Accounts Payable (A/P)	\$ 11,325
21320 Deferred Revenue	\$ 5,909
21500 Intercompany Due To	
21501 Due to Chamber	\$ 19,563
21502 Due to DDP	\$ -
Total Current Liabilities	\$ 36,797
Total Liabilities	\$ 36,797
Equity	
Retained Earnings	\$ (5,738)
Net Income	\$ 205,065
Total Equity	\$ 199,327
TOTAL LIABILITIES AND EQUITY	\$ 236,124