



February 28, 2018

Debbie Potter
Community Development Director
City of Alameda
2263 Santa Clara Ave.
Alameda, CA 94501

Dear Ms. Potter:

As President of the Downtown Alameda Business Association, I am pleased to submit the attached BIA Report, accompanying 2017/18 actual year-to-date budget for our Association, the Strategic Goals, and a listing of the current Downtown Association board of directors.

In 2018/2019 we have targeted the Park Street Landing property (Dragon Rouge, Dollar Store, O'Reilly Auto Parts, etc.) as a critical parcel for our downtown district "Gateway". We have begun a work plan and communications strategy to include and engage those business owners in advance of the 2019/20 vote. We feel that Park Street Landing is a critical expansion area for several reasons including; it's the literal gateway to the district from the Park Street bridge and could drastically improve the visitor experience for the district and the city as a whole, ability to create waterfront access and/or a public dock that would allow water taxis, kayaks, and SUP's to access and enjoy the district, and the opportunity to welcome those businesses in to all that is available from the association. At this point those folks are cut off (and they feel it) from the rest of the street. Additionally, we have worked with Lois and Eric to "clean up" the former Emmanuel's Muffler 1900 Park Street parcel and add it to Zone B in the district.

We have provided a description of the activities the Downtown Association accomplishments for 2017-2018 and proposed goals and strategies for the upcoming year. The budget is a draft and once approved by the Board will be forwarded to you in its complete form.

Sincerely,

Donna Layburn
President
Downtown Alameda Business Association

DOWNTOWN ALAMEDA BUSINESS ASSOCIATION

2447 Santa Clara Ave., #302, Alameda CA 94501

Phone: (510) 523-1392 - Fax: (510) 523-2372

Email: office@DowntownAlameda.com - Website: www.DowntownAlameda.com

PROPOSED ASSESSMENT FOR BUSINESS IMPROVEMENT AREA
FISCAL YEAR 2018/19

INTRODUCTION:

The Downtown Alameda Business Association is recommending a BIA budget of one hundred twenty-two thousand (\$122,000) in restricted funds for the Downtown Alameda Business District for fiscal year 2018/2019. This recommendation is based on the estimate of the income derived from the BIA assessment in fiscal 2017/18.

The Board met in January 2018 to set our strategic goals and activities.

BUDGET:

The BIA is one of two sources of funding for the entire scope of the activities proposed in this report. The other source of income is from funds raised by the Downtown Alameda Business Association special events. The Downtown Association will continue its current schedule of street events for the calendar year 2018, which are under contract. We have extended the existing contract for the street events for 2018 and 2019.

BOUNDARIES:

As mentioned in the cover letter we are currently working with city staff to explore expanding the Business Improvement Area (BIA) territories to include Park Street Landing which aligns the business district boundaries with the Landscape and Lighting (L&L) boundaries.

ACTIVITIES:

Our event strategies include the continuation for two years of the current street closure events, the opportunity to launch incubator events inside the street closure events (ie, Salsa Stage) to experiment with what may work to create new stand-alone events, further develop non-street closure events ie, Whiskey Stroll, Easter Egg Hunt, Holiday Cocoa Crawl, Window Decoration Contests, Small Business Saturday.

These activities are designed to improve the pedestrian-friendly look of the downtown district, improve the vitality of the downtown district to increase sales and sales tax revenues, promote member businesses and the district as a whole, attract new businesses to the downtown district, and increase the overall business atmosphere in Downtown Alameda.

REPORTING:

We have provided a list of identified target activities for all our committees and expanded said committee's responsibilities and accountability.

A final financial summary including the Board-approved budget will be forwarded at the end of the 2017/18 fiscal year.

The Downtown Association had no Executive Director from November 2016-April 2017. In January 2017, we hired an Event Consultant to ensure the execution of the 2017 Spring Festival. In May we hired Janet Magleby as our new Executive Director. With Janet's backgrounds and experience, she hit the ground running to execute not only our scheduled events and activities, but has also energized our association's membership and the relationships with City of Alameda departments. In addition, in reviewing our

financials our association has a healthier income due to Janet's increase in sponsorship and cost-saving measures.

The Downtown Association formed a new "Advisory Committee", co-chaired by Kyle Conner and Rich Krinks. The first event of this committee included over 35 attendees: property owners, developers, City staff, new businesses (proposed hotel owner), prospective tenants, ACI representatives, community groups, and the cultural center Rhythmix. This committee made a presentation on: Landscape and Lighting (L&L) challenges of keeping our district clean, the Gateway Arch, and a visioning session of what the district might look like in 5 and 10 years. We would love the opportunity to share some of these findings and results with City Council at a future date.

In the past 9 months, our association, with our new Executive Director has been able to increase attendance at mixers and the annual Holiday Party, had a Board election with more applicants for the Board than we have ever had, launched a new website, participated in numerous events and monthly meetings with WABA and Lois Butler and Eric Fonstein, launched new "community events", had the ED visit personally over 200+ of our 430+ members. These highlights and more detailed in the Committee reports represent a strong, vital Downtown Association, looking to the future and "making things happen".

CONCLUSION:

The Downtown Alameda Business Association would like to thank the Alameda City Council, City Attorney, Community Development, Public Works, and Finance Departments for their assistance in implementing the BIA. The increased participation from the business community and the continued quality of projects have shown the BIA is a valuable tool in our continuing efforts to revitalize Downtown Alameda and Historic Park Street District.

Membership Committee

2017 Accomplishments / 2018 Work Plan Outline

SIGNIFICANT ACCOMPLISHMENTS 2017/2018:

- Restructured mixers to always include an education or promotion element and diversified locations.
- Created Downtown Association “What DABA Does” cards and membership information.
- New Executive Director Janet Magleby and Membership & Events Coordinator Shalynn Taylor spent a combined average of 40 hours per month on personal member visits.
- Improved holiday party and activities expanding awards, entertainment, recognition, menu, and attendance.
- Created new free Merchant Seminars (ie, Meet the Fire and Police Chief, Social Media).

2018/2019 WORK PLAN & OBJECTIVES:

Ensure members are informed of the latest news pertaining to the District, apprised of marketing and educational opportunities available to the membership, and given a regular opportunity to meet and mix with other members. Embrace property owners in communications about the District on a regular basis.

1. Communicate news and information to the membership:
 - Continue district member in-person visits
 - Continue to email monthly newsletter to everyone on the email distribution list.
 - Continue to email mixer reminders and other updates to the membership.
 - Actively use new member packets.
 - Conduct member surveys to gain input and engagement.
 - Continue work on multi-lingual member communication.
2. Conduct and improve attendance at Downtown Mixers:
 - Include elements of education and promotion.
 - Recognize individual business achievements/highlights.
 - Invite city officials (presentation/Q&A).
 - Increase outreach to members.
 - Experiment with “late night” mixers.
3. Plan and conduct the Downtown Association Holiday Party. Continue to enhance the member awards program to include recognition of anniversaries, green business awards, etc. on a monthly basis.
4. Consider launch of a Block Captain Program.
5. Recruit new Associate Members.
6. Establish regular communication bulletins and invitations to property owners of all properties in the District.

Maintenance and Improvement Committee

2017 Accomplishments / 2018 Work Plan

SIGNIFICANT ACCOMPLISHMENTS 2017/2018

- Created Clean, Green, and Safe Fund raising over \$14,000 at Art & Wine Faire to augment lack of resources in L&L assessment.
- ED serves on Façade Grant Committee and meets monthly with Public Works and Clark Services.
- Committed to recycling efforts by increasing communication with ACI and Public Works.
- Worked with DABA Committee Member Jessica Robinson on green strategies and CASA relationship.
- Assisted with the launch of ReThink Disposable grant including marketing, participant recruitment, and member outreach.
- Increased interaction and relationship with APD by holding membership meeting with chief, ED “beat” walks, engaging with department’s new Crime Specialist, Homeless Division.
- Assisted with launch and promotion of Bike Share (LimeBike) program.

2018/2019 WORK PLAN & OBJECTIVES:

A new and improved intention and emphasis for committee work which includes not only maintenance of the district but also improving accessibility, walkability, and personality.

1. Define Clean, Green & Safe fund uses, research expenditures, and make recommendations. Project plan for continued fundraising for Clean, Green & Safe Fund.
2. Act as lead committee for Landscape & Lighting outreach to property owners working with the Advisory committee, Executive Director and Board President.
3. Investigate plan for vehicle closure of Alameda Avenue by establishing an ad hoc committee to outline steps to accomplish.
4. Research new funding sources for the purchase of additional 3-Stream receptacle and/or other needed trash enclosures for the entire district.
5. Change name of committee to reflect the objective of the committee’s work.

Economic & Government Relations Committee

2017 Accomplishments / 2018 Work Plan

SIGNIFICANT ACCOMPLISHMENTS 2017/2018:

- Consistently shared updates of vacant storefronts and development projects with membership.
- Identified the importance of including the Park Street Landing shopping center as the gateway of the downtown and significance of water access to district.
- Worked with numerous members to support and advocate for their new developments, projects and/or store openings including: The Star on Park, Alameda Personal Fitness, Cholita Linda, etc.
- Started work with AAPS, City, APD, and SF Chronicle on Paul's Newsstand.
- Established Advisory Committee to share updates and plans with property owners and other interested parties regarding vacancies and future developments in district.
- Began planning for BIA Expansion with City's Economic Development Department.
- Successfully submitted RFP for Gateway Arch Project.
- Hired Laura Olson, Board President of California Main Street to facilitate the association's Board retreat.

2018/2019 WORK PLAN & OBJECTIVES:

Recognizing how critical future development of the North of Lincoln area is to the district; how current vacant properties throughout the district are being developed, identified, and marketed; the challenges in starting a new business in Alameda; and the importance of maintaining relationships with the city staff and government — the goal of this committee is to develop strategic outlines of marketing campaigns to improve communications and assist in economic development

1. Continue to develop the plan for the Gateway Arch Project in the North of Lincoln area.
2. Support the work plan for the BIA Expansion including potential new member outreach, outline marketing campaign to inform and gather consensus, and work with the City of Alameda to assure proper legislation.
3. Develop member surveys to get ideas and referrals for outreach to potential new businesses.
4. Work to create ordinances and enforcement issues with the City of Alameda staff and departments to "deal with" the numerous vacant, burned out and/or blighted buildings for maintenance and improvement and development (ie, John Patrick's, Paul's Newsstand, 1201 Park Street).
5. Continue to consistently share updates of vacant storefronts and development projects with membership.
6. Continue collaboration with city on Facade Grant Program.
7. Continue work on temporary sign enforcement.

Promotions Committee

2017 Accomplishments / 2018 Work Plan

SIGNIFICANT ACCOMPLISHMENTS 2017/2018:

- Designed, outsourced, built, and launched new mobile-friendly website with search engine optimization and PayPal option for events. Ongoing training for members.
- With the challenges of the new Fire Department festival lay-out requirements produced most financially successful Spring Festival and Art & Wine Faire in association's history.
- Collaborated on increasing visibility for the arts by working with Rhythmix on "Love Our Island" event, local artists teamed up for holiday window contest, and Phoenix for City Art Grant from California Arts Council.
- Created and conducted holiday events with nearly 100 businesses participating in Shop Late Thursdays, Hot Cocoa Crawl, Holiday Window Contest, and Santa Visits.
- Enhanced all advertising and marketing efforts and results by working closely with West Advertising for both members and the district at large.
- Conducted 1st quarter training for new Business Directory on website.

2018/2019 WORK PLAN & OBJECTIVES:

Promote the Downtown Alameda district to the broadest audience possible using as many media outlets, events, publications, and social media outlets as possible.

1. Implement Special Events:

- Develop strategies to collaborate on non-street closure events, experiment at existing events to incubate new stand-alone ideas, and create brand new promotions and activities for district (ie, Whiskey Stroll, Hot Cocoa Crawl, Trick or Treating).
- Plan and conduct Art & Wine Faire (last weekend of July 2018).
- Plan and conduct Classic Car Show (2nd Saturday in October 2018).
- Plan and conduct Spring Festival (Mother's Day Weekend 2019).

2. Create Community Partnerships and Collaborations:

- 2nd Friday ArtWalk
- Easter Egg Hunt with Kiwanis
- Love Our Island ArtWalk with Rhythmix
- Restaurant Week
- Maker Faire

3. West Advertising collaboration for all event and district marketing strategies including print, cable, digital, social.

4. Continue branded Holiday Marketing Campaign and Events

5. Develop Event Volunteer Recruitment Program

6. Develop video for Downtown District.

7. Continue to develop Stroll Event Models (ie, Whiskey Stroll, Hot Cocoa Crawl).

8. Create digital replacement for Shopping Guide.

**Downtown Alameda Business Association
2018 Board of Directors**

Officers:

President

Donna Layburn
Marketplace
865-1500

Vice President

Steve Busse
Park Centre Animal Hospital
521-1700

Secretary

Deb Knowles
Edward Jones
749-0403

Treasurer

Ron Mooney
Daisy's
522-6443

At Large Directors:

Julie Baron
Julie's Coffee & Tea Garden
865-2385

Kyle Conner
Alameda Theatre
769-2160

Cindy Kahl
Speisekammer
522-1300

Jason Tsang
Habanas Cuban Cuisine
305-3794

Krizten Delossantos
West Wind School
523-2000

Committee Chairs:

City & Economic Relations
Rich Krinks
Harbor Bay Realty
814-4802

Maintenance & Improvement
To Be Announced

Membership
Jennifer Serr
The Sewing Room
322-9807

Promotions
To Be Announced

Staff:

Executive Director

Janet Magleby
janet@downtownalameda.com
(510) 523-1392

Membership & Events Coordinator

Shalynn Taylor
shalynn@downtownalameda.com

Marketing/Communications

Stephanie Prothero
stephanie@downtownalameda.com

Downtown Alameda Business Association
Balance Sheet
As of June 30, 2017

| | Jun 30, 17 |
|---------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bank of Marin Checking | 93,958.00 |
| Paypal | 1,698.95 |
| Total Checking/Savings | 95,656.95 |
| Other Current Assets | |
| Uninvoiced Income | 750.00 |
| Prepaid Expenses | |
| Prepaid Event Expenses | 1,572.05 |
| Prepaid Insurance | 5,648.00 |
| Other Prepaid Expenses | 1,900.00 |
| Total Prepaid Expenses | 9,120.05 |
| Total Other Current Assets | 9,870.05 |
| Total Current Assets | 105,527.00 |
| Fixed Assets | |
| Computer Equipment | 7,963.00 |
| Furniture & Fixtures | 2,265.00 |
| Accumulated Depreciation | -10,228.00 |
| Total Fixed Assets | 0.00 |
| Other Assets | |
| Security Deposits | 3,475.40 |
| Total Other Assets | 3,475.40 |
| TOTAL ASSETS | 109,002.40 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| Accounts Payable | 3,142.82 |
| Total Accounts Payable | 3,142.82 |
| Other Current Liabilities | |
| Accrued Payroll | 4,436.90 |
| Worker's Comp. Payable | 257.78 |
| Unearned Revenue | 29,414.57 |
| Other Current Liabilities | 3,875.00 |
| Total Other Current Liabilities | 37,984.25 |
| Total Current Liabilities | 41,127.07 |
| Total Liabilities | 41,127.07 |
| Equity | |
| Temp. Restricted Funds | 19,377.41 |
| Unrestricted Funds | 48,497.92 |
| Total Equity | 67,875.33 |
| TOTAL LIABILITIES & EQUITY | 109,002.40 |

4:57 PM
01/22/18
Accrual Basis

Downtown Alameda Business Association

YTD Profit & Loss Budget vs. Actual

July 2016 through June 2017

| | <u>Jul '16 - Jun...</u> | <u>Budget</u> | <u>\$ Over Bud...</u> |
|------------------------------------|-------------------------|-------------------|-----------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| UNRESTRICTED INCOME | | | |
| Event Income | 279,539.46 | 237,400.00 | 42,139.46 |
| Program Income | 3,700.00 | 12,100.00 | -8,400.00 |
| Misc. Income | 32.89 | 1,000.00 | -967.11 |
| Total UNRESTRICTED INCOME | <u>283,272.35</u> | <u>250,500.00</u> | <u>32,772.35</u> |
| RESTRICTED INCOME | <u>112,106.58</u> | <u>105,000.00</u> | <u>7,106.58</u> |
| Total Income | <u>395,378.93</u> | <u>355,500.00</u> | <u>39,878.93</u> |
| Expense | | | |
| UNRESTRICTED EXPENSES | | | |
| Event Expenses | 144,540.51 | 124,710.00 | 19,830.51 |
| Shopping Guide - Sponsored | 0.00 | 4,500.00 | -4,500.00 |
| Executive Director's Salary | 57,253.00 | 87,300.00 | -30,047.00 |
| Payroll Taxes | 5,161.85 | 9,300.00 | -4,138.15 |
| Staff Benefits | 4,000.00 | 12,000.00 | -8,000.00 |
| Meetings/Training | 612.60 | 1,500.00 | -887.40 |
| CAMSA Conference | 0.00 | 1,000.00 | -1,000.00 |
| Shopping Guide (Sponsored) | 0.00 | 4,500.00 | -4,500.00 |
| Outside Service - Prog. | 17,986.25 | 0.00 | 17,986.25 |
| Merchant Service Fees | 73.10 | | |
| Other Costs - Prog. | 27.57 | | |
| Total UNRESTRICTED EXPENSES | <u>229,654.88</u> | <u>244,810.00</u> | <u>-15,155.12</u> |
| RESTRICTED EXPENSES | | | |
| Utilities | 2,630.92 | 2,500.00 | 130.92 |
| Membership | 3,201.15 | 3,650.00 | -448.85 |
| Promotion Committee Expenses | 10,140.31 | 11,500.00 | -1,359.69 |
| Maint. & Improvement Comm.-REST | 8,723.51 | 0.00 | 8,723.51 |
| Printing/Postage | 0.00 | 1,200.00 | -1,200.00 |
| Membership Manager Wages | 30,756.52 | 31,446.70 | -690.18 |
| Employer Taxes | 3,117.53 | 3,500.00 | -382.47 |
| Workers Comp. | 742.10 | 2,000.00 | -1,257.90 |
| Audit/Accounting | 5,018.88 | 6,499.88 | -1,481.00 |
| Marketing Consultant | 23,869.07 | 16,000.00 | 7,869.07 |
| Internet/Social Media Consultan | 0.00 | 8,000.00 | -8,000.00 |
| Liability/D&O Insurance | 4,168.00 | 4,500.00 | -332.00 |
| Postage | 235.00 | 0.00 | 235.00 |
| Supplies | 1,523.83 | 2,000.00 | -476.17 |
| Office Rent | 15,876.00 | 15,876.00 | 0.00 |
| Office Expenses | 1,515.56 | 0.00 | 1,515.56 |
| Total RESTRICTED EXPENSES | <u>111,518.38</u> | <u>108,672.58</u> | <u>2,845.80</u> |
| Total Expense | <u>341,173.26</u> | <u>353,482.58</u> | <u>-12,309.32</u> |
| Net Ordinary Income | <u>54,205.67</u> | <u>2,017.42</u> | <u>52,188.25</u> |
| Other Income/Expense | | | |
| Other Expense | | | |
| Temp. Rest. Funds Reserve | 7,393.63 | | |
| Unrestricted Funds Reserve | 46,812.04 | | |
| Total Other Expense | <u>54,205.67</u> | | |
| Net Other Income | <u>-54,205.67</u> | | |
| Net Income | <u>0.00</u> | <u>2,017.42</u> | <u>-2,017.42</u> |

11:28 AM

07/13/17

Downtown Alameda Business Association

Reconciliation Detail

Bank of Marin Checking, Period Ending 06/30/2017

| Type | Date | Num | Name | Clr | Amount | Balance |
|--------------------------------|------------|------|-----------------------|-----|------------|------------|
| Beginning Balance | | | | | | 143,092.37 |
| Cleared Transactions | | | | | | |
| Checks and Payments - 28 items | | | | | | |
| Bill Pmt -Check | 05/13/2017 | 2358 | Youssef Riahi | X | -350.00 | -350.00 |
| Bill Pmt -Check | 05/13/2017 | 2355 | Christopher Swartzell | X | -350.00 | -700.00 |
| Check | 05/24/2017 | 2362 | Brown, Danielle | X | -737.69 | -1,437.69 |
| Bill Pmt -Check | 05/25/2017 | 2363 | Alameda Island Bre... | X | -5,400.00 | -6,837.69 |
| Bill Pmt -Check | 05/25/2017 | 2371 | Saxco, Inc. | X | -3,727.11 | -10,564.80 |
| Bill Pmt -Check | 05/25/2017 | 2367 | Hilliard Managemen... | X | -300.00 | -10,864.80 |
| Bill Pmt -Check | 05/25/2017 | 2368 | Jenifer Lipps | X | -200.00 | -11,064.80 |
| Bill Pmt -Check | 05/31/2017 | 2374 | Alameda Theater | X | -4,600.00 | -15,664.80 |
| Bill Pmt -Check | 05/31/2017 | 2376 | Wesley Warren | X | -500.00 | -16,164.80 |
| Bill Pmt -Check | 05/31/2017 | 2375 | Anderies & Gomes ... | X | -120.00 | -16,284.80 |
| Bill Pmt -Check | 06/01/2017 | 2372 | Mash Petroleum, INC | X | -1,323.00 | -17,607.80 |
| Check | 06/01/2017 | EFT | Staples | X | -90.66 | -17,698.46 |
| Check | 06/02/2017 | eft | Bank of Marin | X | -54.99 | -17,753.45 |
| Check | 06/05/2017 | eft | Staples | X | -17.99 | -17,771.44 |
| Bill Pmt -Check | 06/06/2017 | 2377 | CSW Business Coa... | X | -6,375.00 | -24,146.44 |
| Bill Pmt -Check | 06/06/2017 | 2379 | San Francisco Chro... | X | -1,961.00 | -26,107.44 |
| Bill Pmt -Check | 06/06/2017 | 2378 | Bay Area News Gro... | X | -180.00 | -26,287.44 |
| Check | 06/07/2017 | EFT | Bank of Marin Payroll | X | -3,905.68 | -30,193.12 |
| Check | 06/07/2017 | eft | National Ticket Co... | X | -173.66 | -30,366.78 |
| Bill Pmt -Check | 06/08/2017 | 2383 | West Advertising | X | -7,907.75 | -38,274.53 |
| Bill Pmt -Check | 06/08/2017 | 2381 | Mash Petroleum, INC | X | -800.40 | -39,074.93 |
| Bill Pmt -Check | 06/08/2017 | 2380 | Alameda Business ... | X | -345.00 | -39,419.93 |
| Check | 06/12/2017 | EFT | Comcast | X | -206.83 | -39,626.76 |
| Check | 06/12/2017 | EFT | Harland Clarke | X | -50.95 | -39,677.71 |
| Check | 06/13/2017 | EFT | State Board of Equ... | X | -3,971.00 | -43,648.71 |
| Bill Pmt -Check | 06/15/2017 | 2388 | West Advertising | X | -100.00 | -43,748.71 |
| Check | 06/16/2017 | EFT | Ready Refresh | X | -54.42 | -43,803.13 |
| Check | 06/20/2017 | EFT | Bank of Marin Payroll | X | -4,640.92 | -48,444.05 |
| Total Checks and Payments | | | | | -48,444.05 | -48,444.05 |
| Deposits and Credits - 3 items | | | | | | |
| Deposit | 06/06/2017 | | | X | 3,563.00 | 3,563.00 |
| Deposit | 06/13/2017 | | | X | 1,500.00 | 5,063.00 |
| Deposit | 06/20/2017 | | | X | 16,164.57 | 21,227.57 |
| Total Deposits and Credits | | | | | 21,227.57 | 21,227.57 |
| Total Cleared Transactions | | | | | -27,216.48 | -27,216.48 |
| Cleared Balance | | | | | -27,216.48 | 115,875.89 |
| Uncleared Transactions | | | | | | |
| Checks and Payments - 14 items | | | | | | |
| Bill Pmt -Check | 05/25/2017 | 2364 | Alameda Police De... | | -1,680.00 | -1,680.00 |
| Bill Pmt -Check | 06/01/2017 | 2373 | Stephanie L. Prothero | | -328.40 | -2,008.40 |
| Bill Pmt -Check | 06/08/2017 | 2382 | Stephanie L. Prothero | | -2,046.00 | -4,054.40 |
| Bill Pmt -Check | 06/15/2017 | 2387 | Reese's Installation | | -4,595.95 | -8,650.35 |
| Bill Pmt -Check | 06/15/2017 | 2384 | Fast Imaging | | -3,667.26 | -12,317.61 |
| Bill Pmt -Check | 06/15/2017 | 2386 | Mash Petroleum, INC | | -1,900.00 | -14,217.61 |
| Bill Pmt -Check | 06/15/2017 | 2385 | Felicia Ann | | -495.00 | -14,712.61 |
| Bill Pmt -Check | 06/28/2017 | 2389 | Brown & Brown Ins... | | -5,648.00 | -20,360.61 |
| Bill Pmt -Check | 06/28/2017 | 2391 | Stephanie L. Prothero | | -1,350.00 | -21,710.61 |
| Bill Pmt -Check | 06/28/2017 | 2390 | Hilliard Managemen... | | -270.00 | -21,980.61 |
| Check | 06/29/2017 | eft | Office Depot | | -25.77 | -22,006.38 |
| Bill Pmt -Check | 06/30/2017 | 2393 | Bank of Marin Visa | | -351.92 | -22,358.30 |
| Bill Pmt -Check | 06/30/2017 | 2392 | Alameda Business ... | | -230.00 | -22,588.30 |
| Bill Pmt -Check | 06/30/2017 | 2394 | Janet Magleby | | -79.59 | -22,667.89 |
| Total Checks and Payments | | | | | -22,667.89 | -22,667.89 |
| Deposits and Credits - 3 items | | | | | | |
| Deposit | 06/29/2017 | | | | 108.00 | 108.00 |
| Deposit | 06/29/2017 | | | | 750.00 | 858.00 |
| Deposit | 06/30/2017 | | | | 1,698.95 | 2,556.95 |
| Total Deposits and Credits | | | | | 2,556.95 | 2,556.95 |

11:28 AM

07/13/17

Downtown Alameda Business Association
Reconciliation Detail
Bank of Marin Checking, Period Ending 06/30/2017

| Type | Date | Num | Name | Clr | Amount | Balance |
|---------------------------------------|------------|------|---------------------|-----|------------|------------|
| Total Uncleared Transactions | | | | | -20,110.94 | -20,110.94 |
| Register Balance as of 06/30/2017 | | | | | -47,327.42 | 95,764.95 |
| New Transactions | | | | | | |
| Checks and Payments - 10 items | | | | | | |
| Check | 07/02/2017 | eft | Bank of Marin | | -49.99 | -49.99 |
| Bill Pmt -Check | 07/05/2017 | 2395 | CSW Business Coa... | | -2,756.25 | -2,806.24 |
| Bill Pmt -Check | 07/05/2017 | 2397 | Jessica Warren | | -250.00 | -3,056.24 |
| Bill Pmt -Check | 07/05/2017 | 2396 | Janet Magleby | | -54.86 | -3,111.10 |
| Check | 07/06/2017 | eft | McMaster-Carr | | -431.53 | -3,542.63 |
| Check | 07/07/2017 | eft | US Postmaster | | -98.00 | -3,640.63 |
| Check | 07/09/2017 | EFT | Ready Refresh | | -36.71 | -3,677.34 |
| Check | 07/10/2017 | eft | McMaster-Carr | | -105.42 | -3,782.76 |
| Bill Pmt -Check | 07/11/2017 | 2398 | West Advertising | | -1,453.64 | -5,236.40 |
| Check | 07/13/2017 | 2399 | Bank of Marin | | -350.00 | -5,586.40 |
| Total Checks and Payments | | | | | -5,586.40 | -5,586.40 |
| Deposits and Credits - 2 items | | | | | | |
| Deposit | 07/07/2017 | | | | 10,000.00 | 10,000.00 |
| Deposit | 07/13/2017 | | | | 2,500.00 | 12,500.00 |
| Total Deposits and Credits | | | | | 12,500.00 | 12,500.00 |
| Total New Transactions | | | | | 6,913.60 | 6,913.60 |
| Ending Balance | | | | | -40,413.82 | 102,678.55 |

11:28 AM

07/13/17

Downtown Alameda Business Association
Reconciliation Summary
Bank of Marin Checking, Period Ending 06/30/2017

| | <u>Jun 30, 17</u> |
|------------------------------------------|--------------------------|
| Beginning Balance | 143,092.37 |
| Cleared Transactions | |
| Checks and Payments - 28 items | -48,444.05 |
| Deposits and Credits - 3 items | 21,227.57 |
| Total Cleared Transactions | <u>-27,216.48</u> |
| Cleared Balance | <u>115,875.89</u> |
| Uncleared Transactions | |
| Checks and Payments - 14 items | -22,667.89 |
| Deposits and Credits - 3 items | 2,556.95 |
| Total Uncleared Transactions | <u>-20,110.94</u> |
| Register Balance as of 06/30/2017 | <u>95,764.95</u> |
| New Transactions | |
| Checks and Payments - 10 items | -5,586.40 |
| Deposits and Credits - 2 items | 12,500.00 |
| Total New Transactions | <u>6,913.60</u> |
| Ending Balance | <u>102,678.55</u> |

