

Downtown Benicia Alliance Annual Report 2014

Mission Statement

The Downtown Benicia Alliance is a partnership of our Businesses that, together, we will promote the common interests of and improve advocacy for our downtown.

Celebrating Local Merchants Every Day

Prepared by: Downtown Benicia Alliance, December 23, 2014

Board of Directors for 2014

Leah Perry Shelhorn, Chair, Studio 41, Gifts 4 every 1. 1 year term

Renee Marie Jordan, Vice Chair/Treasurer, Jordan Real Estate, Inc. 1 year term

James Morgan, Secretary, Sailor Jacks Restaurant. 2 year term

Frank Cassesse, Courtyard Customs. 1 year term

James Long, Pups n Purrz. 2 year term

Carl Luca, Lucca Bar and Grill. 2 year term

Jeanne Steinmann, Benicia Magazine. 2 year term

Thomas Hamilton, The Rellik Bar and Lounge. 1 year term

Tom Gavin, Gavin and Schreiner. 2 year term

Mario Giuliani, Advisor, Economic Development Manager. City of Benicia

Year in Review

First Quarter 2014:

**The first item of business was for the Board to review our insurance needs. Steve McClure of State Farm of Benicia was called to review our options. The Board approved both policies.*

The Directors and Officers Insurance, \$500. for one year.

General Liability for the Organization, \$1,500. for one year.

**Art Walk Host for the Wine, April to October, 2nd Saturday of each Month.*

ABC Lead Training February 5, with the City of Benicia Police Department

Subcommittee trained each participating location serving wine for the Art Walk

**Subcommittees:*

Creation of a Website: Tom Hamilton, Frank Cassesse, and Leah Shelhorn

Promotion: Tom Hamilton, Frank Cassesse

Art Walk: Renee Marie Jordan, Frank Cassesse, and Tom Hamilton

Advocacy: Leah Shelhorn

**District Reports: Each Board Member to highlight with “What’s New” in each District*

**Website Address: www.downtownbeniciaalliance.com*

**Gordon Gray Design designed a logo for the Downtown Benicia Alliance, and also created decals for everyone in the District.*

Second Quarter 2014:

**Gordon Gray Design was chosen to be our website designer.*

**Promotion: Finalizing Plans for our Veteran's Appreciation Day,*

Sunday, November 9, at City Park, from 1 pm to 5 pm.

Third Quarter 2014:

**Diablo Magazine awards First Street, Best of the East Bay Shopping District.*

Nicole Alexander of Diablo Magazine gave a presentation regarding the Holiday Shopping page for Benicia businesses.

**Art Walk Update: The Board decided that it will not host the Art Walk or the host the wine.*

**The Board voted to change the Board meetings from Monday to Tuesday, and every other month.*

Fourth Quarter 2014:

**Promotion: Veteran's Appreciation Day, Sunday, November 9, 2014*

Heretic Brewing donated all the beer.

Rotary Club of Benicia donated \$350.00 for the food.

Veteran's Hall bar-be-que'd the hot dogs. Salads were served as well.

20 business's donated goods/services for the Veteran's raffle.

Purple Haze cover band played at our event.

DJ Takyon also performed.

2 Security Guards from Double Eagle Security maintained the City Park

**Nomination Committee members:*

Renee Marie Jordan, Tom Gavin and James Long.

**Application received from Eileen Stern, and at the December Board Meeting*

Eileen was approved, and will represent the Waterfront District.

Board Member Frank Cassesse will leave the Waterfront District.

**The Board Members that will stay on are: Leah Shelhorn, Renee Marie Jordan and Thomas Hamilton.*

Treasurer's Report: It is attached.

**This report was prepared by Renee Marie Jordan, Vice Chair and Treasurer.*

<u>INCOME</u>	2013 Projected	2013 Actual	2013 Projected	2014 Actual	
Projected Assesment Receipts	\$30,000	\$26,571	\$30,000	\$28,000.00	
Donations	\$0	\$0	\$0	\$142	
Carry Over Balance	\$0	\$0	\$12,000	(\$12,000.00)	
Total Cash	\$30,000	\$5,473	\$42,000	\$1,904.87	year end bal

<u>EXPENSES</u>	Budget	Actual	Budget	Actual	
City of Benicia	\$15,000	\$15,000	\$15,000	\$15,000	
Civitas	\$1,000	\$1,000	\$2,000	\$2,000	
Civitas Repair	\$0	\$0	\$0	\$1,000	
State Farm Insurance	\$2,000	\$2,005	\$2,000	\$2,050	
All That Glows	\$0	\$0	\$16,832.40	\$16,800	
Administration post box/v	\$0	\$0	\$100	\$60	
Administration election/r secretary of state	\$0	\$0	\$500	\$378.52	
Administration printing/m web/constant contact	\$0	\$0	\$300	\$547.88	
Total Expenses	\$18,000	\$18,005	\$36,732	\$37,836	

Veterans Event \$1,746 (\$931.66) \$2,677.66
 expense shortage income