

Monthly Meeting

Historic Uptown Susanville Association
701 Main Street
Susanville, CA 96130

Tuesday, April 6, 2010

APPROVED

The meeting was called to order by President Kathie Garnier at 12:05 p.m.

Members present: Kathie Garnier Lisa Bernard Penny Artz
 Michelle Zubillaga Susan Baxter Geoff Pregill

Also in attendance: Patti Hagata, Peter Talia, Jerry Hancock, Margie Teeter, Vicki Lozano

Susan Baxter made a motion to approve the minutes of March 3, 2010. Lisa Bernard seconded the motion; motion carried unanimously.

The treasurer's report was presented by Penny Artz (see attached).

Public Comment: Patti Hagata presented a quick update for the Chamber of Commerce. Next Chamber Mixer will be held on 4/15/2010 at the Airport and the Chamber will be hosting the 4th Annual Home and Garden Show on 4/24/2010 at the Lassen County Fairgrounds from 10:00 am – 4:00 pm.

Peter Talia reported on the subject of the lease matter for 706 Main Street. He has prepared a revised lease for City Council input. Existing wall needs to be declared safe. HUSA will sub-lease from the City. Peter expects City Council will give its input on the lease at the City Council meeting on April 7, 2010.

Margie Teeter was present to speak for Dave Teeter who wishes to thank the HUSA Board for stepping up to sponsor the 2010 Magical County Christmas event thus allowing the event to continue. Margie mentioned Santa Clause needs some help in the form of a new suit. This will be on the next meeting agenda. Margie also reported David will be happy to chair the Safe 'n Sane event again in 2010.

Vicki Lozano reported the City is looking at re-doing the parking in the uptown area again. The City is contemplating more one-way streets. The Public Works Department is currently reviewing maps to present the impact to the City Council. They are considering cutting the number of spaces and spacing differently on Lassen Street. Kathie Garnier will contact Craig Platt and a formal letter will be drafted to the City advising that HUSA would like to be part of this process.

Committee Reports:

Update on the lease and improvement of the vacant lot at 706 Main Street – the current Council is not comfortable with original drawn up lease. Everyone involved, including the City does want to see this improvement happen. The City would like to cut out the middleman and take on the lease direct. Peter Talia has revised the lease for HUSA to sublease the property from the City. An engineering report will be needed to determine the safety of the existing wall and advising what may or may not be have to be done concerning the wall. As of this meeting, the HUSA Annual Report and Budget had not been presented to the City Council pending outcome of this matter. The report and budget will be submitted as previously voted upon.

ON-GOING BUSINESS

“Clean Sweep Award” Recipient for April 2010 – Kathie Garnier mentioned the Law Offices of Jaime Jones, Customer Talks, and Fred’s Barber Shop. Kathie reported that Iron Horse Gym had returned their award as they felt they were not deserving of the award at this time. The board decided to re-award February’s award to Customer Talks. April’s award will be given to Fred’s Barber Shop.

Disbursement of Petition for Improvements to Crosswalks throughout Uptown District – Kathie Garnier will send out a list of the businesses to contact to sign petition or from which to obtain opinions. One petition has been completed; Richard Sorem will get a copy of the completed petition to Kathie.

Approval of Radio Advertising – Lisa Bernard recommends for \$200 per month for 12 months HUSA advertise during 1 weekly morning show and 1 noon news – 6 spots per week or bank ads to have extra ads for special events. Geoff Pregill agreed the structure was viable and made sense. Lisa Bernard advised there would be a total of 24 – 30 second ads monthly beginning the week of April 12, 2010. Please note the expenditure for this advertising program was approved prior to Lisa Bernard becoming a member of the HUSA board.

NEW BUSINESS

Discuss Ideas for a Different Look to the Newly Vacant Building at corner of Main and Weatherlow Streets - Peter Talia has been in contact with the building owner; the building windows have been boarded up for insurance purposes. It has been suggested the boards at least be painted. Peter Talia will be talking to the Council at tomorrow night’s Council Meeting (4/7/2010) about this issue. Peter stresses that something will be done in this regard.

Discuss Wording to be Included in Assessment Billing to be sent by City on 7/1/2010 – Kathie Garnier is working with Janelle Boss at the City in this regard and will be providing wording to Janelle via email with a cc to Peter Talia. Peter will get together on this with Bob Porfiri and see what happens.

Meeting adjourned at 1:07.m.

Respectfully submitted,

Michelle D. Zubillaga, Secretary

Historic Uptown Susanville Association
Profit & Loss
April 2010

Accrual Basis

	<u>Apr 10</u>
Ordinary Income/Expense	
Income	
Assessment Income	656.68
Total Income	<u>656.68</u>
Expense	
Advertising	225.00
Events	
Donations Made	1,000.00
Events - Other	50.00
Total Events	<u>1,050.00</u>
Insurance	
D & O Insurance	1,235.00
Total Insurance	<u>1,235.00</u>
Total Expense	<u>2,510.00</u>
Net Ordinary Income	<u>-1,853.32</u>
Net Income	<u><u>-1,853.32</u></u>

Historic Uptown Susanville Association
Balance Sheet
As of April 30, 2010

Accrual Basis

Apr 30, 10

ASSETS	
Current Assets	
Checking/Savings	
BofA Savings	
Administration	784.00
Discretionary	1,560.00
Events	105.48
Gift Certificates	150.00
Operating Fund	2,359.75
Parking	2,166.00
Special Projects	4,217.00
BofA Savings - Other	5,077.89
Total BofA Savings	16,420.12
Cash	54.15
Operating Account	1,047.13
Total Checking/Savings	17,521.40
Total Current Assets	17,521.40
TOTAL ASSETS	17,521.40
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	8,568.78
Retained Earnings	2,481.68
Net Income	6,470.94
Total Equity	17,521.40
TOTAL LIABILITIES & EQUITY	17,521.40

Historic Uptown Susanville Association
Profit & Loss Prev Year Comparison
 July 2009 through April 2010

Accrual Basis

	Jul '09 - Apr 10	Jul '08 - Apr 09	\$ Change	% Change
Ordinary Income/Expense				
Income				
Assessment Income	13,755.99	704.37	13,051.62	1,853.0%
Event Income				
Booth Rentals	365.00	560.00	-195.00	-34.8%
Event Income - Other	25.00	20.00	5.00	25.0%
Total Event Income	<u>390.00</u>	<u>580.00</u>	<u>-190.00</u>	<u>-32.8%</u>
Total Income	<u>14,145.99</u>	<u>1,284.37</u>	<u>12,861.62</u>	<u>1,001.4%</u>
Expense				
Advertising	1,789.46	957.87	831.59	86.8%
Dues, Fees, Subs & Pubs	20.00	0.00	20.00	100.0%
Events				
Donations Made	3,000.00	1,500.00	1,500.00	100.0%
Entertainment	100.00	260.00	-160.00	-61.5%
Equipment Rental	361.60	171.60	190.00	110.7%
Supplies	0.00	9.65	-9.65	-100.0%
Events - Other	100.00	75.00	25.00	33.3%
Total Events	<u>3,561.60</u>	<u>2,016.25</u>	<u>1,545.35</u>	<u>76.6%</u>
Insurance				
D & O Insurance	1,235.00	2,438.00	-1,203.00	-49.3%
Liability	448.00	548.00	-100.00	-18.3%
Total Insurance	<u>1,683.00</u>	<u>2,986.00</u>	<u>-1,303.00</u>	<u>-43.6%</u>
Materials	0.00	140.41	-140.41	-100.0%
Office Expense	22.28	84.73	-62.45	-73.7%
Outside Services	351.28	145.62	205.66	141.2%
Postage	175.24	58.00	117.24	202.1%
Printing	81.19	0.00	81.19	100.0%
Special Projects	0.00	18,901.10	-18,901.10	-100.0%
Taxes				
Sales Tax	1.18	0.00	1.18	100.0%
Total Taxes	<u>1.18</u>	<u>0.00</u>	<u>1.18</u>	<u>100.0%</u>
Total Expense	<u>7,685.23</u>	<u>25,289.98</u>	<u>-17,604.75</u>	<u>-69.6%</u>
Net Ordinary Income	<u>6,460.76</u>	<u>-24,005.61</u>	<u>30,466.37</u>	<u>126.9%</u>
Other Income/Expense				
Other Income				
Interest Income	10.18	45.03	-34.85	-77.4%
Total Other Income	<u>10.18</u>	<u>45.03</u>	<u>-34.85</u>	<u>-77.4%</u>
Net Other Income	<u>10.18</u>	<u>45.03</u>	<u>-34.85</u>	<u>-77.4%</u>
Net Income	<u><u>6,470.94</u></u>	<u><u>-23,960.58</u></u>	<u><u>30,431.52</u></u>	<u><u>127.0%</u></u>

Historic Uptown Susanville Association

Trial Balance

As of April 30, 2010

Accrual Basis

	Apr 30, 10	
	Debit	Credit
BofA Savings	5,077.89	
BofA Savings:Administration	784.00	
BofA Savings:Christmas Festival Allocation	0.00	
BofA Savings:Christmas Lights Allocation	0.00	
BofA Savings:Discretionary	1,560.00	
BofA Savings:Events	105.48	
BofA Savings:Gift Certificates	150.00	
BofA Savings:Operating Fund	2,359.75	
BofA Savings:Parking	2,166.00	
BofA Savings:Special Projects	4,217.00	
Cash	54.15	
Operating Account	1,047.13	
Transfer Account	0.00	
Christmas Lights	0.00	
Prepaid Booth Rentals	0.00	
Opening Bal Equity		8,568.78
Retained Earnings		2,481.68
Assessment Income		13,755.99
Event Income		25.00
Event Income:Booth Rentals		365.00
Advertising	1,789.46	
Dues, Fees, Subs & Pubs	20.00	
Events	100.00	
Events:Donations Made	3,000.00	
Events:Entertainment	100.00	
Events:Equipment Rental	361.60	
Insurance:D & O Insurance	1,235.00	
Insurance:Liability	448.00	
Office Expense	22.28	
Outside Services	351.28	
Postage	175.24	
Printing	81.19	
Taxes:Sales Tax	1.18	
Interest Income		10.18
TOTAL	25,206.63	25,206.63