

Monthly Meeting

Historic Uptown Susanville Association
701 Main Street
Susanville, CA 96130

Tuesday, December 6, 2011

APPROVED

The meeting was called to order by President Kathie Garnier at 12:03 pm.

Members present:	Kathie Garnier	Penny Artz	Lisa Bernard
	Ruth Dike	Michelle Zubillaga	Steve Fuller
	Geoff Pregill	John Shaw	

Also in attendance: Richard Sorem, Vicki Lozano, Nancy Eakus

Penny Artz made a motion to approve the minutes of 11/1/2011. Motion seconded by Ruth Dike; motion carried unanimously.

The treasurer's report was presented by Penny Artz (see attached). Total funds of \$18,305.38.

Public Comment: It was reported that the Magical Country Christmas event went off wonderfully; great turn out. Lots of people in stores; some good sales. It was also reported that the St. Francis restaurant closed about 2 weeks ago. Furniture portion of the business has moved into restaurant area as well.

Committee Reports:

Billing Committee Update: Janelle off on maternity leave; things are really messed up since she's been gone. There was discussion about requesting an audit of assessments from the City. Lisa Bernard made a motion that we proceed with this audit request; seconded by Ruth Dike. Motion carried with 6 yes votes and 1 abstention.

Assessments Committee Update: Committee met and went over the assessee billing categories.

Possible options - 1) \$300 Zone A; \$200 Zone B; 2) \$125 Zone B/\$275 Zone A. If classifications are redefined classifications.

This matter was tabled for further information before a motion is called for. Another committee meeting will be scheduled.

707/710 Main Street Park Update: Per Kathie Garnier, not much going on at this time. Storage area of Hirsche building looks ugly, need to discuss further. Kathie Garnier will be working with Rich Butler on plans for a pavillion and she will be scheduling meetings with a plumber and electrician. Kathie's goal is to have plans to present to the City for approval as soon as possible so we can get moving forward on this in the Spring.

ON-GOING BUSINESS

"Clean Sweep Award" Recipient for December 2011 – John Shaw nominated Chicago Title. This was unanimously agreed upon.

Elections for 2011/2012: To date no results from the City after numerous follow-ups.

Update on Website: We have a couple of different options - 1) Jeremy Couso can redesign, add video and business directory. There would be a one time fee of a little over \$600. 2) Chamber in Nation - each business would have own page - \$200 per month - \$2400 per year. Disadvantage - businesses would have to work with this company directly. After some discussion, consensus is that we should improve what we have. Lisa Bernard is expecting a formal proposal from Jeremy Couso; Richard Sorem would like a copy when received so he can let his guy know what we want and obtain a comparative proposal. There was discussion as to whether we really need our own page or leave link on the Chamber's site. Everyone to check out the link and come back with thoughts. Committee set for this matter: Penny Artz, Steve Fuller and Lisa Bernard.

NEW BUSINESS

Approval of Change in Various Categories for Assessments: Tabled

Approval to Move HUSA Bank Account to US Bank: John Shaw made a motion to move the bank account to US Bank, Geoff Pregill seconded the motion. Motion carried unanimously.

Approval of Letter to City requesting that Safe and Sane Halloween Event be a Smokeless Event - Lisa Bernard made a motion for approval of such letter; Steve Fuller seconded the motion. Motion carried unanimously.

Meeting adjourned at 12:56 pm

Respectfully submitted,

Michelle D. Zubillaga

Historic Uptown Susanville Association Balance Sheet

As of December 31, 2011

Accrual Basis

	Dec 31, 11
ASSETS	
Current Assets	
Checking/Savings	
BofA Savings	
Administration	784.00
Parking	366.00
Special Projects	6,017.00
BofA Savings - Other	1,767.17
Total BofA Savings	8,934.17
Operating Account	9,015.52
Total Checking/Savings	17,949.69
Total Current Assets	17,949.69
TOTAL ASSETS	17,949.69
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	8,568.78
Retained Earnings	5,959.23
Net Income	3,421.68
Total Equity	17,949.69
TOTAL LIABILITIES & EQUITY	17,949.69

Historic Uptown Susanville Association
Profit & Loss
December 2011

Accrual Basis

	<u>Dec 11</u>
Ordinary Income/Expense	
Expense	
Advertising	200.00
Dues, Fees, Subs & Pubs	85.00
Insurance	
Liability	71.44
Total Insurance	<u>71.44</u>
Total Expense	<u>356.44</u>
Net Ordinary Income	<u>-356.44</u>
Net Income	<u>-356.44</u>

Historic Uptown Susanville Association Profit & Loss Prev Year Comparison

July 2010 through December 2011

Accrual Basis

	Jul '10 - Dec 11	Jul '09 - Dec 10	\$ Change	% Change
Ordinary Income/Expense				
Income				
Assessment Income	26,349.67	24,474.37	1,875.30	7.7%
Event Income				
Booth Rentals	1,280.00	980.00	300.00	30.6%
Event Income - Other	0.00	25.00	-25.00	-100.0%
Total Event Income	1,280.00	1,005.00	275.00	27.4%
Total Income	27,629.67	25,479.37	2,150.30	8.4%
Expense				
Advertising	5,564.00	4,585.64	978.36	21.3%
Beverages	0.00	90.00	-90.00	-100.0%
Conferences and Meetings	1,504.43	1,504.43	0.00	0.0%
Consulting Fees	62.99	62.99	0.00	0.0%
Dues, Fees, Subs & Pubs	111.00	20.00	91.00	455.0%
Events				
Donations Made	5,413.73	8,000.00	-2,586.27	-32.3%
Entertainment	1,400.00	400.00	1,000.00	250.0%
Equipment Rental	307.26	534.80	-227.54	-42.6%
Main Street Cruise	1,000.00	0.00	1,000.00	100.0%
Events - Other	0.00	100.00	-100.00	-100.0%
Total Events	8,120.99	9,034.80	-913.81	-10.1%
Insurance				
D & O Insurance	1,449.00	1,235.00	214.00	17.3%
Liability	691.44	520.44	171.00	32.9%
Total Insurance	2,140.44	1,755.44	385.00	21.9%
Office Expense	181.26	30.40	150.86	496.3%
Outside Services	0.00	351.28	-351.28	-100.0%
Parking Improvements	225.00	0.00	225.00	100.0%
Postage	508.36	438.96	69.40	15.8%
Printing	319.97	190.41	129.56	68.0%
Special Projects				
Lease Payment-Datema	225.00	0.00	225.00	100.0%
Lease Payment-Nobles	800.00	300.00	500.00	166.7%
Licenses & Permits	200.00	0.00	200.00	100.0%
Special Projects - Other	1,500.00	0.00	1,500.00	100.0%
Total Special Projects	2,725.00	300.00	2,425.00	808.3%
Taxes				
Property Tax-Nobles	526.12	0.00	526.12	100.0%
Sales Tax	0.00	1.18	-1.18	-100.0%
Total Taxes	526.12	1.18	524.94	44,486.4%
Total Expense	21,989.56	18,365.53	3,624.03	19.7%
Net Ordinary Income	5,640.11	7,113.84	-1,473.73	-20.7%
Other Income/Expense				
Other Income				
Interest Income	10.20	18.36	-8.16	-44.4%
Total Other Income	10.20	18.36	-8.16	-44.4%
Net Other Income	10.20	18.36	-8.16	-44.4%
Net Income	5,650.31	7,132.20	-1,481.89	-20.8%

Historic Uptown Susanville Association Trial Balance

As of December 31, 2011

Accrual Basis

	Dec 31, 11	
	Debit	Credit
BofA Savings	1,767.17	
BofA Savings:Administration	784.00	
BofA Savings:Christmas Festival Allocation	0.00	
BofA Savings:Christmas Lights Allocation	0.00	
BofA Savings:Discretionary	0.00	
BofA Savings:Events	0.00	
BofA Savings:Gift Certificates	0.00	
BofA Savings:Operating Fund	0.00	
BofA Savings:Parking	366.00	
BofA Savings:Special Projects	6,017.00	
Cash	0.00	
Operating Account	9,015.52	
Transfer Account	0.00	
Christmas Lights	0.00	
Prepaid Booth Rentals	0.00	
Opening Bal Equity		8,568.78
Retained Earnings		5,959.23
Assessment Income		12,021.64
Event Income:Booth Rentals		665.00
Advertising	1,626.00	
Dues, Fees, Subs & Pubs	105.00	
Events:Donations Made	5,000.00	
Events:Entertainment	350.00	
Events:Equipment Rental	134.06	
Insurance:Liability	71.44	
Postage	133.14	
Printing	147.38	
Special Projects	1,500.00	
Special Projects:Licenses & Permits	200.00	
Interest Income		2.06
TOTAL	<u>27,216.71</u>	<u>27,216.71</u>