



## Legislation Details (With Text)

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Staff Report for Nomination of a Member of the City Council to Serve on the Board of Directors of the San Leandro Improvement Association (Downtown CBD)

### SUMMARY AND RECOMMENDATIONS

Staff recommends that Council consider adoption of a Minute Order nominating a member of the City Council to serve on the Board of Directors of the San Leandro Improvement Association, the governing body of the Downtown San Leandro Community Benefit District.

### BACKGROUND

On July 15, 2013, the City Council adopted Resolution No. 2013-102, approving the creation of the Downtown San Leandro Community Benefit District (District). An interim Board of Directors, comprised of members of the District formation steering committee, was appointed in September of 2013 to oversee creation and functioning of the District. Currently, Councilmember Cutter and Jeff Kay, the City's Business Development Manager, serve as members of the interim Board of Directors. The District was incorporated with the California Secretary of State as the San Leandro Improvement Association on December 3, 2013 and subsequently approved by the IRS as a tax exempt 501 (c) (3) organization on July 10, 2014.

The early work of the interim Board of Directors focused on the administrative processes of establishing the corporation, hiring a management company to serve as District staff and securing contracts with service providers to begin providing services. In February 2014 the Board hired Oakland Venue Management to serve as the management entity for the District. Later in the spring of 2014, the Board contracted with Block by Block to provide ambassadors for the District. The ambassador program began operations in July 2014 and the ambassadors are now serving a hybrid maintenance/hospitality/security function throughout Downtown San Leandro.

## **ANALYSIS**

The interim Board approved By-Laws on October 3, 2013. According to the By-Laws, the Board of Directors will have between 9 and 25 members. At least two-thirds of the Directors must be property owners within the District or representatives of property owners. The remaining seats can be filled by "Community at Large" members. As an owner of property within the District, it is appropriate for the City Council to nominate one of its members to serve as a Director of the District.

Members of the Downtown San Leandro Community are eligible for nomination to the Board of Directors based upon:

1. Their active participation with the corporation including its committees, task forces or otherwise for a period of not less than one (1) year, and
2. Support for the policies and goals of the corporation.

The interim Board was formed to serve for the first year consistent with the By-Laws. In November 2014, the first appointment of the Board of Directors will be made at the 2014 Annual meeting based on nominations received prior to October 22, 2014. Nomination packets were mailed to all property owners in the District in September.

It is appropriate at this time that the City Council consider the nomination of a Councilmember to serve on the Board of Directors, and forward that nomination to the interim Board for consideration at their annual meeting, scheduled for November 6, 2014.

## **Previous Actions**

- On July 15, 2013, the City Council adopted Resolution No. 2013-102, approving the creation of the Downtown San Leandro Community Benefit District.
- On November 18, 2013, the City Council adopted Resolution No. 2013-149 approving a Management and Disbursement Agreement by and between the City of San Leandro and the San Leandro Improvement Association.
- On March 3, 2014 the City Council, by Minute Order No. 2014-003, nominated Councilmember Cutter to serve on the Interim Board of the San Leandro Improvement Association.

## **ATTACHMENT**

- San Leandro Improvement Association Board Nomination Packet

**PREPARED BY:** Jeff Kay, Business Development Manager, Community Development Department