



REGULAR BOARD MEETING

October 27, 2021

8 a.m. on Zoom (link below)

Call to Order / Add Items to Agenda / Introduction of Guests

- I. Swear in Nick Kohl**
- II. *Approval of Minutes – 9/29**
- II. * Approval of Financials – September 2021**
- III. OLD BUSINESS**
 - Humboldt Loyalty Card**
 - *Set Associate Membership Fees**
- IV. NEW BUSINESS**
 - New Secretary for the Board**
- V. PUBLIC COMMENT**
- VI. REPORTS**
 - President**
 - Executive Director**
 - Council Liaison**
 - Design**
 - Economic Vitality**
 - Organization**
 - Promotion**
 - Economic Development**
- VI. ADJOURN**
 - Next Board Meeting November 24 – 8 a.m.**

Topic: Eureka Main Street Board Zoom Meeting

Time: Oct 27, 2021 08:00 AM Pacific Time (US and Canada)



EUREKA MAIN STREET

Join Zoom Meeting

<https://us02web.zoom.us/j/89065788070?pwd=Rk9RVTRpaHgyMVVoK3BmWUUrTGIUUT09>

Meeting ID: 890 6578 8070

Passcode: 488435

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Eureka Main Street
Board Minutes from September 29, 2021 at 8am on Zoom

I: Attendees – Libbey Eastteam, Dan Marchetti, Larry Doss, Greg Gehr, Leslie Costalano, Astra Burke, Melinda Myers

Absent: Nick Kohl, Steve Bryan, Kenny Buntin

Staff: Amanda Kruschke, Pam Powell, Swan Asbury, Christine Tyson

Guest: Sacha (Teen Court)

Call to Order: 8:04am

I: Public Comment: Sacha from Teen Court informed the board about what Teen Court is and how it benefits the community. October 14th is a jury training for teen volunteers. There are volunteer opportunities for adults to mentor teens.

Charlotte McDonald has decided to enjoy retirement and will not be a part of the Board.

II. Swearing in of new board members – Astra Burke, Melinda Myers, and Rima Greer

III. Minutes – Dan Marchetti moves to approve 9/1/21 Minutes. Astra Burke seconds. Board approves.

II: Financials – Budget balance next to actual report requested for future meetings. Rima Greet moves to approve the financials. Dan Marchetti seconds. Board approves.

III: Old Business – *Main Street 101/Board Education* – Board members reviewed the slide presentation on their own time. No further questions.

Newsletter – The quarterly newsletter will be sent out on October 1st. It will include Halloween and Holiday event, Milestones, and a message from Amanda.

Associate Member Fees: The suggested fee is \$75 based on past associate member charges. The Board wants to know how it is calculated and wishes to table the subject until the next board meeting when more information can be provided.

Reallocation of Taste of Main Street budget for 2021: Taste of Main Street will not take place in 2021. The board must decide where to put the funds. Greg Gehr moves that the Taste of Main Street funds be put into a reserve fund for future use. Rima Greer seconds. Board approves.

IV: New Business – *Fall Winter Survey* – A survey was sent to the membership to understand how they are feeling about fall and winter events. Melinda Myers raises concerns about how the survey was conducted and offers to help with surveys in the future. Those that responded to the survey showed interest in reopening Arts Alive and doing other events in a Covid safe manner.

The Board agrees to restart Arts Alive in November. Controlling capacity in shops is hard to try to alleviate the stress an effort will be made to educate people about safety precautions. Everyone will be asked to wear masks. There will be extra masks and sanitizing stations. Public Health will be asked to hold a vaccination clinic during the event. A drawing of local goods will be held for those who get vaccinated that night. Some stores will offer discounts to customers that show proof of vaccination.

Humboldt Loyalty Card – The Choose Humboldt group brought up the idea of a county wide loyalty card. Fortuna Chamber has one and it has been successful. Chambers and Main Streets throughout the county have been invited to participate. Some have expressed interest but do not have the funds to participate now. The North Coast Journal has offered to cover the initial start up cost of purchasing the cards and hosting the website used to display the discounts. Chambers and Main Streets will be responsible for getting businesses to commit to an offer and selling the cards. The board expresses concerns about the parameters of the card. There is no expiration date. This could be problematic to some businesses if their offer is generous and used repeatedly with no end in sight. Not wanting to be the only organization not being a part of the program, Dan Marchetti moves to participate with the Humboldt Loyalty Card. Astra Burke seconds. Board Approves.

VI: Reports – *President* – Really appreciates the discussion held by the board regarding issues that have strong feelings on both sides in such a mature manner and the positive movement within the district.

Promotions – The Great Pumpkin Hunt is a scavenger hunt replacing the Trick-or-Treat event. Decorated pumpkins will be displayed in store windows with unique names. Kids will pick up participation forms at the Eureka Visitor Center (EVC). Once a predetermined number of pumpkins have been found the form will be returned to the EVC to collect a treat bag. City of Eureka Community Services will be helping with this event. It is suggested that few participation forms also be made available at stores displaying pumpkins.

Holiday Ad Package - Amanda is working on putting together a holiday ad package for businesses. A TV commercial has been done in the past. This year we are looking at different options including digital advertising, radio, and print.

Holiday Open House – It is suggested that the Holiday Open House fall on Small Business Saturday. After a discussion it is decided that Small Business Saturday is big enough on its own and the Holiday Open House will be held the week before Thanksgiving on Friday 11/19/21.

Holiday Wreaths – The City will be decorating for the holidays the week of November 8th so the holiday wreaths should be delivered that week as well. Larry Doss is willing to do whatever is best for the district/businesses.

#ShopEureka – During the holidays there will be a big push for shopping local with #ShopEureka and #ChooseHumboldt. Using these two hashtags greatly increases the views of posts on social media.

Design – Fall flowers were planed in the hanging baskets and cornstalks were put up around the gazebo to create a festive fall atmosphere.

EMS BOARD MINUTES – SEPTEMBER 1, 2021

Economic Vitality – no report.

Organization – no report

Meeting Adjourned at 9:24 a.m.

Next Meeting: Wednesday, October 27, 2021

Eureka Business Improvement District Association

Balance Sheet

As of September 30, 2020

	<u>Sep 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
COAST CENTRAL CREDIT UNION	31,892.79
COAST CENTRAL	3,969.63
Total Checking/Savings	35,862.42
Accounts Receivable	
Accounts Receivable	420.00
Total Accounts Receivable	420.00
Other Current Assets	
130 · Prepaid Insurance	650.00
165 · Deposits	500.00
Total Other Current Assets	1,150.00
Total Current Assets	37,432.42
Fixed Assets	
142 · Accumulated Depreciation	(15,332.30)
149 · Furniture and Equipment	15,332.30
Total Fixed Assets	0.00
TOTAL ASSETS	<u>37,432.42</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
PPP Funding Advance	17,647.00
Payroll Taxes Payable	976.51
Total Other Current Liabilities	18,623.51
Total Current Liabilities	18,623.51
Total Liabilities	18,623.51
Equity	
Retained Earnings	11,008.96
Net Income	7,799.95
Total Equity	18,808.91
TOTAL LIABILITIES & EQUITY	<u>37,432.42</u>

Eureka Business Improvement District Association
Profit & Loss
September 2021

	<u>TOTAL</u>
Ordinary Income/Expense	
Expense	
300 · Operations	
301 · Committees	
301A · Design	697.19
Total 301 · Committees	697.19
302 · Insurance	170.01
308 · Taxes-Other	300.00
309 · Telephone & Internet	46.57
314 · Website	30.00
Total 300 · Operations	1,243.77
500 · Promotion	
510 · Image	565.00
522 · Miscellaneous	119.99
523 · Summer Concerts	914.41
Total 500 · Promotion	1,599.40
Total Expense	2,843.17
Net Ordinary Income	(2,843.17)
Net Income	<u><u>(2,843.17)</u></u>

Eureka Business Improvement District Association

Budget

July 2021 through June 2022

	Jul '21 - Jun 22	Actual - July, Aug & Sept	Diff (+/-)
Income			
100 · Assessments	35,000.00	17,941.21	17,058.79
101 · Associate Memberships	500.00	0.00	500.00
114C · Gift Certificates	500.00	0.00	500.00
Total Income	36,000.00	17,941.21	18,058.79
Expense			
300 · Operations			
301 · Committees			
301A · Design	1,200.00	1,097.19	102.81
301B · Economic Vitality	1,200.00	145.00	1,055.00
Total 301 · Committees	2,400.00	1,242.19	1,157.81
302 · Insurance	2,500.00	510.03	1,989.97
304 · Postage			
304A · Bulk Mail	300.00	0.00	300.00
304C · Stamps	100.00	0.00	100.00
Total 304 · Postage	400.00	0.00	400.00
307 · Supplies			
307C · Office	500.00	1,545.28	(1,045.28) Includes July/Aug Copier & Aug Rent/cell&telephone
Total 307 · Supplies	500.00	1,545.28	(1,045.28)
308 · Taxes-Other	10.00	300.00	(290.00)
314 · Website	360.00	60.00	300.00
Total 300 · Operations	6,170.00	3,657.50	2,512.50
500 · Promotion			
503 · Holiday	4,500.00	0.00	4,500.00
503 · Taste of Main	5,000.00	0.00	5,000.00
510 · Image	4,000.00	1,217.98	2,782.02
522 · Miscellaneous	1,580.00	455.50	1,124.50
523 · Summer Concerts	1,500.00	961.24	538.76
528 · 4th of July	3,750.00	0.00	3,750.00
529 · Santa Claus	1,500.00	0.00	1,500.00
Total 500 · Promotion	21,830.00	2,634.72	19,195.28
600 · Purchased Services			

Eureka Business Improvement District Association

Budget

July 2021 through June 2022

	<u>Jul '21 - Jun 22</u>	<u>Actual - July, Aug & Sept</u>	<u>Diff (+/-)</u>
601 · Professional Development			
601D · Subscriptions/Memberships	2,000.00	0.00	2,000.00
Total 601 · Professional Development	<u>2,000.00</u>	<u>0.00</u>	<u>2,000.00</u>
602 · Professional Fees			
602A · Tax Preparation	800.00	1,400.00	(600.00)
603 · Special Projects			
603J · Gift Certificates	500.00	0.00	500.00
603 · Miscellaneous	700.00	(71.03)	771.03
Total 603 · Special Projects	<u>1,200.00</u>	<u>.</u>	<u>1,271.03</u>
Total 600 · Purchased Services	4,000.00	1,328.97	2,671.03
616 · Professional Fees	<u>1,200.00</u>	<u>0.00</u>	<u>1,200.00</u>
Total Expense	<u>36,000.00</u>	<u>9,021.19</u>	<u>26,978.81</u>
Net Income	<u><u>0.00</u></u>	<u><u>8,920.02</u></u>	<u><u>(8,920.02)</u></u>

Additional Information:

Due to the vacation / final paycheck payouts in June of 2021, the funds were debited from our account in July of 2021

The following expenses were part of the last fiscal year budget. In an effort to be transparent we are showing the BOD those expenses.

P/R Expenses	13,169.15
Workers Compensation	165.25
Employer Taxes	<u>1,007.00</u>
	<u><u>14,341.40</u></u>



Great Pumpkin Hunt, an alternative to the annual Trick-or-Treat event. There will not be a Trick-or-Treat event in Downtown & Old Town this year.

The Great Pumpkin Hunt will begin on Friday, October 29th, and run thru Sunday, October 31st; from 10 am-5 pm. Decorated pumpkins with unique names will be displayed in storefront windows. Eureka Main Street will provide the pumpkins. If you wish to decorate your own pumpkin or provide a unique name please contact eurekamainstreet@ci.eureka.ca.gov or 441-4187 to make those arrangements. Children can pick up a participation form from the Eureka Visitor Center and begin searching for pumpkins. Once they have located 20 pumpkins they can return their forms to the Eureka Visitor Center to receive a treat bag.

U.S. Capitol Christmas Tree Viewing, Friday, October 29th from 4-6 pm the U.S. Capitol Christmas Tree will stop in Eureka on its journey from Six Rivers National Forest to Washington DC. There will be an opportunity for people to meet Smokey the Bear and sign the banner with wrapping the tree. There will also be music, hot cocoa, cider, cookies, and a toy drive.

Autumn Sidewalk Sale, Saturday, October 30th from 11 am-4 pm. We encourage everyone to participate by setting up a display on the sidewalk in front of your store. This would be a great opportunity to sell some of your old stock in preparation for all the beautiful new holiday items you will be displaying soon.

Halloween Party 1: The Boozening, this is a pay-as-you-go “pub crawl”. Bars and restaurants are asked to create a Halloween-themed drink special for the weekend. We will compile the list of locations and tasty beverages and promote it for the weekend, Friday, October 29th thru Sunday, October 31st.

EUREKA MAIN STREET 2021

Holiday Schedule

NOVEMBER 6TH
Arts Alive!

NOVEMBER 12TH
Wreath Delivery

NOVEMBER 19TH
Holiday Open House

NOVEMBER 25TH
Turkey Trot

NOVEMBER 26TH
Santa's Arrival
Start of the Storybook Walk
Start of the Window Display Contest

NOVEMBER 27TH
Small Business Saturday

NOVEMBER 29TH
Cyber Monday

DECEMBER 4TH
Tuba Christmas
Arts Alive!

Questions or concerns about the events?
Please contact us at 707-441-4187 or
eurekamainstreet@ci.eureka.ca.gov

Holidays

The festive atmosphere will start to bubble during the return of **First Saturday Night Arts Alive** on November 6th from 6-9 pm. Covid safety education is a top priority for the return of events in Downtown and Old Town Eureka.

Larry Doss of Ming Tree Realtors and Eureka Main Street Board Member will be delivering beautiful **holiday wreaths** again this year with his wagon and horses. The planned date for delivery is November 12th.

Friday, November 19th will be the **Holiday Open House** from 5-8 pm. There will be music, treats, in-store specials, a prize drawing, and more! The Holiday Shopping Spree drawing will begin that night and run thru December 19th. Participating businesses will donate a \$25 gift card for the drawing. The winner will be announced on Monday, December 20th. The North Coast Journal will publish a pull-out section on November 18th detailing the festivities for the event including a map of participating businesses.

The **Turkey Trot 5k** will take place on Thanksgiving morning, November 25th. There will be some changes to the event this year to accommodate for covid safety precautions. Details will be available soon on the eurekamainstreet.org calendar.

Santa Arrives at the Gazebo in Old Town via Humboldt Bay Fire truck on Friday, November 26th. Santa will be there to hand out candy canes and interact with children from 2-4 pm. Santa will also be scheduled Saturdays and Sundays from 1-3 pm thru Christmas.

Storywalk is a new activity that begins the day after Thanksgiving and runs through December 25th. The pages of a delightful book, "The Night Before the Night Before Christmas" by local author Natasha Wing will be displayed in storefront windows along 2nd Street primarily. Parents and children will be able to follow the story as they walk down the sidewalk gazing into store window displays.

The day after Thanksgiving also brings the return of the **Holiday Window Display Contest**. the theme is Uniquely Humboldt Holiday. This year there will only be one Grand Prize awarded but a prize worth the extra effort. The contest will run from November 26- December 5. The winner will be announced on December 6th. The public will be the judge. Good luck!

Small Business Saturday is November 27th, the day after Thanksgiving. This is a huge day for local businesses and will be heavily promoted. Additional plans for that day are still being made. Ongoing promotion of #ShopEureka and #ChooseHumboldt will continue throughout the holiday season.

Cyber Monday is November 29th. Share your e-commerce site information with us and we will let everyone know that they can shop locally in their pajamas from the comfort of their home.

Saturday, December 4th the air will be alive with the sound of Tuba Christmas, a favorite tradition of many. A group of local tuba players will set up at the Gazebo at 1 pm to play holiday music for everyone. Holiday music will continue throughout the day and end with First Saturday Night Arts Alive from 6-9 pm.