

RESOLUTION NO. 99-22

**A RESOLUTION OF INTENTION OF THE CITY COUNCIL
OF THE CITY OF LOS ALTOS TO LEVY ASSESSMENTS
WITHIN THE LOYOLA CORNERS BUSINESS IMPROVEMENT
DISTRICT FOR THE FISCAL YEAR 1999-2000 AND
APPROVAL OF THE ANNUAL REPORT OF SAID DISTRICT**

BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF LOS ALTOS, AS FOLLOWS:

Section 1: The City Council hereby adopts and approves the annual report of the Loyola Corners Business Improvement District for the fiscal year 1999-2000 (Exhibits A-C attached);

Section 2: The City Council hereby declares its intention to levy and collect assessments for the fiscal year 1999-2000 in the amounts proposed in said report for the improvements and activities proposed herein (Exhibit D attached). Said report is on file with the City Clerk.

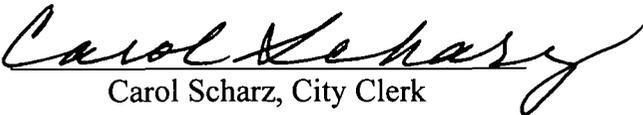
Section 3: A public hearing is hereby called for July 13, 1999, at 7:00 p.m. or such later time as the matter may be heard, in the Community Meeting Chambers located at City Hall, One North San Antonio Road, Los Altos, California. At such hearing, oral and written protests may be made, in compliance with the Streets and Highways Code Sections 36524 and 36525.

The above and foregoing resolution was duly and properly introduced and adopted at a regular meeting of the Los Altos City Council held on June 22, 1999.

AYES: Mayor Becker, Councilmembers Casto, La Poll, Lear, and Moss

NOES: None

ABSENT: None


Carol Scharz, City Clerk


Louis Becker, Mayor

ANNUAL PERFORMANCE REPORT
TO THE
LOS ALTOS CITY COUNCIL

May 28, 1999

Considerable effort in the past year has been devoted to planning for the relocation of the Farmers' Market to the Loyola central plaza. A number of merchants located on the central plaza were opposed to the idea, as was the market manager. The end result of this effort was that the City Council did not approve the relocation of the Market. Other efforts were directed toward expanding and improving the banner program, and completing work on the tenant directories. A summary of the progress to date is as follows:

FARMERS' MARKET: As indicated above, a significant amount of effort on the part of the Executive Director and the Board was directed toward planning for the relocation of the farmers' market to the Loyola central plaza. The Board voted to seek approval from the City Council for a use permit for this purpose; however, since there were a few merchants located on the plaza that were opposed to the idea, and there were apparent parking problems for the customers of the Market, the City Council did not approve the relocation permit.

TENANT DIRECTORIES: The program related to installation of tenant directories is complete. Directories have been placed by the monument in front of the Beacon station, by the bus stop at 1000 Fremont Avenue, and on the side walk in front of the Post Office.

SEASONAL BANNERS: Fabrication and installation of a partial set of BID banners. Banners are now located at 24 locations throughout the BID

TRAIN SCULPTURE: The BID Board voted to abandon any effort related to the purchase of antique railroad parts and the construction and installation of a sculpture due to lack of funds, the lack of storage space for train parts, and the absence of a desirable location for the sculpture.

BUSINESS PROMOTION: As was done in the past, the BID created a full page color ad to be included in the Chamber of Commerce Directory. Also, several group ads were placed in the Town Crier, partially funded by BID funds.

EXHIBIT A, page 2

FINANCES: The Board of Directors has taken steps to reduce the expenses of the BID. These steps were taken because of the limited budget, and the fact that much of the work related to Phases 1A and 1B of the Specific Plan has been completed. The steps taken include the following:

- ** Reduction of the budget amount for an Executive Director from \$12,000 per year to \$6,000.00 per year.
- ** Reduction of the monies spent for accounting services from \$2,400 per year to approximately \$1,400.00 per year. The day to day accounting tasks have been undertaken by Dee Vesanovich, Total Quality Maintenance and Janitorial located at 995 A street. Jack Mahan, CPA, Kambe and Mahan will prepare the BID tax returns. Ms. Vesanovich will also receive all BID correspondence at the above noted address and will pass on the correspondence to either the Executive Director or the BID President.

OTHER: Other work accomplished included the preparation of a newsletter for the first quarter of 1999 (see Exhibit E). The newsletter, prepared by Carol Curran the BID's Executive Director, does a fine job in describing for the BID members what the BID is, why and how the BID was formed, what the BID has accomplished, and other related information about the BID.

It should also be pointed out that the Executive Director submitted her resignation effective April 9, 1999. The Bid Board of Directors is currently seeking candidates for this position. Until a new Executive Director is hired and brought up to speed, progress on future planned activities will be slow.

GOALS AND OBJECTIVES
FOR THE PERIOD
JULY 1, 1999 TO JUNE 30, 2000

With the majority of work completed as spelled out in Phase 1A and 1B of the Specific Plan, the majority of the effort in the coming year will be devoted to promotion of Loyola Corners businesses through group advertising. In addition, it is our hope that the City will again provide funding for the BID in the amount of \$5,000.00. It is the Boards plan to use these funds to build up a reserve in the budget so that this money can be used in future years to fund the design and installation of one or more monuments (like the one at the Beacon station) in one or two still undefined areas around the business improvement district.

Specific goals and objectives will include the following:

Advertising and Promotion:

- ** Regular ads in the Town Crier. We hope to place full page ads at least four times per year.
- ** Maintenance of the tenant directories and banners.
- ** Attempt to place articles in the Town Crier about Loyola Corners businesses, or other interesting articles.
- ** Preparation of a quarterly newsletter mailed to all businesses and property owners in the BID.

Physical Improvements:

- ** Work with tenants and landlords seeking to remodel, or expand their premises, or update their signage for the good of the entire BID.
- ** Work with the City on any improvements that might come up related to the BID.
- ** Seek advice and cost estimates for the installation of monuments at one or more locations around the BID.

Other:

- ** Solicit ideas from Bid members for fund raising activities, or activities related to promoting the BID.

LOYOLA BID
 PROFIT AND LOSS REPORT
 FOR THE TWELVE MONTHS ENDING JUNE30

EXHIBIT C

	Budget	Estimated	Request
	<u>1998-1999</u>	<u>1998-1999</u>	<u>1999-2000</u>
CASH BALANCE, BEGINNING	11,304	10,114	4,468
INCOME			
BID ASSESSMENTS	14,000	10,380	14,000
FARMERS MARKET	2,800	2,500	0
CITY CONTRIBUTION	5,000	5,000	5,000
MISCELLANEOUS	1,000	0	
TOTAL INCOME	22,800	17,880	19,000
EXPENSES			
ADVERTISING, BID	5,310	3,420	3,500
ADVERTISING, FARMERS MARKET	0	0	0
ADVERTISING, OTHER	0	1,446	0
BANK SERVICE CHARGES	0	0	50
CONTRACT LABOR, FARMERS MKT.	0	-250	0
CONTRIBUTIONS	0	40	50
DUES AND SUBSCRIPTIONS	0	85	100
IMPROVEMENTS-BANNERS	2,000	2588	0
SEASONAL BANNER CHANGES	640		700
MISC.,DUES, MEMBERSHIPS, PERMITS	300	35	85
OFFICE SUPPLIES	300	289	200
PENALTIES	0	0	0
GENERAL POSTAGE	500	0	200
POSTAGE AND DELIVERY, OTHER	0	0	0
PRINTING AND REPRODUCTION-BID	0	128	300
PRINTING AND REPRODUCTION-OTHER	0	0	0
PROFESSIONAL FEES-ACCTG.	2,400	1,800	1,400
PROFESSIONAL FEES-DIRECTOR	12,000	10,000	6,000
RENT	0	0	0
REPAIRS	0	333	0
SPECIAL EVENTS	0	260	500
SUPPLIES-FARMERS MKT.	0	0	0
1996 TAX RETURN	0	0	0
1996 TAX RETURN	0	0	0
1997 TAX RETURN	0	10	0
TELEPHONE	300	172	300
TRAVEL & ENT.- (MEALS)	0	51	75
INSURANCE	600		600
DIRECTORIES-DESIGN AND INSTALL	6,240	3,119	3,119
TOTAL EXPENSES	30,690	23,526	17,179
OTHER INCOME-INTEREST	0	0	0
NET INCOME	-7,790	-5,646	1,821
CASH BALANCE ENDING	3,514	4,468	6,289



EXHIBIT D

LOYOLA CORNERS BUSINESS IMPROVEMENT DISTRICT
995 A STREET, LOS ALTOS, CA 94024
TELEPHONE: (650) 949-5549

LOYOLA CORNERS BUSINESS IMPROVEMENT DISTRICT

ASSESSMENT SCHEDULE

<u>Type of Business</u>	<u>ZONE A</u>	<u>ZONE B</u>
Retail and Restaurants	\$500/year	\$250/year
Service Businesses	\$400/year	\$200/year
Professional, Financial, Insurance . and Real Estate	\$300/year	\$150/year

Definitions:

Retail: The buying and re-selling of tangible goods.

Restaurant or Bar: Selling prepared foods or drink-.

Services: A use providing services in the nature of a personal convenience. cleaning, repair, or sales incidental thereto, and including, art, dance or music studios, beauty shops and barbershops, shoe repair, self-service laundry and cleaning services, laundry and cleaning pick-up stations (where bulk cleaning and servicing is done elsewhere), repair and fitting of clothes and personal accessories, copying, and similar services as allowed by the zoning in the Los Altos Municipal Code.

professional financial Insurance or Real Estate: This category includes attorneys, architects, engineers, surveyors, physicians, dentists, optometrists, chiropractors, and others in a medical/health service field, consultants, real estate brokers, laboratories (including dental and optical), hearing aid services, artists and designers, banks, and savings and loans, etc.