



**Lakeport
Main
Street
Association**

**ANNUAL
REPORT**

July 1 2010 - June 30 2011

Message from the President

Barbara Breunig



LMSA has had a wonderful 2011 and we have learned a lot from it. With our new ED in place, many changes have been made for the better. Carol has been great to work with and does everything with a lot of enthusiasm for the board and for our community.

All of our committees are in place and are working hard to enhance Downtown Lakeport. This will make life easier for our board.

I would like to thank our board for all of the time and effort they have devoted to our members and the community. We are looking forward to an even better 2012.

Message from the Executive Director

Carol Hays



In the short year since I joined the Association I've had the pleasure of meeting a great number of people. Without exception, all of them are happy about where they live and are proud of this lovely little town by the lake. That's an inspiration to a newbie like me and I'm so glad I chose to move to Lakeport from the Pacific Northwest two years ago.

I'm also impressed by how quickly the Association organized to revive its participation in the National Trust Main Street program this year.

Calling out to our community for help brought us 28 volunteers who formed four committees and set to work developing one year work plans. In only four months those plans were complete, had been submitted to the Board of Directors and were approved without change. Today those groups are charging ahead to breathe life into a raft of new projects including an historic walking tour, downtown shopping guide, online inventory of commercial property for sale or rent, and a quarterly art walk. I can't wait to report next year on the success of these work plans and the difference they are making in Lakeport!

2010-2011 Accomplishments

- Board Training on the National Trust Main Street program
- Formation of four Main Street Committees
- Development of annual work plans by Main Street Committees
- Approval of annual work plans by Board of Directors
- Initiation of Business of the Quarter award
- Taste of Lakeport wine and food tasting
- Main Street Trick or Treat & Costume Contest for children
- Children's Push Pull Pet Parade
- Shop for Cash co-op advertising program for Christmas holidays
- Hanging Flower Baskets on downtown lamp posts during summer
- Seasonal banners on lamp posts
- Christmas decorations on lamp posts
- Business & residential Christmas decoration competition
- Major Cash Sponsor of Dickens Market
- Dickens Couple Treasure Hunt during the Dickens Market
- 4th of July Arts & Crafts Fair at Library Park
- Cash Sponsor of "We Love Tules" student film contest
- Cash Sponsor of Lake County Arts Council
- Downtown Clean Up Day
- Online calendar of community and business events
- Assistance with the promotion for re-opening of Library Park bathrooms
- Wine & Beer bar at Wood & Glory boat show
- Assistance with promotion of County's 150th Anniversary



2011-2012 Proposed Projects

- Hanging Flower Baskets
- Seasonal Banners
- Christmas decorations on lamp posts
- New street furniture including bike racks and benches
- Historic walking tour brochure
- Upgrade of town clock at Museum Park
- Christmas Tree decorations for tree lighting at Museum Park
- Downtown Shopping Guide
- Survey of residents and tourists on likes and dislikes of town of Lakeport
- Wood & Glory Boat Show
- Taste of Lakeport
- Quarterly Art Walk
- Business of the Quarter
- Updated membership benefit package
- Christmas Open House at downtown stores
- Main Street Trick or Treat
- Children's Pet Parade
- Dinner & A Movie
- 4th of July Arts & Crafts Fair
- Creation of an online listing of available downtown property for sale and for lease
- Creation of workshops for business education
- Installation of directional street signs
- Downtown Clean Up Day
- Install displays in vacant store windows
- Store window Christmas decorating contest



2011-2012 Challenges

- Threatened dissolution of the City's Redevelopment Agency. The RDA currently provides approximately 32% of the Association's funding.
- Continuation of the national recession

Board of Directors



Barbara Breunig
President
 Co-owner Hillside Honda
 Term Expires 6/30/14

Leslie Firth
 Former owner
 Kitchen Gallery
 Term Expires 6/30/12



Ari Lopez
Vice President
 Marketing Student
 Term Expires 6/30/13

Melissa Fulton
 Chief Executive Officer
 Lake County Chamber
 of Commerce
 No expiration



Carole Becker
Treasurer
 Vice President, Administration
 Airport Auto Brokers
 Term Expires 6/30/13

Anna Girod
 Owner
 AGM Property Management
 Term Expires 6/30/14



Lori Craig
Secretary
 Vice President, F&I and
 Advertising
 Airport Auto Brokers
 Term Expires 6/30/14

Cheri Holden
 Owner
 Watershed Books
 Term Expires 6/30/12



Tom Engstrom
 City Councilman
 Member representative from the
 City of Lakeport
 No expiration

April Knoll
 Owner
 The Travel Centers
 Term Expires 6/30/12



Shelby Posada
 Executive Director
 Lake County Arts Council
 No expiration





Main Street Committees

Design



Chair
Ross Kauper

Members

- Ann Blue
- Jeffrey Breeden
- Andrew Britton
- Mark Buehnerkemper
- Cheri Holden
- Burt Hutt
- Terri Persons

Organization



Chair
Barbara Breunig

Members

- Robert Clifton
- Bill Rose
- Barbara Ross
- Catrina Scott

Economic Restructure



Chair
Wally Fuller

Members

- Anna Girod
- Dan Hammers
- Nancy Ruzicka
- Wilda Shock

Promotion



Chair
Christine Hutt

Members

- Barbara Breunig
- Dallas Gouldberg
- Suzanne Lyons
- Alan Mathews

Welcome New 2010-2011 Members

- ENVY Salon
Nicole Worthen



- High Street Village Center
Nancy Ruzicka



- ENVY Tanning Boutique
Veronica Baylor & Logan Weiper



- Lakeport Yacht Club
Wolfgang Liebe, Commodore



- Healing Earth Gifts
Pamela Duker



- Main Street Bicycles
Jeff & Tami Cramer



- Roy's Backyard BBQ
Roy Iverson

- Wilda Shock

Goodbyes



Shari James

Shari James, owner of Shari's Secret Garden, is retiring this year. Shari and her store have been part of downtown Lakeport for 18 years and she's been on the Association Board of Directors since it was first formed in May of 2001.

Shari just recently resigned from the board due to health issues, but she's still at the center of downtown activities, having participated in the Taste of Lakeport just last August. Shari, we shall miss you as a downtown merchant, but we wish you a speedy recovery and look forward to seeing you enjoy your retirement.

Thank You

There are many, many people who do very, very much for the Association and the city. Each and every one is deeply appreciated. Among that wonderful group the following people deserve special recognition this year.

Jeff & Stacey Andre, Biggs 155

For running a great restaurant and finding enthusiastic new owners. We wish you success on the East Coast

Robert Clifton, Lucerne Alpine Senior Center

For hours and hours of toil in the hot summer sun, nursing the flower baskets back to health

Leslie Firth, Kitchen Gallery

For serving as a fine example of offering high quality products and first rate customer service. Lakeport will miss The Kitchen Gallery.

Rick Hamilton, RAH Stuff

For initiating the idea of banners for the LMSA desk in City Hall and then for donating them to the Association

Current Members

Adair Potswald & Hennessey
 AGM Property Management
 Airport Auto Brokers
 Angelina's Bakery
 Bicoastal Media (KNTI, KXBX, Q106)
 Biggs 155 Diner
 BitSculptor
 Bruno's Smart Shop
 Jan Bruns
 Peggy Campbell, CPA
 Campos Casuals
 Coldwell Banker Towne & Country
 Curry's Furniture Store
 DayMakers
 Disney's Water Sports
 ENVY Salon
 ENVY Tanning Boutique
 Fidelity National Title Company of Calif.
 Flowers By Jackie
 The Game Shop
 Golden Pear Wellness Spa
 Gossett Alarm Corp.
 James & Jan Hagen
 Healing Earth Gifts
 High Street Village Center
 Hillside Honda
 Inspirations Gallery
 Kathy Fowler Chevrolet-Pontiac
 The Kitchen Gallery
 Lake County Arts Council
 Lake County Chamber of Commerce
 Lake Event Design & Party Rental
 Lake Parts/NAPA Parts
 Lakeport Camper & Truck
 Lakeport English Inn
 Lakeport Furniture
 Lakeport Tire & Auto Services
 Lakeport Yacht Club
 Lincoln-Leavitt Insurance
 Diane Y. Lovi
 Lucky 4 Trailer Resort
 Main Street Bicycles
 Main Street Gifts
 Main Street Pizza
 Mendo Paralegals
 James E. Milani, DDS
 North Lake Medical Pharmacy
 Pak 'n Mail
 Park Place Restaurant
 People Services Thrift Store
 Performance European
 Pieces Boutique
 Record-Bee Publishing
 Roy's Backyard BBQ
 Savings Bank of Mendocino County
 Shari's Secret Garden
 Wilda Shock
 Strong Financial Network
 Sutton & Associates
 TNT's On the Lake Restaurant
 The Travel Centers
 Watershed Books
 West America Bank
 Your One Stop Party Shop





Financial Reports

Treasurer's Statement

Bank Balance as of Year End June 30, 2011 was \$7112.24

Bank Balance as of September 17, 2011 is \$21,468.59

There were no principal changes occurring during the fiscal year in assets and liabilities.

There were no restricted assets this year (such as the lamp posts).

The financial reports in this annual report were prepared, without audit, using the Association's books and records.

Respectfully,
Carole Becker
Treasurer



Financial Reports

Balance Sheet As of June 30, 2011

	<u>Jun 30, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
West America	<u>7,112.24</u>
Total Checking/Savings	<u>7,112.24</u>
Accounts Receivable	
1200 - Accounts Receivable	<u>600.00</u>
Total Accounts Receivable	<u>600.00</u>
Other Current Assets	
12100 - Inventory Asset	<u>547.52</u>
Total Other Current Assets	<u>547.52</u>
Total Current Assets	8,259.76
Fixed Assets	
Equipment Account	<u>852.14</u>
Total Fixed Assets	<u>852.14</u>
TOTAL ASSETS	<u>9,111.90</u>
LIABILITIES & EQUITY	
Equity	
3000 - Opening Bal Equity	6,317.05
3900 - Retained Earnings	5,097.21
Net Income	<u>-2,302.36</u>
Total Equity	<u>9,111.90</u>
TOTAL LIABILITIES & EQUITY	<u>9,111.90</u>



Financial Reports

Profit & Loss Statement July 1, 2010 through June 30, 2011

	<u>Jul '10 - Jun 11</u>
Ordinary Income/Expense	
Income	
Alcohol Sales	2,206.00
Grant Income	17,850.00
Donations	25.00
General	
Outside Services	-3,845.90
Dues	3,150.00
Membership Function	348.46
General - Other	120.00
Total General	<u>-227.44</u>
Special Events	
Push Pull Parade	150.00
Octoberfest	147.00
Special Projects	150.00
Raffle Ticket Sales	65.00
Dinner & Movie	165.00
4th Of July	1,902.66
Dickens	371.10
Taste Of Lakeport	23,681.01
Wood & Glory	498.66
Special Events - Other	-1,524.70
Total Special Events	<u>25,605.73</u>
Total Income	45,459.29
Cost of Goods Sold	
Alcohol	3,765.09
Supplies	352.03
Total COGS	<u>4,117.12</u>
Gross Profit	41,342.17
Expense	
Flower Baskets	6,757.71
Banners & Decorations	211.39
Community co-op advertising	887.30
4000 - Reconciliation Discrepancies	-157.00
bd check /	21.00
Advertising	

Community co-op advertiisng	250.00
Promotion Of Lakeport	7,452.00
Advertising - Other	496.30
Total Advertising	8,198.30
Community Service	
Taste Of Lakeport	2,427.49
Special Projects	5,247.13
Dinner & A Movie	-55.89
Community Service - Other	87.33
Total Community Service	7,706.06
Donation	327.08
Dues & Subscriptions	600.00
Education	2,036.54
Insurance	1,172.00
Legal & Professional Services	170.50
License & Permits	410.00
Meals & Entertainment	1,404.50
Membership	-14.78
Misc	454.72
Office Expenses	1,408.58
Supplies- General	2,940.63
Tax, Business	
State	10.00
Tax, Business - Other	175.00
Total Tax, Business	185.00
Total Expense	34,719.53
Net Ordinary Income	6,622.64
Other Income/Expense	
Other Expense	
Outside Services	8,925.00
Total Other Expense	8,925.00
Net Other Income	-8,925.00
Net Income	-2,302.36



2011-2012 Budget

	Chart of accounts	Detail	Amount	
INCOME				
	Alcohol Sales	Taste of Lakeport & 4th of July	4,400	
	Grant Income	City funding	20,000	
	General	Membership dues	4,000	
	Special Events	Taste of Lakeport	30,000	
		Dinner & a Movie	3,500	
		TOTAL INCOME	61,900	
COST OF GOODS SOLD				
	Alcohol		2,500	
		GROSS PROFIT	59,400	
EXPENSE				
	Flower Baskets		7,000	
	Banners & Decorations		400	
	New sletters		500	
	Bad checks		100	
	Advertising	Taste of Lakeport	7,500	
	Community Service	Taste of Lakeport	2,000	
	Donation	to other organizations	500	
	Dues & Subs	Calif. Downtown Assn. Calif. Main Street	600	
	Education	conferences	1,500	
	Insurance		2,000	
	Legal & Prof. Services	CPA, Exec. Director	200	
	Licenses & Permits		500	
	Meals & Entertainment	Taste of Lakeport	1,500	
	Membership	cost for LMSA membership benefits	200	
	Office Expenses		1,400	
	Supplies		3,000	
	Taxes		50	
	Other Expens Outside Svcs.	Exec. Dir.	13,200	

COMMITTEE EXPENSE (NEW)				
	Design Committee	Street Furnishings Historic Documentation Walking tour Brochure Clean up day Christmas lights Store Window contest Vacant Store displays New Clock Base	11,100	
	Organization committee	Volunteer Campaign New Member Packet	500	
	Promotion Committee	Dinner & A Movie Art Walk Children's Pet Parade Concert In Park Sponsor Hallow een Shopping guide	7,100	
	Economic Restructure Com.		-	
		TOTAL EXPENSES	60,850	
			NET INCOME	(1,450)