



CITY OF HUGHSON  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
CITY HALL COUNCIL CHAMBERS  
7018 Pine Street, Hughson, CA

**AGENDA**  
**MONDAY, SEPTEMBER 28, 2015 - 5:30 P.M.**

**CALL TO ORDER:**

**ROLL CALL:**

Mayor Matt Beekman  
Councilmember George Carr  
Councilmember Jeramy Young  
Councilmember Harold "Bud" Hill (Alternate)  
Business Member Marie Assali  
Business Member Jim Duarte

Staff to be Present: Raul L. Mendez, City Manager  
Jaylen French, Community Development Director

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**1. PUBLIC BUSINESS FROM THE FLOOR (No Action Can Be Taken):**

Members of the audience may address the City Council on any item of interest to the public pertaining to the City and may step to the podium, state their name and city of residence for the record (requirement of name and city of residence is optional) and make their presentation. Please limit presentations to five minutes. Since the City Council cannot take action on matters not on the agenda, unless the action is authorized by Section 54954.2 of the Government Code, items of concern, which are not urgent in nature can be resolved more expeditiously by completing and submitting to the City Clerk a "Citizen Request Form" which may be obtained from the City Clerk.

**2. NEW BUSINESS:**

- 2.1:** Approval of Minutes of the August 24, 2015 EDC Regular Meeting.
- 2.2:** Business Assistance Funds Request by The Good Life – Life Coaching.
- 2.3:** Evaluation of the Hughson Farmers' Market 2015.

- 2.4:** Recap of 2015 Hughson Fruit and Nut Festival and Discuss Request for City Contribution for 2016.

**3. EDC COMMENTS:**

**ADJOURNMENT:**

**WAIVER WARNING**

If you challenge a decision/direction of the City Council in court, you may be limited to raising only those issues you or someone else raised at a public hearing(s) described in this Agenda, or in written correspondence delivered to the City of Hughson at or prior to, the public hearing(s).

**RULES FOR ADDRESSING CITY COUNCIL**

Members of the audience who wish to address the Economic Development Committee are requested to complete one of the forms located on the table at the entrance of the Council Chambers and submit it to the Committee. **Filling out the card is voluntary.**

**AFFIDAVIT OF POSTING**

**DATE:** September 25, 2015 **TIME:** 5:00pm  
**NAME:** Marilyn Castaneda **TITLE:** Management Intern

**AMERICANS WITH DISABILITIES ACT/CALIFORNIA BROWN ACT  
NOTIFICATION FOR THE CITY OF HUGHSON**

This Agenda shall be made available upon request in alternative formats to persons with a disability; as required by the Americans with Disabilities Act of 1990 (42 U.S.C. Section 12132) and the Ralph M. Brown Act (California Government Code Section 54954.2).

**Disabled or Special needs Accommodation:** In compliance with the Americans with Disabilities Act, persons requesting a disability related modification or accommodation in order to participate in the meeting and/or if you need assistance to attend or participate in a City Council meeting, please contact the City Clerk's office at (209) 883-4054. Notification at least 48-hours prior to the meeting will assist the City Clerk in assuring that reasonable accommodations are made to provide accessibility to the meeting.

**Notice Regarding Non-English Speakers:**

Pursuant to California Constitution Article III, Section IV, establishing English as the official language for the State of California, and in accordance with California Code of Civil Procedures Section 185, which requires proceedings before any State Court to be in English, notice is hereby given that all proceedings before the City of Hughson City Council shall be in English and anyone wishing to address the Council is required to have a translator present who will take an oath to make an accurate translation from any language not English into the English language.

- General Information:** The Economic Development Committee meets in the Council Chambers on the fourth Monday of each month at 5:30 p.m., unless otherwise noticed.
- EDC Agendas:** The Economic Development Committee agenda is now available for public review at the City's website at [www.hughson.org](http://www.hughson.org) and City Clerk's Office, 7018 Pine Street, Hughson, California on the Friday, prior to the scheduled meeting. Copies and/or subscriptions can be purchased for a nominal fee through the City Clerk's Office.
- Questions:** Contact the City Clerk at (209) 883-4054



CITY OF HUGHSON  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
 CITY HALL COUNCIL CHAMBERS  
 7018 Pine Street, Hughson, CA

**MINUTES**  
**MONDAY, AUGUST 24, 2015 - 5:30 P.M.**

**CALL TO ORDER:**

**ROLL CALL:**

Mayor Matt Beekman  
 Councilmember George Carr  
 Councilmember Jeramy Young  
 Councilmember Harold "Bud" Hill (Alternate)  
 Business Member Marie Assali - Absent  
 Business Member Jim Duarte

Staff to be Present: Raul L. Mendez, City Manager  
 Jaylen French, Community Development Director

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**1. PUBLIC BUSINESS FROM THE FLOOR (No Action Can Be Taken):**

Members of the audience may address the City Council on any item of interest to the public pertaining to the City and may step to the podium, state their name and city of residence for the record (requirement of name and city of residence is optional) and make their presentation. Please limit presentations to five minutes. Since the City Council cannot take action on matters not on the agenda, unless the action is authorized by Section 54954.2 of the Government Code, items of concern, which are not urgent in nature can be resolved more expeditiously by completing and submitting to the City Clerk a "Citizen Request Form" which may be obtained from the City Clerk.

**2. NEW BUSINESS:**

**2.1:** Approval of Minutes of the July 27, 2015 EDC Regular Meeting.

Motion by Mayor Beekman seconded by Councilmember Carr (4-0).

**2.2** Update on Kids First Learning and Daycare (Business Assistance Funds) and Holtzclaw Compliance Services (Small Business Incubator).

Community Development Director French provided an update on the Kids First Learning and Daycare Business Assistance Funds request of \$8,500 that had been approved by the Hughson City Council on August 10, 2015. City Manager Mendez shared that the City Council had approved a lease agreement with Holtzclaw Compliance Services for the Hughson Small Business Incubation Center and they had occupied three offices on August 1, 2015.

**2.3:** Update on the City's Economic Development Projects (Dollar General, Hughson Farmers' Market, and Hughson Fruit and Nut Festival).

City staff provided status updates on the Dollar General development project that was underway and slated to be completed this calendar year, Hughson Farmers' Market that would be concluding on September 10, 2015 and the final preparations for the Hughson Fruit and Nut Festival on September 19-20, 2015.

**2.4:** Discuss Initial Meetings by City staff with Downtown Business Owners.

City Manager Mendez and Community Development Director French shared some of the input received from downtown business owners during their one-on-one meetings. The feedback ranged from positive response towards City events in the downtown to public safety concerns. City staff had shared information regarding Chamber of Commerce activity, business assistance funds and other City initiatives and projects. They also discussed ways to improve communication between City Hall and local businesses moving forward.

**2.5:** Discuss Taste of Hughson Concept for the Downtown.

City Manager Mendez discussed a conversation he had with Paul Gose about his idea to expand the Taste of Hughson Concept to Downtown Hughson. The EDC was receptive to learning more about what Mr. Gose envisioned and asked that he be invited to a future meeting for further discussion.

**3. EDC COMMENTS:**

Mayor Beekman requested that City staff invite East Stanislaus Resource Conservation District, the Hughson Farmers' Market Manager, to share their evaluation of their inaugural season and discuss and set goals for the upcoming year.

**ADJOURNMENT: 6:44pm**

**To:** Hughson Economic Development Committee (EDC)  
**Subject:** Request for Business Incentive Funds for the Exterior Painting of a New Business, The Good Life – Life Coaching  
**From:** Kathryn Casey, Owner



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## INTRODUCTION

The Good Life – Life Coaching (“The Good Life”), to be located at 6719 Hughson Ave, is a new business designed to provide life coaching to adolescents and adults seeking to make changes in their lives and achieve their goals.

Life coaching supports those who do not require treatment for a mental health disorder. Many individuals seek assistance through therapy for various issues outside of such treatment. These individuals may have difficulty obtaining insurance coverage, or maintaining insurance coverage after a specific number of sessions; they must travel outside of Hughson to meet with a professional, or cannot afford to pay out of pocket for a therapist. For those individuals life coaching can be an excellent resource. The availability of a life coach in Hughson, working in partnership with other community resources, can be an important addition to the city.

Life coaching is a positive experience, intended to help individuals grow closer to their ideal life. With low fees (\$25 per session), The Good Life is a resource for those that do not qualify for government funded services or free non-profit services.

## GOAL

The goal of this Business Incentive Funds request is to improve the aesthetic quality of a building in downtown Hughson to be able to operate a new business from the location. As the owner of The Good Life, I would like to operate this business in downtown Hughson. I believe this will help to continue the City’s work to draw people downtown and improve an area of the downtown, which could use revitalization. While many life coaching practices operate solely via phone or Skype, I feel the presence of in-person sessions and brick-and-mortar visibility will help develop client-life coach relationships and build business.

The owner of the property has agreed to offer a very low rental rate to ensure that this otherwise unused, aesthetically unpleasing, building would be used to not only house a

new business but also to help improve the downtown. While much of Hughson Avenue is very attractive, the block between 2<sup>nd</sup> and 3<sup>rd</sup> Streets could use improvement. At this time, the exterior of 6719 Hughson Avenue has obvious signs of past vandalism. Repainting the exterior and, in the future, resurfacing and striping the asphalt will greatly improve its façade and impact the overall appearance of the block.

## LOGISTICS

### *Location Analysis*

I believe that Hughson (especially the downtown) is the ideal location for a business as I am able to utilize my community networks for business growth and operate in a safe and peaceful environment.

I have discovered that there is a need in Hughson and the surrounding communities for these services. Presently, individuals seeking these services must travel to Modesto or Turlock or not have access to such services. My intent is to provide these services to locals to reduce the number of trips out of the City; and thus draw people to the downtown.

Additionally, it is my opinion that this service and this business is better served in an office environment, as opposed to out of my home. I want future clients to not only feel comfortable but want to present a sense of professionalism that may not be possible in a home.

### *Benefit to City and to Downtown*

As discussed above, the improvements made to the exterior of the building will help establish an office business, which provides a valuable service to locals, in a building that otherwise would remain vacant and unattended to for the foreseeable future.

Not only will the painting of the building help immediately improve the aesthetics of the building and the area, it will help bring additional activity to the downtown. There will be increased traffic in the downtown—albeit admittedly small—but all new activity is positive. There will also be someone to care for the building and to ensure it is up kept.

### *Organizational Timeline*

My goal is to begin seeing clients on site in October. I have already prepared and distributed promotional materials for the business. Further, starting in mid-September I was asked to provide a weekly column for the Hughson Chronicle highlighting concepts and self-help tips geared towards helping readers achieve personal fulfillment. This will

provide good advertisement and exposure to my business. The Good Life will be a business that values and stays connected to the community of Hughson.

In August and September I completed improvements, with my time and financial resources, to the interior of the office, including cleaning, painting, providing furniture, light fixtures and replacing the toilet, sink and mirror in the bathroom. In total, this cost approximately \$900.

With my time and resources provided to the interior and the property owner's assistance in providing a reduced rental rate, additional funds are necessary to achieve the desired effect, thus I ask the Economic Development Committee to consider assistance with funds for façade improvements to the building located at 6719 Hughson Ave in the form of a grant. As a new, upstart business, I believe I would be unable to afford a loan at this time. Further, although additional and costly improvements are necessary to the location, for which a loan might be appropriate, I determined the minimum level of improvement, i.e. painting the exterior (\$975) to achieve the desired effect, and am requesting this in the form of a grant.

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# Business Plan

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## **The Good Life - Life Coaching**



LIFE COACHING

**Kathryn Casey  
1721 Tully Rd  
Hughson, CA 95326  
(209) 648-2539**

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## The Good Life – Life Coaching

### Confidentiality Statement

The information, data and drawings embodied in this business plan are strictly confidential and supplied with the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of \_\_\_\_\_.

\_\_\_\_\_  
(Counselor)

\_\_\_\_\_  
Date

## Executive Summary

I, Kathryn Casey, am the sole proprietor of The Good Life – Life Coaching (“The Good Life”). I have a Masters in Clinical Psychology and have worked for four years at the Center for Human Services (CHS) providing prevention and early intervention services to high school students and their families. My experience working for CHS and in community service has opened my eyes to a need in our community.

The Good Life will serve adolescents, young adults, and adults who are seeking ways to better adapt to changes in their life or are experiencing obstacles to accomplishing their goals through life coaching services of support, encouragement and trouble shooting with a coach.

Life coaching takes many forms. With my education in clinical psychology, techniques for managing emotions and developing new skills are evidence based and supported through research. My experience working for the Center for Human Services provided me opportunities to work with diverse groups of individuals. Therefore, my style of coaching is adaptable and broad in scope. As a virtue-based approach, grounded in a perennial philosophy, I can better serve those of Christian religious affiliation better than those who are unable to speak in terms of a Christian worldview or life ethic. I seek to provide hours of operation outside normal business hours that creates greater client options for services received.

The Hughson community is the ideal support system for a small business in terms of utilizing community networking for business growth, operating in a safe and peaceful environment, and facilitating the ease of operation as a resident of Hughson. At this time there will be no additional staff beyond myself. Should the clients served exceed 15 and should a waitlist be created, hiring an additional Life Coach and receptionist may be considered.

Start-up costs are estimated to be \$1550. This sum will be provided through personal and family funding. Five clients per month, meeting weekly, will provide gross income of \$500 per month on average. The objective of this business is to create a steady clientele that will average 15 weekly sessions, bringing in a monthly profit of \$1,500 (gross).

Life coaching is a growing industry. With greater cultural acceptance of mental health services, individuals are more often seeking help for personal growth and assistance. Health insurance requires a diagnosis and difficulty in functioning. Should a person be deemed not severe enough to receive insurance coverage for services, yet has determined for himself or herself a need to seek help, paying out of pocket can cost \$75 to \$150 per session. I can provide services for a fraction of the cost to those individuals who will benefit from non-therapeutic help.

## Objectives

- To support the local community as a community partner.
- To provide 5 Life Coaching sessions a week within the first three months of opening, recovering all start-up costs.
- To increase to 10 coaching sessions per week within the first year of opening.
- To create a stable caseload of 15 clients within the first two years of operating.
- To provide a flexible, supplemental income to my family.

## Vision

Serving individuals who seek happiness and growth and to help them find hope and success.

## Mission Statement

To coach individuals to obtain and develop their definition of excellence; reach goals and in return live more in line with their vision of “the good life”.

## Core Values

- To treat each client with unlimited respect and positive regard.
- To believe in the client. Every person has strengths and is capable of change and growth.
- To listen to the client. Each person is the greatest expert of himself or herself.
- To validate the client’s intentions. All of our actions have a purpose, to make us happier, even if they are at times misguided.
- To benefit the client by helping every client to develop a fresh perspective on each situation they are facing supporting them to explore a range of options.
- To recognize differences of background, culture and belief by developing a positive process, tailor-made to suit the agenda and the specific needs of each individual client.
- To strive for professional excellence, working for the client by establishing an interactive relationship between coach and client, based on the full commitment of both parties.

## Company

I, Kathryn Casey, am the sole proprietor of The Good Life – Life Coaching. I have a Masters in Clinical Psychology and worked for four years at the Center for Human Services (CHS) providing prevention and early intervention services to high school students and their families. My experience working for CHS and in community service has opened my eyes to a need in our community.

With greater cultural acceptance of mental health services, individuals are more often seeking help for personal growth and assistance. Health insurance requires a diagnosis and difficulty in functioning.

Should a person be deemed not severe enough to receive insurance coverage for services, yet has determined for himself or herself a need to seek help, paying out of pocket can cost \$75 to \$150 per session. I can provide services for a fraction of the cost to those individuals who will benefit from non-therapeutic help.

- **Company Location and Facilities**

The Hughson community is the ideal support system for a small business in terms of utilizing community networking for business growth, operating in a safe and peaceful environment, and facilitating the ease of operation as a resident of Hughson.

Located between Turlock, Ceres and Waterford, this location saves clients time traveling to Modesto, is easy to find, and provides a more peaceful atmosphere than the busy streets of Modesto where most services in the region are located. The personality of Hughson is extremely conducive to owning and operating a small business where community support is a visible value of the city.

The office space used for The Good Life will consist of one room, with desk and sitting area. The sitting area will be comfortably furnished. This, along with the chosen décor will help provide a sense of security and ease for clients who may be nervous during their first meeting. An inviting interior helps create a first impression open to trust and goodwill.

The services provided by this business are appointment only. The office will not be open apart from scheduled sessions. It is important for me to live in close proximity to the office to shorten commute time and simplify childcare arrangements.

## **Product(s)/Service(s)**

- **Service Description**

The Good Life – Life Coaching will provide valuable direction, support, encouragement, and trouble shooting for clients, based on client-identified goals, in areas that include, but are not limited to, stress management, anger management, mood management, home organization, time management, family strategies, communication skills, Relationship Enhancement skills, virtue development, goal setting, problem solving, life changes adaptation, divorce/separation coping, grief/loss, resources, emotional support, and drug/alcohol prevention or early intervention.

Services will begin with a free consultation to ascertain how the client will benefit from Life Coaching. An initial session and welcome packet will identify the primary goals of the client. All sessions following will focus on the client creating and carrying out actions plans with the support and insight of the Life Coach.

Sessions will last 45-60 minutes in length. Cost is \$25 per session.

- **Important Service Features and Competitive Comparison**

The fee structure places my services within reach for those who cannot afford most private services (whose fee's range from \$75-\$150/session) and do not have such services covered by health insurance (which covers health-based life coaching services). Although standard fees for Life Coaching are \$150-

\$250 per session, I do not think this fee is appropriate for the population. Charging \$25/session situations Life Coaching as a valuable service for a value. In this form, it can work as a safety net for the middle class.

## Customer Service

Appointments will be available

- Monday, 7am-6pm
- Tuesday, 7pm-9pm
- Wednesday, 7am – 11am
- Thursday, 7am-11am
- Saturday, 3pm-9pm.

I will utilize email, telephone and a company webpage for communication with potential clients or referring persons. Present with my contact information will be a notification that I will respond within 48 hours to their message. Appointments online (Coachingthegoodlife.org) or by phone after free phone consultation.

## Market Analysis

- **Market Forecast / Target Market**

My fee structure places my services within reach for those who cannot afford most private services (whose fee's range from \$75-\$150/session) and do not have such services covered by health insurance (which covers health-based life coaching services)

My business will benefit working, unemployed and stay-at-home adults, young adults who are developing their life direction/plan and/or who are in college, and adolescents.

Emotional and mental health outreach among college students is growing. With Modesto Junior College and California State University Stanislaus nearby there is a wide range of potential clients who will appreciate the variety of communication modes.

Acceptance of social services is growing in our society, including among Christians. With a virtue-based approach (although not necessarily religious) I will be able to reach this type of client at their level, using language they are comfortable and familiar with from their religious traditions.

As a former employee of the Center for Human Services (CHS), I know those seeking mental health services may not be able to be seen or may experience a considerable wait period if their needs are not as severe as others seeking services. By reaching out to the Center for Human Services, Sierra Vista, Family Resource Centers (FRC), I can act as a resource for those who are able to afford the payment schedule to help them.

Although I will not be providing therapeutic services, training in emotional coping and life skills that are often a part of therapy and will be integral to the services provided by The Good Life. Working with The Good Life will help clients make the most of therapy should they later seek such services.

For those who cannot afford the fee structure, I will provide resources to local non-profits or government agencies that provide services without cost for low-income clients. This need can be determined through the initial free consultation phone call.

## Competition

There are no other general Life Coaches in Hughson; however there is one health and wellness coach in the area. Internet searches did not identify any Life Coaches in Ceres. While there are several resources for career and vocational counseling based in Modesto, I am unable to locate for-profit services in the area that provide personal coaching.

Though I have heard often of peers utilizing Life Coaching services, other Life Coach's visibility appears to be low, relying on word-of-mouth or, in the case of health coaching, medical referrals through private health insurance. I conclude other Life Coaches have low visibility.

I can take advantage of that by ensuring that I have an active presence on the internet and utilize various online search engines, such as yellowpages.com.

The Center for Human Service provides a free service through the Student Assistance Program for students similar to my services. I am happy to refer to their program when possible as I consider them a community partner. They can also refer to me when parents do not want to wait for their child to receive services or should their child complete the program.

Therapeutic services are widespread in this area. Therefore, most individuals will rely on health insurance to cover the costs or pay out of pocket.

- **Keys to Success**

- No other visible life coaches in the area, I will seek ways to make myself more visible as a life coach, becoming a community resource focused on wellbeing and success.
- Ability to reach out to and network within the Catholic-Christian community.
- Ability to utilize modern means of communication such as social media.

- **Swot Analysis**

- **Strengths of the company**

The strengths of the company include low service fee, my experience providing similar services to clients, core values of integrity, respect, responsiveness, community building, and innovation.

- **Weaknesses of the company**

Weaknesses that could affect the success of the company include lack of public knowledge of what Life Coaching services entail, limited monetary start-up resources, limited hours of operation. This can be improved through the use of social media and other forms of communication beyond in-person meetings.

- **Opportunities of the company**

The growing community of Hughson, growing awareness of and acceptance of the importance of mental health related services for the general population and Christians in the area, are

opening doors for companies like The Good Life. My experience within the local Catholic religious communities gives me knowledge of what marketing strategies will help reach this niche demographic.

- **Threats of the company**

Time off from providing services may act as a threat to the company as I will give pride of place to important family shifts that may happen such as the birth of a new child.

## **Business Strategy and Implementation**

- **Advertising**

Referrals will be gained through religiously affiliated and secular networks, social media, craigslist, and the company webpage. Referrals may be mailed in or submitted online. The Good Life – Life Coaching will also seek to develop a presence at community events/fairs.

In order to market this company I will

- Develop a company logo
- Create fliers with referral information to be posted at CHS, local FRC's, MJC, and CSUS.
- Create a website
- Create a facebook page
- Develop a LinkIn page
- Write self-help articles to be published online
- Seek to have self-help articles published in the Hughson Chronicle
- Advertise and post articles with local Mom's Group Chapters.
- Join Hughson Chamber of Commerce
- Join associations related to Life Coaching and/or Catholic business networking

After working with free online advertising modes and word-of-mouth networking, should I feel additional advertising is called for, I will advertise through Catholic Parish bulletins, Immaculate Heart Radio Business Directory and investigate other online avenues.

- **Marketing Strategy**

By utilizing the above avenues, I will increase visibility. Increased visibility will lead to more peer referrals. With the plethora of services in the mental health field out there, individuals rely on word-of-mouth recommendations.

For new clients a free consultation during beginning months of operation.

- **Sales Plan**

I would guarantee support, encouragement, and improvement for the client committed to improving. For those whose problems are beyond the scope of life coaching, I am committed to providing information and help with referrals to resources that better serve their needs.

## Strategic Alliances

- The strong community network is a strategic alliance of The Good Life.

## Financial Analysis

### • Start-Up Costs and Capitalization

#### Start up costs

Expenses	Amount
Certification Training	\$200
Office furniture/art	\$400
Business license	\$36/year
Chamber of Commerce membership	\$75/year
Catholic Psychotherapy Association	\$95/year
Office lease	Free first 6 months
Website management	\$115/year
Office Supplies	\$30
Liability Insurance	\$250
Promotional materials - business cards, signs	\$150
Property improvements	\$200
<b>Total</b>	<b>\$1551</b>

#### Project annual costs (first year)

Expenses	Amount per year
Liability insurance	\$250
Business license	\$36
Chamber of Commerce membership	\$75
Catholic Psychotherapy Association	\$95
Website management	\$115
Rent	\$600
Utilities - Water	\$0
Utilities	\$0
<b>Total</b>	<b>\$1171</b>

#### Projected monthly expenses (first year)

Expenses	First 6 months	Following
Office Lease	Free first 6 months	\$100
Sewer - Water	\$0	
Electric	TBD	
<b>Total</b>	<b>\$0 + Electric</b>	<b>\$100 + Electric</b>

#### Projected monthly gross income

# of Sessions	Fee per session	Total
5 weekly sessions	\$25/session	\$500
10 weekly sessions	\$25/session	\$1000
15 weekly sessions	\$25/session	\$1500

**Project annual gross income first year**

	Sessions	Fee per session	Week	Debit	Credit	Total
<b>Gross Income</b>	10	25			12,500	12,500
<b>Less start up expenses</b>				(1551)		10,949
<b>Less annual expenses</b>				(1171)		9,778
<b>Total Net Income</b>						9,778

**Future Plans**

- Average 15 weekly sessions, \$25/session
- Should a waitlist be required, increase fees for new clients, \$35/session with sliding fee option

	Sessions	Fee per session	Week	Debit	Credit	Total
<b>Gross Income</b>	15	25	50		18,750	18,750
<b>Less annual expenses (includes water and sewer)</b>				(2580)		16,170
<b>Total Net Income</b>						16,170

## PROPOSAL AND CONTRACT

Date: 09/16/2015 Proposal No: #1

This Proposal Agreement is between:

West Painting  
\_\_\_\_\_  
(Contractor's Name)  
# 748495  
\_\_\_\_\_  
(Contractor's License Number)  
\_\_\_\_\_  
(Contractor's Address)  
6033 Leedom Rd. Hughson, CA.95326  
\_\_\_\_\_  
(City,State,Zip)  
(209)883-4903 (209) 883-4903  
\_\_\_\_\_  
(Telephone - FAX)

Kathryn Casey  
\_\_\_\_\_  
( Owner's Name)  
6719 Hughson Ave.  
\_\_\_\_\_  
(Job Address)  
Hughson, CA.95326  
\_\_\_\_\_  
(City,State,Zip)  
e mail kc@coachingthegoodlife.org  
\_\_\_\_\_  
(Lot) (Block) (Tract)  
(209)648-2539  
\_\_\_\_\_  
(Telephone - FAX)

We hereby propose to furnish all material and equipment, and perform all labor necessary to complete the following work:

Job: exterior of small office building , trim, plus brick sides & metal front beams.  
1. pressure wash complete exterior.  
2. prep & paint.

Note: if we can use paint from our inventory--(color to be approved by customer)  
Deduct \$100.00

All material is guaranteed to be as specified, and the above work to be performed in accordance with the drawings and specifications submitted for above work and completed in a substantial workmanlike manner for the sum of **\$975.00** with payments to be made as follows:

30 Days.

Notice to owner  
under the mechanic's law, any contractor, sub contractor, labor, materialman or other person who help to improve your property and is not paid for his labor, services or material, has a right to enforce his claim against your property. under the law, you may protect yourself against such claims by filing, before commencing such work of improvement, and original contract for the work of improvement or a modification thereof, in the office of the county recorder of the county where the property is situated and requiring that a contractor's payment bond be recored in such office. said bond shall be in an amount not less than fifty percent (50%) of the contract price and shall, in addition to any conditions for the performance of the contract, be sanctioned for the payment in full of the claims of all persons furnishing labor, services, equipmen or materials for the described in said contract.

Respectfully Submitted,

Contractor's Name: West Painting  
By: Mike West  
Contractor's License # 748495  
Address: 6033 Leedom Rd.  
City: Hughson State: CA. Zip: 95326  
Phone: 209)883-4903 Fax: (209)883-4903

If accepted, work will begin (approximately) on \_\_\_\_\_  
per scheduling. \_\_\_\_\_

West Painting is hereby authorized to furnish all materials and labor required to complete the work described in the above proposal, for which \_\_\_\_\_ agrees to pay the amount specified in said proposal and in accordance to the terms thereof.

ACCEPTED: \_\_\_\_\_

DATE: \_\_\_\_\_, 20\_\_\_\_



## 1-800-PAINTING

228 N. Center St, Turlock, CA 95380

Ph: (209)634.1111 Fx: (209) 634.5482

[WWW.LANCASTERPAINTING.COM](http://WWW.LANCASTERPAINTING.COM)

Lic.# 868896

Kathryn Casey  
6719 Hughson Ave  
Hughson, CA 95326

(209)648-2539

September 4, 2015

Project #: 15-5487  
Estimator: Toby Kitchens

Thank you for the opportunity to quote the following:

### Exterior

<b>Office</b>	<b>526.00</b>
Stucco Building (448 <sup>2</sup> )	
Powerwash	
Paint using SW A-100 Flat (2 coats)	
Prime using PP Seal-krete (1 coat)	
Facia Building (56')	
Paint using SW A-100 Satin (2 coats)	
Spot Prime using PP Gripper Multi Purpose	
Door Frame Only (2)	
Paint using SW A-100 Satin (2 coats)	
Door, Flat (1)	
Paint using SW A-100 Satin (2 coats)	
Foundation / brick edge (20')	
Masking Lf.	
Misc Items (5)	
Masking ea.	
<b>Left Wall</b>	<b>198.00</b>
Stucco (264 <sup>2</sup> )	
Powerwash	
Paint using SW A-100 Flat (2 coats)	
Prime using PP Seal-krete (1 coat)	
Foundation / brick edge (22')	
Masking Lf.	
<b>Right Wall</b>	<b>386.00</b>
Stucco (264 <sup>2</sup> )	
Powerwash	
Paint using SW A-100 Flat (2 coats)	
Prime using PP Seal-krete (1 coat)	
Stucco (264 <sup>2</sup> )	
Powerwash	
Paint using SW A-100 Flat (2 coats)	
Prime using PP Seal-krete (1 coat)	
Masking Lf.	
<b>Metal Beams</b>	<b>469.00</b>
Trim Misc (100')	
Paint using PP DTM (2 coats)	
Scrape	



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Lic.# 868896

Prime using PP DTM (1 coat)

**Grand Total: 1,579.00**

Please circle approved items and fill in amount:

Total amount \_\_\_\_\_

**\*\*Please Note: If sending in your approval via email, please list the selected item(s) and total approved amount in the body of the email.\*\***

Additional Notes:

Includes Power Washing Patio Lid

Cost:

- We propose to furnish material and labor – complete and in accordance with the above specifications for the sum stated above. Individual tasks, if selected, may require additional pricing. Price is valid for 30 days, unless otherwise noted.

Exclusions:

- All exterior concrete floor surfaces
- All chimney, roof and roof mounted items
- All other perimeter fencing and other landscape items
- All other surfaces not specifically mentioned above

Included in our standard procedures:

1. Pressure wash all surfaces scheduled for painting work as needed
2. All grounds and plants will be covered prior to painting
3. Left over paint will be labeled and left for future touch-ups.
4. At the completion, our trained project leader will carefully inspect all surfaces to insure our quality standard has been met.

**\*Unless otherwise clearly defined above, all work shall be preformed at the Level 2 Surface Preparation and Finish Appearance standard (see below)**

Levels of Surface Preparation & Finish Appearance

- Description: The following levels are used to establish a clearly-communicated standard as to what has been agreed upon and what is to be expected with regards to the different levels of surface preparation and the quality of appearance of the finished surface. They are a summary of the actual standard based on PDCA (Painting & Decorating Contractors of America) Industry Standard PI4-06.
- Level 1 – Basic: Cleaned, No Patching - Requires only basic cleanliness of surfaces to ensure the adhesion of new finishes, with less concern for the adhesion of existing paint and quality of appearance. Obvious loose paint will be removed, but no smoothing of the existing surface profile will be done. Includes washing or hand cleaning. No Warranty.
- Level 2 – Standard: Basic Patching - Requires all of Level 1 as well as the examination of existing coatings to assess their adhesion. With this level of surface preparation, good adhesion and longevity of finish are of primary concern and appearance is of secondary concern. Includes basic patching, filling, dulling of glossy surfaces, spot priming, caulking, and light sanding/abrading to address surface profile differences exceeding 1/8 inch. Excludes matching texture and taping cracks.
- Level 3 – Superior: Detailed Patching – Requires all of Levels 1 and 2 with added emphasis on the quality of appearance of finish painted surfaces. Includes detailed patching, filling, properly taping cracks, approximate matching of textures, and thorough sanding to address surface profile differences exceeding 1/16 inch.
- Level 4 – Supreme: Touch & Feel – Requires all of Levels 1, 2 and 3 with even more emphasis on the quality of appearance of finish painted surfaces. The criteria for

inspection and acceptance may include smoothness to “touch and feel” on interior handrails, doors and easily accessible trim. Includes thorough filling & sanding to address surface profile differences exceeding 1/32 inch.

- **Level 5 – Restoration/Resurfacing: Back to Original** – This type of surface preparation is required when existing conditions indicate that the surfaces are severely deteriorated (where damage to the coating is widespread). Includes complete or nearly complete removal of existing paint through various stripping methods. Substrate (underlying surface being painted) may need to be completely replaced, repaired or resurfaced.

#### Colors & Samples

- We offer up to 3 - 8”X10” brush outs of your color choices to help you in your decision making, FREE.
- If you need more assistance with color, we offer Color Consultations and custom color mixing. Additional costs do apply.
- Due to the conceptual nature of our first meeting and not having a color scheme finalized, additional pricing may be required on multiple colors, color placement or deep based colors.

#### Insurance & Licenses

- **California Contractors License: #868896**
- **Liability Insurance: Golden Eagle**
- **Worker’s Compensation: Castle Point National Ins Co.**

#### Two-Year Limited Warranty

- Lancaster Painting warrants labor and material for a period of two (2) years. If paint failure appears, we will supply labor and materials to correct the condition without cost. This warranty is in lieu of all other warranties, expressed or implied. Our responsibility is limited to correcting the condition as indicated above.
- This warranty excludes, and in no event will Lancaster Painting be responsible for consequential or incidental damages caused by accident or abuse, temperature changes, settlement or moisture; i.e., cracks caused by expansion and/or contraction. Cracks will be properly prepared as indicated at time of job, but will not be covered under this warranty.

#### Marketing Agreement

- Yard sign will be displayed on your lawn.
- Signed Report Card will be returned within 10 days after completion of your project.
- Permission to use before and after pictures of your project on Lancaster Painting website and other promotional materials.

#### Work Standard

- Lancaster Painting is a member of the Painting and Decorating Contractors of America and upholds the standard set forth by the PDCA.
- All work is to be completed in a workman like manner according to standard practices.
- Worker/s will remain on job until completion of project.
- Work procedures as per standards of the PDCA (Painting and Decorating Contractors of America) P1-92, P2-92, P3-93, P4-94, P5-94, P7-98 and P6-99 and all other standards by reference (Standards can be obtained at [www.pdca.org](http://www.pdca.org)).
- The painting contractor will produce a “*properly painted surface*”. A “*properly painted surface*” is one that is uniform in color and sheen. It is one that is free of foreign

material, lumps, skins, sags, holidays, misses, strike-through, or insufficient coverage. It is a surface that is free of drips, spatters, spills, or over-spray which the contractors' workforce causes. Compliance to meeting the criteria of a "properly painted surface" shall be determined when viewed without magnification at a distance of five feet or more under normal lighting conditions and from a normal viewing position.

#### Customer Responsibility

- Please take specific note of job description
- Colors **must** be chosen one (1) week prior to start date. An additional cost will be charged for color changes made after commencement of work
- All landscape trees, shrubs, etc. are to be cut back 6" from the surface to be painted
- Alarms and automatic sprinkler systems must be turned off while work is in progress.
- Customer to be available to meet the Project Leader on the last day of the job.
- **Lancaster Painting is not responsible for damage to tile roofs (or any other roof systems). Every precaution will be made to not break tiles, but it not guaranteed that there will be no tile damage**

#### Change Orders

- If you desire any changes or additional work please contact your Project Leader or Estimator all revisions must be agreed upon with a signed Additional Work Order.
- This contract is based upon all areas listed in the above job description being available for Lancaster Painting and **free from other trades**. All work is to be performed according to standard painting sequencing and work flow. If interruptions occur, additional charges may be incurred.
- **Please note:** In certain situations the selected color or finish may not cover to achieve a satisfactory and uniform appearance with the scope of work provided. If this situation occurs, the customer will be notified and informed that additional costs may be incurred prior to work commencement in that area.
- This contract is for completing the job as described above based on visually observed conditions at time of estimate. Should any unforeseen conditions arise additional repairs/costs may become necessary. Customer will be notified at the time of discovery if any such conditions exist.
- This contract is based on a regular workweek of Monday through Friday, standard business hours. If your project requires a different time schedule, this will need to be discussed in advance and additional charges may apply.

#### Special notes about the job:

- Complete clean up will be strictly observed at the end of each working day. All paint materials and tools will be moved or stored in a location as directed by the customer at the end of each day to minimize any inconvenience.
- **Please be aware that when pressure washing is done, water is applied at uncommon angles which may cause temporary leaking. For this reason, we strongly advise the customer to remove any items from around doors and windows. CLEANING WINDOWS IS NOT INCLUDED IN CONTRACT AMOUNT. Windows can be cleaned once job is completed for an additional cost.**

Start and Completion Date

- Upon your acceptance of this proposal an Acceptance Packet will be sent to you with the following:
  - Approximate start date
  - Dollar amount of required deposit
  - Color Sign Off Sheet

Payment

- A 10% deposit is required to reserve your painting appointment.
- Balance is to be paid in full to the Project Leader on the last day of the job.
- Progress payments will be required throughout the course of the job on projects over \$10,000.

Acceptance of proposal

- Please indicate your acceptance of this proposal by replying to this email with your acceptance or by returning a signed copy of this page and Confirmation of Pricing on page #1 to our office via fax, mail or delivery.
- By accepting this contract, I acknowledge that I have read and understand the terms of this proposal.

Please read this proposal carefully and make sure that it contains all the aspects of the job that you want and no additional aspects. Anything not included in this proposal is excluded. We want to be as clear as possible to make this project easier for you. Please let us know of any way we can help.

Toby Kitchens

**Signature:** \_\_\_\_\_ **Date:** September 4, 2015  
Kathryn Casey

# MASSONE PAINTING

7531 Locust street  
Hughson, CA 95326

# JOB ESTIMATE

(925) 784-1552

**TO:**

Kathryn Casey  
6719 Hughson Avenue  
Hughson, CA 95326

JOB DESCRIPTION
Pressure wash complete exterior. Sanding and priming where needed and a complete painting of the exterior of the building with Kelly Moore 1245 exterior satin paint. Color to be customers choice.

ITEMIZED ESTIMATE: LABOR/MATERIALS	AMOUNT
MATERIAL AND LABOR	\$1,800.00
<b>TOTAL ESTIMATED JOB COST</b>	<b>\$1,800.00</b>

This is an estimate only, not a contract. This estimate is for completing the job described above, based on our evaluation. It does not include unforeseen price increases or additional labor and materials which may be required should problems arise.

Joseph Massone

PREPARED BY

09/22/15

DATE