



Rockridge Business Improvement District
Board of Directors Meeting Minutes for October 1, 2009 8:00am
Market Hall Executive Offices, 5655 College Avenue, Ste.201

Attendees: Veronica Bhonsle, Thelma Harris, Henry Levy, Louise Rothman-Riemer, Susan Bernosky, Liz Taylor, Joyce Gardner,

Absent: Beverly Williamson, Jessica Pitt

Staff: Chris Jackson

Guest Presentation: John Sebastian

1. Acceptance of Agenda- Agenda accepted
2. Review of September 9, 2009 minutes- minutes accepted
3. Review of Financial reports - Done – no changes recommended-
4. Admin Report
 - Mary D’Orazi will no longer be doing our meetings. She is working on email list and the brochure final touches
 - Brown Bag Lunches that have been presented were Internal/External Design and Merchant Watch. Next meeting proposed- Holiday securities at the end of month.
ACTION- Chris to book the library for Wed 10-28-09.
 - Website- Pending – Tiffany has gotten busy and may this has delayed upgrades and maintenance
5. Promotion and Marketing Committee report
 - Out & About – There will be two meetings- First one, merchants 10-14-09 @ 8:30.
ACTION- Chris to book library, **ACTION-** Susan to send notice. The second meeting will be with Helen, the Executive committee and the Promotion & Marketing Committee on Tuesday 10-20 at 1:00 at Market Hall.
 - Shop Local- Shop Rockridge- Preliminary ad reviewed. Suggestions made to create better message.
ACTION- Susan to incorporate ideas and send for review. This ad will be inserted in the Rockridge News in November and December. Ads will be sold to merchants to cover the costs associated with the ad.

rockridge district association

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- Holiday Event- Snow/Lights/Tree/etc-
ACTION- Chris to investigate ideal location for snow. Barbara is out of the country and will assist when she returns. Solar lights are being delivered. Holiday event is Nov 27th between 6pm and 8 pm and is being advertised in the Shop Local/Shop Rockridge ad.
 - Brochure-
ACTION- Susan and Sara to review the current list of merchants for final approval by the board for printing.
6. Streetscape and Security Committee report
- Oakland Parking Issue- Per Chris – parking meter evening hour may be changed back from 8:00 to 6:00. Board does not feel that compromise of 7:00pm is acceptable.
 - Invoices sent for Streetlight repair at College and Birch Ct.- done last week.
 - John Sebastian- 15 minute presentation on Security/Alarm Systems- John has presented nighttime patrol of 3 hours per night between the hours of 8 pm to 7am for \$6000/month. Been in business for 20 years+. Just received permit for monitored alarm service. Will offer \$7/month service to merchants. For the most part- existing alarm systems can be converted. Board has asked that he go back and design an option to increase the cost of the monitoring service so that the night-time patrol would be free or less costly if enough merchants sign up for his monitoring service.
ACTION- Chris is working with John on the proposal. Hank is also working on the numbers.
ACTION- Louise is working on a survey for the merchants to determine interest in this type of an arrangement.
 - Anti-Litter Letter Cole Coffee- this letter was sent last week.
 - Claremont Middle School – PTA donations- Kid Patrol- Keith Debro- In general things are going well between the school and the local community. There is a new principal. Chris has met with her. Thelma and Susan are hosting Claremont Middle School silent auction on 10-24-09.
7. Land Use committee report
- CBD update – There is no further action on this, at this time
 - Safeway – No comment on this- as we ran out of time. Pending.
8. New Business
- BID Renewal- **ACTION-** Chris is obtaining letter from city re: requirements of the Board with respect to this process. He will report to Board.
 - Sandwich Board Permits-
ACTION- Chris will schedule meeting with Nila when she returns to review options. Those willing to attend: Sara/Susan/Chris/Liz/Louise/Thelma. No action with our members until we meet with Nila.
 - Slip and Fall Sidewalk Liability-
ACTION- Louise will be drafting letter for members re: the opportunity to have repairs done to the sidewalk without the cost of permits for a limited period of time. There was



consideration of sending letter to Landlords as a courtesy. These notices would be sent US mail.

9. Open Forum – Public Comments- There were no attendees from the public.

Mark Your Calendars:

Marketing and Promotion Third Wed @ 9 am (Oct 21, 2009) Rockridge Café

Streetscape and Security Third Tues @ 8 am (Oct 20, 2009) Rockridge Café

Executive Last Thurs @5:50 (Oct 29, 2009) Market Hall Executive Office

Board Meeting First Thurs @ 8 am (Nov 4, 2009) Market Hall Executive Office