



RDA Board Meeting Agenda  
October 28, 2010 at 8:30am  
5940 College Avenue, Oakland, CA

1. Review/Approve October Agenda
2. Review/Approve July Minutes and September Notes (no August meeting)
3. Executive Committee Report Out (Susan Bernosky, President)
  - a. Bylaws
  - b. Disestablishment Postcards
  - c. Accomplishments:
    - i. Out and About 2010
    - ii. Insert in Rockridge News with Shop Local campaign
    - iii. Advertising opportunity: District Shopper
    - iv. New Brochure (Note: to be published annually in Spring and August)
4. Treasurer Report Out (written from Hank Levy, Treasurer)
  - a. Standard Report
  - b. Out and About (preliminary financial report)
  - c. Potential funds for other projects (ie. Trees)
  - d. Status of Killian's review of City's retained funds
5. Streetscape and Security Report Out (Louise Rothman-Riemer, Chair/Secretary)
  - a. Trees/Tree wells
  - b. Holiday Security
6. Marketing and Promotions Report Out (Joyce Gardner, Chair)
  - a. Out and About 2010 report pending. Any comments/suggestions should be sent in writing to [info@rockridgedistrict.com](mailto:info@rockridgedistrict.com).
  - b. Sub-committee: Out and About 2011 (Sara Wilson will call this meeting)
7. Land Use Committee Report Out (Sara Wilson, Chair)
  - a. Farmers Market at Library Parking Lot
  - b. Safeway
8. New Business
9. Open Forum

Upcoming Dates:

- October 31, 2010: Halloween Parade
- November 27, 2010: Rockridge in the Snow/Winter Wonderland

Upcoming Meetings:

- November 16, 2010 Streetscape & Security
- November 17, 2010 Promotion & Marketing
- November 18, 2010: Board Meeting

**rockridge district association**

---

5435 College Ave Ste 200 ▪ Oakland ▪ CA 94618  
▪ Phone 510-604-3125 ▪  
[chris@rockridgedistrict.com](mailto:chris@rockridgedistrict.com) ▪ [www.rockridgedistrict.com](http://www.rockridgedistrict.com)