



**Annual Meeting Minutes**  
March 18, 2010 - 8:00am  
Rockridge Library  
5366 College Ave. Oakland, CA 94618

**Board Members Present:**

Sara Wilson, Louse Rothman Riemer, Hank Levy, Susan Bernosky, Veronica Bhonsle, Thelma Harris, Beverly Williamson, Liz Taylor, Jessica Pitt

**Board Members Absent:**

Joyce Gardner

**Staff:**

Chris Jackson

**Nominees Present:**

Joe Garret, Grant Outerbridge

**Nominees Absent:**

Elizabeth Armstrong, Matthew Krohn

**Minutes:**

- Sara Wilson, President, called the meeting to order at 8:09am..
- Presidents Report - Sara Wilson
  - Introductions were made by of the Executive Committee/Officers of the Board, the Board Members present, and the nominees, and overview of the structure of the board (officers, executive, committees, etc.)
  - Highlights of the accomplishments of the RDA from 2009; Year Book available for review.
  - Review of the process with the City of Oakland of the renewal of the assessment district, which has resulted in a new agreement with the City.
  - Overview of the changes seen in retail establishments/rental vacancies due to the recession and other considerations.
  - Reminder of the importance of keeping our promotional events and activities on a regular, annual calendar.. Events need to track to business improvement and involvement.
  - The ballot of board nominees presented
  - Approval of minutes – minutes accepted.
- Financial Report- Hank Levy
  - Fiscal year is March1 – February 28<sup>th</sup>
  - This was a difficult year, and we witnessed our first short-fall.
  - Cash flow is sufficient, and we will receive a final payment from the City.
  - Financial report was made available to all attendees.

rockridge district association



- Streetscape and Security: Louise Rothman Riemer with Chris Jackson Committee is focused on keeping the College Avenue clean and safe, so that our neighbors and visitors to the district have an attractive, secure place. Chris Jackson, Operations Manager reviewed additional accomplishments from 2009
  - Merchants have acknowledge improved streetscape & security on College
  - The walking officer program and the Crime Reduction Team may be going away.
  
- Marketing & Promotion Report - Susan Bernosky
  - Out and About (last Sunday in September)
    - Budget remains at \$75,000 – we will need to work hard to raise the money.
    - Learned a lot from last year and will have improved planning, better ‘day-of’ procedures, tighter financial reporting/controls, and a even more successful event..
  - New RDA brochures being printed covering retail and service businesses; plastic holders will be distributed to businesses for display of the brochures.
  - The Oakland Running Festival is coming up March 28<sup>th</sup>
  
- Land Use Committee – Sara Wilson
  - There have been a number of meetings regarding the Safeway potential expansion. RDA concerns focus on increased traffic congestion, effect of Safeway expansion on existing businesses, conformance with zoning, and size of the building.
  
- Election Results: The slate of nominees was approved and all were elected to a 2 year term: Elizabeth Armstrong, Joe Garrett, Grant Outerbridge, Matthew Krohn, Thelma Harris, Jessica Pitt, Beverly McArthur, Joyce Gardner, Susan Bernosky

The following Board members have one year remaining:

Sara Wilson, Louise Rothman-Riemer, Henry Levy, Veronica Bhonsle, Liz Taylor

Chris Jackson confirmed that all ballots were kept confidential.

- Open Forum

**Notes:**

- Next Board Meeting – April 15<sup>th</sup> at 8:00am – Market Hall conference room.