



RDA Board Meeting Agenda  
February 17, 2011 @ 8:30am  
5940 College Avenue, Suite F  
Oakland, CA 94618

1. Discussion and possible decision to approve February 17, 2011 Agenda  
**\*Denotes item from November 18, 2010 Agenda**
2. Discussion and possible decision to approve October 21, 2010 & November 18, 2010 Minutes  
No quorum for December 16, 2010 meeting  
No quorum for January 20, 2011 meeting
3. Organizational (Susan Bernosky)
  - a. **Discussion and possible decision to set a fee of \$500.00 for Non-Voting Members for an Associate membership \***
  - b. Discussion and possible decision on a.) Establishing Calendar of Events for 2011, b.) Committee Chairpersons' to submit respective projects & timetables no later than March 15, 2011 c.) possibility of changing the date of Out & About to accommodate for other events that are scheduled in Oakland during the same time
  - c. Discussion and possible decision on the creation of an Nomination "Ad-Hoc" Committee and choose possible Chairperson and 2 other members
  - d. Discussion and possible decision on holding Vision Sessions / Workshops focused on where we'd like to see the District in the future, the course to get us there and all other matters properly relating there too
  - e. Discussion and possible decision to increase the pay to Tom Kennedy for webmaster services
  - f. Discussion and possible decision to increase the pay for administrative services provided by Janet Rogers from \$15.00 an hour to \$20.00 an hour
  - g. Discussion and possible decision to increase prior approved budgeted amount for leaf vacuum & storage to accommodate for shipping expenses for storage shed and set an not to exceed amount
4. Treasurer (Hank Levy)
  - a. Discussion and possible decision to approve amended budget submitted to the City of Oakland for 2011/2012 Fiscal Year
  - b. Discussion and/or possible decision to accept December 2010, January 2011 & February 2011 financial reports
  - c. **Discussion and/or possible decision on approval for expenditures over \$500.00 (within budget)\***

rockridge district association

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5. Streetscape and Security (Louise Rothman-Riemer)
  - a. Discussion and possible decision to a.) Spend up to \$1,200.00 for the cleaning of all the tree wells b.) Identify which tree wells might be planted c.) set expenditure to install benches that have been removed from the street
6. Marketing and Promotions (Joyce Gardner)
7. Land Use (Sara Wilson)
8. New Business
9. Public Comment
10. Adjourn

Minutes of the Board of Directors  
Rockridge District Association  
October 21, 2010  
Hank Levy's Office

Board Members in Attendance: Elizabeth Armstrong, Susan Bernosky, Veronica Bhonsle, Joyce Gardner, Joe Garrett, Thelma Harris, Matt Krohn, Hank Levy, Grant Outerbridge, Jessica Pitt, Louise Rothman-Riemer, Sara Wilson

Board Members Absent: Beverly Williamson, Liz Taylor

Staff: Chris Jackson, Alyssa

Guests: Annette Floystrup

The Meeting was called to order by Chair Bernosky at 8:41; the Agenda for the meeting was approved: minutes from the July meeting were approved and notes from the September meeting at which there was no quorum were also approved.

**Executive Committee/Organization Committee Report:**

By-laws: A first draft of the revised Bylaws was presented by Louise Rothman-Riemer. As this was only a draft the chair requested that the draft be consolidated with the information from Attorney Kassen and to report back to the Board as soon as possible.

RDA Disestablishment Postcards: At request of the City who inadvertently had provided incorrect information to the RDA for the Notice of Disestablishment the post cards to members were resent at a cost to the City.

RDA Accomplishments: Out and About 2010; Inserted into Rockridge News of our updated brochure (note the RDA brochure will be updated in Spring and Fall); Shop Local Ad Campaign had insufficient participation by merchants and so did not occur.

RDA website continues to see a significant increase in the number of hits.

**Treasurers' Report** was given by Hank Levy. Expenses are about what was anticipated and with the City reporting an increase in our revenue it appears we will be able to move ahead on several pending projects.

A preliminary report for Out and About was presented. RDA expenses for the event were the lowest ever. It is anticipated that RDA expenses for the event will be in the neighborhood of \$2,000 to \$5,000. Not all expenses have been received. The Board reviewed the expenses for Out and About which were detailed in the Board Meeting Packet.

Hank completed his report by informing the Board that the audit of the City retained funds had not yet been completed by CPA Michael Killian.

**Streetscape and Security:** It appears that there will be sufficient funds in the budget to go ahead with tree trimming once we have received approval from the City. Bids to perform the tree trimming range from \$20,200 – 25,000. It was moved seconded and passed that upon approval from the City the BID would authorize expenditure of money to trim the trees utilizing the bid submitted by Valley Crest Tree Care Service

It was moved seconded to purchase a leaf vacuum for Mike's use in sidewalk maintenance. The vote passed with 5 yeas, and four nos, with two abstentions.

The Committee continues to work on tree well and bench improvements. It appears the City will require merchants and property owners to sign off on bench placement before benches will be reinstalled.

We are working with the City to have them come back and complete work on the sidewalks. Property owners will be able to piggy back on the City permit to have work done on sidewalks and driveways which present safety hazards.

VMA has been hired to perform supplemental security during the holiday period.

**Marketing and Promotion:** The final report and event review has not yet been received. The event was very successful, although there was some concern expressed by merchants who found their business entries occluded by tenting directly in front of their businesses.

The next event will be the Halloween Parade which will be on Sunday October 31<sup>st</sup>. We have good support for this event, especially from Strahan Insurance, Dryers, Eddies' Liquor, and the many merchants who will give out candy.

Holiday Decorations: Balls and banners are being installed as well as lighting for selected trees.

Holiday Snow Event. The holiday snow event is scheduled for the day after Thanksgiving in the Bart Parking Lot. Chris Jackson and Joyce will see to remaining details.

Somerset has graciously offered to host the RDA annual holiday brunch on a date yet to be selected in the first week of December.

**Land Use Committee:** The BART Plaza Project is moving along. Bart Administrations seems to be working more cooperatively and it is hoped that the project will soon begin and move forward.

**Safeway:** RDA Land Use Committee members continue to work with FANS the neighborhood organization which is working hard to provide constructive input in to the proposed building project. The RDA agreed that they will provide unbiased information about the project on our website. Annette Floystrup requested permission to speak about this issue and the concerns that the FANS organization has about the proposed Safeway project. A most significant issue is the X-31 Zoning which Safeway is ignoring.

There being no other business to come before the Board the meeting was adjourned.



Rockridge District Association  
Board Meeting Minutes  
November 18, 2010 at 8:30am  
5940 College Avenue

Present Members: Susan Bernosky, Joyce Gardner, Sara Wilson, Grant Outerbridge, Louise Rothman-Riemer, Liz Taylor, Thelma Harris, Beverly McArthur,

Present Others: Tiffany Ward (Seven 7 Salon)

Absent Members: Elizabeth Armstrong, Joe Garrett, Matthew Krohn, Veronica Bhonsle, Hank Levy, Jessica Pittman

Present Staff: Chris Jackson, Janet Rogers

- Susan Bernosky (president) calls meeting to order at 8:45am.  
Sara Wilson approves November agenda
- **Treasurer's Report (Hank Levy):**  
No action was taken
- **Organizational Committee Report:**
  - Bylaws – Louise to work with Jenny
  - RDA Public Hearing, City Council Meeting on December 7<sup>th</sup> @ 6:00pm – Susan & Sara attending (no known issues)
  - Accomplishments: this will be completed for the Holiday breakfast
  - Committee suggested to include other Committee Chairs
  - **Budget – Board approval for expenditures over \$500.00 (within budget) – Louise motions to approve; seconded by Sara / 8-0**
  - Susan brought the Board current on the need to amend their budget to include the \$40k; had to be submitted by 5:00pm yesterday. The Board reviewed the budget. **Louise motions to approve the amended budget for 11/12 FY submitted to the City of Oakland; seconded by Sara / 7-0** There was a brief discussion regarding the lack of documentation from the City; suggested that we ask Killian to work with the City.
  - **This is for licensed businesses that are within close proximity, but do not fall within our District. Fee for Non-Members – Sara motions to approve a fee of \$500.00 for Non-Voting Members; seconded by Louise / 8-0**
- **Streetscape and Security Report:**
  - Trees / Tree Wells: Susan reported that we received permission to do our trees however it was not a budgeted item; we could put down a deposit to get started and pay total in March 2011.

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# ridge

## district association

- Chris says "No benches without tree wells", still gathering data on recycled pavers. He had an idea of "Adopt-A-Tree Well"; merchants could take care of the ones in front of their store.
- Discussion about City of Oakland still responsible for the maintenance/emptying of the garbage cans, after comments regarding the odor, cleanliness & all around condition of the cans. Discussion on possibly purchasing garbage cans as base-line services from the City continue to decline.
- Chris said that Elmwood was going with VMA, maybe partner up with them, happy with VMA last year. A lady was attacked at BART on Saturday afternoon; reportedly by a gang of girls.
- Chris talked about the "tripping hazards" on the sidewalk; City claims "out of money"; they have a 35M shortfall for this type of work.
- **Marketing and Promotions Report (Joyce Gardner)**
  - After a short discussion, the date of the Holiday Breakfast will be changed from December 1<sup>st</sup> to either the 8<sup>th</sup> or 9<sup>th</sup>; Joyce to get back with Susan once she can confirm the availability of Jane Brunner and Somerset.
  - Board Members submitted names of individuals that would like to see invited to the Holiday Breakfast; a list of 20 names was created (list of names available). Susan & Janet to gather contact information and send out the invitations
- **Land Use Report (Sara Wilson)**
  - BART still in a stalemated position.
  - No change in Safeway
  - The Board viewed the projects that were submitted by Ronnie Spitzer; interested in asking for lighting; will be asking more questions.
- **New Business:**
  - Susan mentioned that Rockridge in the Snow this year will have 3 times the amount of snow than last year
  - Sara described what she is planning on doing
  - Tiffany volunteered to take pictures on Saturday
  - Joyce and Grant discuss that maybe they'll do on-line advertising
  - Joyce mentions the movie at the Oakland airport; brief discussion regarding the \$5,000 and when the movie will actually begin playing
  - Liz questioned Mike's position and whether it's needed; brief comments were made about what he does. Also a story regarding a police officer's comment that Rockridge is the best district/ Liz also would like to see that we commit to our annual events, instead deciding every year whether we'll going to have them again, business owners could plan productively.
  - Sara said she was not interested in a survey regarding "Out & About"
  - Thelma wanted to speak about "Out & About"; Susan agreed to speak with her after the meeting
- **Open Forum**
- Meeting adjourned at 9:40am.



## **Responsibilities and Expectations of RDA Board Member**

- 1) Serve a 2-year term. Term runs from March 1 to Feb 28(29)
- 2) Attend Monthly Board Meetings
- 3) Active participation on at least one Committee. Involvement can include any of the projects listed under each committee.
  - **Organization Committee**  
The Organization Committee is responsible for the overall administration of the public benefit corporation. The tasks include financial reporting, recording actions of the Board, representation to public officials and the neighborhood at large, planning economic development etc.
  - **Streetscape and Security**  
The Streetscape and Security Committee is responsible for parking issues and meters, cleanliness, security, coordination of news racks, and beautification in the public rights of way.
  - **Marketing and Promotion**  
The Marketing and Promotion Committee is in charge of all events which market and promote the district, as well as special events, holiday decorations, the design elements for architecture, public space design, banners, posters, logos and programs and activities which visually enhance the district.
  - **Land Use**  
The Land Use Committee deals with new development, zoning and land use issues in the business.
  - **Community Advisory Liaison**  
Resident liaison, outreach to community organizations and public space development.
- 4) Promote the RDA among the business community on College
- 5) Work with the other businesses in your block to encourage participation in RDA activities.

The Board is a volunteer group that works to support the Rockridge business district and community. The RDA also works with other community organizations, such as the Rockridge Community Planning Council (RCPC), the Neighborhood Crime Prevention Council (NCPC) and the Oakland Leadership Merchants Forum (OLMF), on matters of joint interest.

### **rockridge district association**

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# *Ad hoc*

From Wikipedia, the free encyclopedia

Jump to: [navigation](#), [search](#)

This article is about the Latin phrase. For other uses, see [Ad hoc \(disambiguation\)](#).

*Ad hoc* is a [Latin phrase](#) which, literally, means "For this". It generally signifies a solution designed for a specific problem or task, non-generalizable, and which cannot be adapted to other purposes.

Common examples are organizations, committees, and commissions created at the national or international level for a specific task. In other fields the term may refer, for example, to a military unit created under special circumstances, tailor-made suit, a handcrafted [network protocol](#), or a purpose-specific [equation](#). *Ad hoc* can also have connotations of a makeshift solution, inadequate planning, or improvised events.

## **[[edit](#)] *Ad hoc* committee, commission, or organization**

Main article: [Ad hoc committee](#)

*Ad hoc* organizations, to include [committees](#) and private [non-profit organizations](#), are used when an objective needs consideration and no standing organization or committee within said organization can absorb that issue into its scope. Usually these committees are used on a temporary basis, such as temporary oversight of an issue, or review of the [standing rules](#) or the [constitution](#) of that organization.

An *ad hoc* organization may have, in some cases, a long-term or indefinite duration of existence. In these cases, an initial workgroup or forum may give place to a more permanent form of organization. An exaggerated typical example is the [OSCE](#).

Under the [Anglo-American Cataloguing Rules](#), *ad hoc* events such as athletic contests, exhibitions, expeditions, fairs, and festivals are considered to be corporate bodies, and can be used as corporate body access points.

## Chris Jackson

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**From:** Tom Kennedy [tkecho@gmail.com]  
**Sent:** Thursday, February 10, 2011 8:59 AM  
**To:** chris@rockridgedistrict.com  
**Subject:** RDA site report  
**Attachments:** Analytics\_\_www.rockridgedistrict.com\_\_20110109-20110208\_(KeywordsReport)-1.pdf

Chris,

This report is interesting. It shows that by searching for the name of one of the Mental Health Professionals, the Google search results page provides a link directly to the RDA site's Mental Health Professional page.

I'm assuming that these visitors are using the RDA site to get the phone number and address. Many of these Mental Health Professionals do not have websites, so the RDA site is a definite source of referrals.

Tom Kennedy

Here's some more stats:

Since the launch News & Events has had almost 2,500 visitors, and is second to the home page as the entrance page to the site.

Many visitors find the RDA website by doing a search of the merchants' name or phone number.

Have a listing on News & Events or Special Offers gives a merchant even more exposure, and makes it more likely a visitor will find them on the site.

Tom Kennedy

# State Detail:

California

Dec 18, 2010 - Jan 17, 2011

Comparing to: Site



Visits



## This state sent 410 visits via 58 cities

### Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>410</b>	<b>3.27</b>	<b>00:02:16</b>	<b>65.37%</b>	<b>41.71%</b>	
% of Site Total: 85.42%	Site Avg: 3.05 (7.24%)	Site Avg: 00:02:02 (11.91%)	Site Avg: 68.96% (-5.21%)	Site Avg: 45.83% (-9.00%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Oakland	103	2.53	00:01:20	59.22%	55.34%
San Francisco	96	4.47	00:04:03	61.46%	21.88%
Sunnyvale	29	2.48	00:00:29	6.90%	17.24%
Berkeley	20	3.55	00:01:13	50.00%	50.00%
Alameda	20	3.00	00:01:12	60.00%	45.00%
Emeryville	18	2.67	00:02:03	83.33%	44.44%
Piedmont	12	1.75	00:00:25	83.33%	58.33%
Los Angeles	11	1.91	00:01:56	81.82%	63.64%
San Jose	10	4.50	00:09:41	100.00%	50.00%

Walnut Creek	7	3.57	00:00:47	100.00%	28.57%
Albany	6	3.33	00:02:12	50.00%	33.33%
Palo Alto	5	3.20	00:00:26	100.00%	20.00%
Sacramento	4	5.25	00:02:52	75.00%	0.00%
Hayward	4	2.75	00:01:12	100.00%	50.00%
Dublin	4	1.75	00:00:43	100.00%	50.00%
Mountain View	4	1.00	00:00:00	100.00%	100.00%
Pleasanton	4	2.00	00:00:21	75.00%	75.00%
San Mateo	3	6.33	00:05:01	100.00%	33.33%
Brisbane	3	5.00	00:03:53	33.33%	33.33%
San Lorenzo	3	1.00	00:00:00	100.00%	100.00%
Culver City	2	1.00	00:00:00	0.00%	100.00%
Castro Valley	2	3.50	00:01:59	100.00%	50.00%
Napa	2	4.50	00:14:42	50.00%	50.00%
Newark	2	1.00	00:00:00	100.00%	100.00%
Belmont	2	3.50	00:01:03	100.00%	0.00%

1 - 25 of 58

**Rockridge District Association  
Annual Events**

04/24/10 Pancake Breakfast Fundraiser

05/14/10 Jazz & Wine "Spring"

07/16/10 Jazz & Wine "Summer"

09/26/10 "Out & About"

10/31/10 Children's Halloween Parade

11/27/10 Rockridge in the Snow

March Board Elections

Rockridge District Association  
Proposed Budget  
March 2011 - February 2012

<b>Income</b>	BID Revenue 2011-2012	\$170,000.00
	City of Oakland - Loan Repayment	(\$2,550.00)
	City of Oakland - Collection Cost	(\$4,000.00)
	City of Oakland - Noticing	(\$850.00)
	BID Revenue 2010-2011	\$40,000.00
	<b>Total Income</b>	<b>\$202,600.00</b>
<b>Expense</b>	<b>Organization Committee</b>	
	Accounting & Legal	\$5,000.00
	Board Meeting Expenses / Annual	\$1,700.00
	Insurance	\$6,000.00
	Office Expense	\$5,200.00
	Postage, Copying & Printing	\$3,000.00
	Telecommunication	\$1,000.00
	Management Wages	\$60,000.00
	<b>Total Organization Committee</b>	<b>\$81,900.00</b>
	<b>Marketing &amp; Promotion Committee</b>	
	Advertisement & Graphics	\$2,500.00
	Events	\$4,000.00
	Professional Services	\$10,000.00
	Storage & Rentals	\$1,200.00
	Streetscape Amenities	\$5,000.00
	Web Design & Communication	\$3,000.00
	<b>Total Marketing &amp; Promotion Committee</b>	<b>\$25,700.00</b>
	<b>Streetscape &amp; Security Committee</b>	
	Professional Services - Security	\$25,000.00
	Streetcleaning Wages	\$37,000.00
	Beautification - Streetscape Misc.	\$30,000.00
	<b>Total Streetscape &amp; Security Committee</b>	<b>\$92,000.00</b>
	<b>Contingency Fund</b>	<b>\$3,000.00</b>
	<b>Total Expenses</b>	<b>\$202,600.00</b>

4:36 PM  
 12/08/10  
 Cash Basis

**Rockridge District Association**  
**Profit & Loss Budget Performance**  
 March through November 2010

	<u>Mar - Nov 10</u>	<u>Annual Budget</u>	<u>\$ Over Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>BID Revenues</b>			
BID Revenue	171,676.74	120,000.00	51,676.74
<b>Total BID Revenues</b>	<u>171,676.74</u>	<u>120,000.00</u>	<u>51,676.74</u>
Out & About	0.00	50,000.00	-50,000.00
Miscellaneous Income	0.00	2,000.00	-2,000.00
Transfer from Reserve	0.00	63,250.00	-63,250.00
<b>Total Income</b>	<u>171,676.74</u>	<u>235,250.00</u>	<u>-63,573.26</u>
<b>Expense</b>			
<b>Organization Committee</b>			
Board Meeting Expense	62.10	500.00	-437.90
City of Oakland Collection Cost	0.00	4,000.00	-4,000.00
Insurance	1,894.00	2,000.00	-106.00
Office Expense	1,176.00	4,500.00	-3,324.00
Postage, Copy & Printing	4,660.53	1,000.00	3,660.53
Professional Administration			
Wages-Prof Admin	15,600.00		
Professional Administration - Other	17,344.64	50,000.00	-32,655.36
<b>Total Professional Administration</b>	<u>32,944.64</u>	<u>50,000.00</u>	<u>-17,055.36</u>
Professional Services	3,985.00	4,500.00	-515.00
Telecommunications	389.58	2,500.00	-2,110.42
<b>Total Organization Committee</b>	<u>45,111.85</u>	<u>69,000.00</u>	<u>-23,888.15</u>
<b>Marketing &amp; Promotion Committee</b>			
Advertising & Graphics	1,569.55	2,400.00	-830.45
Events	5,092.87	70,000.00	-64,907.13
Marketing & Materials	2,313.37	6,000.00	-3,686.63
Streetscape Amenities	1,500.00	9,000.00	-7,500.00
Storage & Rent	1,500.00	1,000.00	500.00
Web Design & Communication	1,279.64	7,300.00	-6,020.36
<b>Total Marketing &amp; Promotion Committee</b>	<u>13,255.43</u>	<u>95,700.00</u>	<u>-82,444.57</u>
<b>Streetscape &amp; Security Committee</b>			
Security & Public Safety	421.63	32,050.00	-31,628.37
Streetcleaning Wages			
Streetcleaning-Insurance	5,459.43		
Streetcleaning Wages - Other	15,514.50	31,000.00	-15,485.50
<b>Total Streetcleaning Wages</b>	<u>20,973.93</u>	<u>31,000.00</u>	<u>-10,026.07</u>

4:36 PM  
12/08/10  
Cash Basis

**Rockridge District Association**  
**Profit & Loss Budget Performance**  
March through November 2010

	<u>Mar - Nov 10</u>	<u>Annual Budget</u>	<u>\$ Over Budget</u>
Beautyfication-Streetscape Misc	3,070.71	4,200.00	-1,129.29
Total Streetscape & Security Committe	<u>24,466.27</u>	<u>67,250.00</u>	<u>-42,783.73</u>
Land Use Committee			
Miscellaneous Land Use	0.00	750.00	-750.00
Total Land Use Committee	<u>0.00</u>	<u>750.00</u>	<u>-750.00</u>
Total Expense	<u>82,833.55</u>	<u>232,700.00</u>	<u>-149,866.45</u>
Net Ordinary Income	88,843.19	2,550.00	86,293.19
Other Income/Expense			
Other Expense			
Void	0.00		
City of Oakland Loan	0.00	2,550.00	-2,550.00
Total Other Expense	<u>0.00</u>	<u>2,550.00</u>	<u>-2,550.00</u>
Net Other Income	<u>0.00</u>	<u>-2,550.00</u>	<u>2,550.00</u>
Net Income	<u>88,843.19</u>	<u>0.00</u>	<u>88,843.19</u>

4:31 PM  
12/08/10  
Cash Basis

**Rockridge District Association**  
**Balance Sheet**  
As of November 30, 2010

	Nov 30, 10
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	104,571.25
Mechanics Checking	7,871.61
Paypal	
<b>Total Checking/Savings</b>	<b>112,442.86</b>
<b>Total Current Assets</b>	<b>112,442.86</b>
<b>TOTAL ASSETS</b>	<b><u>112,442.86</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Out & About Payable	-1,595.10
<b>Total Other Current Liabilities</b>	<b>-1,595.10</b>
<b>Total Current Liabilities</b>	<b>-1,595.10</b>
<b>Long Term Liabilities</b>	
City of Oakland	12,750.00
<b>Total Long Term Liabilities</b>	<b>12,750.00</b>
<b>Total Liabilities</b>	<b>11,154.90</b>
<b>Equity</b>	
Unrestricted Net Assets	12,444.77
Net Income	88,843.19
<b>Total Equity</b>	<b>101,287.96</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>112,442.86</u></b>

8:54 AM  
01/12/11  
Cash Basis

## Rockridge District Association Profit & Loss Budget Performance March through December 2010

	<u>Mar - Dec 10</u>	<u>Annual Budget</u>	<u>Variance</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>BID Revenues</b>			
BID Revenue	171,676.74	120,000.00	51,676.74
<b>Total BID Revenues</b>	<u>171,676.74</u>	<u>120,000.00</u>	<u>51,676.74</u>
Out & About	0.00	50,000.00	-50,000.00
Miscellaneous Income	0.00	2,000.00	-2,000.00
Transfer from Reserve	0.00	63,250.00	-63,250.00
<b>Total Income</b>	<u>171,676.74</u>	<u>235,250.00</u>	<u>-63,573.26</u>
<b>Expense</b>			
<b>Organization Committee</b>			
Board Meeting Expense	562.10	500.00	62.10
City of Oakland Collection Cost	0.00	4,000.00	-4,000.00
Insurance	1,894.00	2,000.00	-106.00
Office Expense	1,176.00	4,500.00	-3,324.00
Postage, Copy & Printing	4,660.53	1,000.00	3,660.53
<b>Professional Administration</b>			
Wages-Prof Admin	25,952.85		
Insurance-Prof Admin	4,815.00		
Payroll Tax Expense	3,420.09		
Payroll Service Fees-Prof Admin	1,843.06		
Workers Comp-Prof Admin	162.91		
Professional Administration - Other	60.00		
<b>Total Professional Administration</b>	<u>36,253.91</u>	<u>50,000.00</u>	<u>-13,746.09</u>
Professional Services	4,935.00	4,500.00	435.00
Telecommunications	539.58	2,500.00	-1,960.42
<b>Total Organization Committee</b>	<u>50,021.12</u>	<u>69,000.00</u>	<u>-18,978.88</u>
<b>Marketing &amp; Promotion Committee</b>			
Advertising & Graphics	1,569.55	2,400.00	-830.45
Events	10,434.47	70,000.00	-59,565.53
Marketing & Materials	2,313.37	6,000.00	-3,686.63
Streetscape Amenities	1,581.65	9,000.00	-7,418.35
Storage & Rent	1,800.00	1,000.00	800.00
Web Design & Communication	1,579.64	7,300.00	-5,720.36
<b>Total Marketing &amp; Promotion Committee</b>	<u>19,278.68</u>	<u>95,700.00</u>	<u>-76,421.32</u>
<b>Streetscape &amp; Security Committee</b>			
Security & Public Safety	10,501.63	32,050.00	-21,548.37
<b>Streetcleaning Wages</b>			
Streetcleaning-Insurance	5,738.43		
Streetcleaning Wages - Other	17,110.50		
<b>Total Streetcleaning Wages</b>	<u>22,848.93</u>	<u>31,000.00</u>	<u>-8,151.07</u>
Beautification-Streetscape Misc	3,070.71	4,200.00	-1,129.29
<b>Total Streetscape &amp; Security Committee</b>	<u>36,421.27</u>	<u>67,250.00</u>	<u>-30,828.73</u>

8:54 AM  
01/12/11  
Cash Basis

**Rockridge District Association**  
**Profit & Loss Budget Performance**  
March through December 2010

	<u>Mar - Dec 10</u>	<u>Annual Budget</u>	<u>Variance</u>
Land Use Committee			
Miscellaneous Land Use	0.00	750.00	-750.00
Total Land Use Committee	0.00	750.00	-750.00
Total Expense	105,721.07	232,700.00	-126,978.93
Net Ordinary Income	65,955.67	2,550.00	63,405.67
Other Income/Expense			
Other Expense			
Void	0.00		
City of Oakland Loan	0.00	2,550.00	-2,550.00
Total Other Expense	0.00	2,550.00	-2,550.00
Net Other Income	0.00	-2,550.00	2,550.00
Net Income	65,955.67	0.00	65,955.67

8:53 AM

01/12/11

Accrual Basis

**Rockridge District Association**  
**Balance Sheet**  
As of December 31, 2010

	Dec 31, 10
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Mechanica Checking	83,278.83
Paypal	7,871.61
Total Checking/Savings	<u>91,150.44</u>
Total Current Assets	<u>91,150.44</u>
<b>TOTAL ASSETS</b>	<u><u>91,150.44</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Long Term Liabilities	
City of Oakland	12,750.00
Total Long Term Liabilities	<u>12,750.00</u>
Total Liabilities	12,750.00
Equity	
Unrestricted Net Assets	12,444.77
Net Income	65,955.67
Total Equity	<u>78,400.44</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>91,150.44</u></u>

7:24 AM  
02/09/11  
Accrual Basis

**Rockridge District Association**  
**Balance Sheet**  
As of January 31, 2011

	<u>Jan 31, 11</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Mechanics Checking	72,477.28
Paypal	7,871.61
<b>Total Checking/Savings</b>	<u>80,348.89</u>
<b>Other Current Assets</b>	
Prepaid Expense	700.00
<b>Total Other Current Assets</b>	<u>700.00</u>
<b>Total Current Assets</b>	<u>81,048.89</u>
<b>TOTAL ASSETS</b>	<u><u>81,048.89</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Long Term Liabilities</b>	
City of Oakland	12,750.00
<b>Total Long Term Liabilities</b>	<u>12,750.00</u>
<b>Total Liabilities</b>	12,750.00
<b>Equity</b>	
Unrestricted Net Assets	12,444.77
Net Income	55,854.12
<b>Total Equity</b>	<u>68,298.89</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>81,048.89</u></u>

**Rockridge District Association**  
**Profit & Loss Budget Performance**  
January 2011

	<u>Mar '10 - Jan 11</u>	<u>Annual Budget</u>	<u>Variance</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Unclassified Income	298.45		298.45
<b>BID Revenues</b>			
BID Revenue	171,676.74	120,000.00	51,676.74
<b>Total BID Revenues</b>	<u>171,975.19</u>	<u>120,000.00</u>	<u>51,975.19</u>
Out & About	0.00	50,000.00	-50,000.00
Miscellaneous Income	0.00	2,000.00	-2,000.00
Transfer from Reserve	0.00	63,250.00	-63,250.00
<b>Total Income</b>	<u>171,975.19</u>	<u>235,250.00</u>	<u>-63,274.81</u>
<b>Expense</b>			
<b>Organization Committee</b>			
Board Meeting Expense	699.60	500.00	199.60
City of Oakland Collection Cost	0.00	4,000.00	-4,000.00
Insurance	1,894.00	2,000.00	-106.00
Office Expense	1,176.00	4,500.00	-3,324.00
Postage, Copy & Printing	4,660.53	1,000.00	3,660.53
<b>Professional Administration</b>			
Wages-Prof Admin	29,952.85		
Insurance-Prof Admin	4,784.00		
Payroll Tax Expense	4,154.49		
Payroll Service Fees-Prof Admin	2,065.16		
Workers Comp-Prof Admin	162.91		
Professional Administration - Other	591.00	50,000.00	
<b>Total Professional Administration</b>	<u>41,710.41</u>	<u>50,000.00</u>	<u>-8,289.59</u>
Professional Services	5,410.00	4,500.00	910.00
Telecommunications	539.58	2,500.00	-1,960.42
<b>Total Organization Committee</b>	<u>56,090.12</u>	<u>69,000.00</u>	<u>-12,909.88</u>
<b>Marketing &amp; Promotion Committee</b>			
Advertising & Graphics	1,569.55	2,400.00	-830.45
Events	10,434.47	70,000.00	-59,565.53
Marketing & Materials	2,649.37	6,000.00	-3,350.63
Streetscape Amenities	1,581.65	9,000.00	-7,418.35
Storage & Rent	1,100.00	1,000.00	100.00
Web Design & Communication	1,579.64	7,300.00	-5,720.36
<b>Total Marketing &amp; Promotion Committee</b>	<u>18,914.68</u>	<u>95,700.00</u>	<u>-76,785.32</u>
<b>Streetscape &amp; Security Committee</b>			
Security & Public Safety	10,501.63	32,050.00	-21,548.37
<b>Streetcleaning Wages</b>			
Streetcleaning-Insurance	5,738.43		
Streetcleaning Wages - Other	19,105.50	31,000.00	-11,894.50
<b>Total Streetcleaning Wages</b>	<u>24,843.93</u>	<u>31,000.00</u>	<u>-6,156.07</u>
Beautification-Streetscape Misc	5,770.71	4,200.00	1,570.71

7:25 AM  
02/09/11  
Accrual Basis

Rockridge District Association  
Profit & Loss Budget Performance  
January 2011

	<u>Mar '10 - Jan 11</u>	<u>Annual Budget</u>	<u>Variance</u>
<b>Total Streetscape &amp; Security Committe</b>	41,116.27	67,250.00	-26,133.73
<b>Land Use Committee</b>			
<b>Miscellaneous Land Use</b>	0.00	750.00	-750.00
<b>Total Land Use Committee</b>	<u>0.00</u>	<u>750.00</u>	<u>-750.00</u>
<b>Total Expense</b>	<u>116,121.07</u>	<u>232,700.00</u>	<u>-116,578.93</u>
<b>Net Ordinary Income</b>	55,854.12	2,550.00	53,304.12
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
Void	0.00		
City of Oakland Loan	0.00	2,550.00	-2,550.00
<b>Total Other Expense</b>	<u>0.00</u>	<u>2,550.00</u>	<u>-2,550.00</u>
<b>Net Other Income</b>	<u>0.00</u>	<u>-2,550.00</u>	<u>2,550.00</u>
<b>Net Income</b>	<u>55,854.12</u>	<u>0.00</u>	<u>55,854.12</u>