



RDA Board Meeting Agenda  
December 16, 2010 at 8:30am  
5940 College Avenue, Suite F  
Oakland, CA 94618

1. Discussion and/or possible decision to approve December 16, 2010 Agenda  
\*Denotes item carried over from November 18, 2010 agenda
2. Discussion and/or possible decision to approve minutes for October 21& November 18, 2010
3. Organizational (Susan Bernosky)
  - a. Discussion and/or possible decision to approve amended budget for FY 11/12 submitted to the City of Oakland \*
  - b. Discussion and/or possible decision to set a fee of \$500.00 for non-voting members for an Associate membership \*
  - c. Discussion and/or possible decision on establishing calendar of events for 2011
4. Treasurer (Hank Levy)
  - a. Discussion and/or decision to accept financial report
  - b. Discussion and/or possible decision on approval for expenditures over \$500.00 (within budget) \*
5. Streetscape and Security (Louise Rothman-Reimer)
6. Marketing & Promotion (Joyce Gardner)
7. Land Use (Sara Wilson)
8. New Business
9. Open Forum
10. Adjourn

**rockridge district association**

5435 College Ave Ste 200 ▪ Oakland ▪ CA 94618  
▪ Phone 510-604-3125▪  
chris@rockridgedistrict.com ▪ www.rockridgedistrict.com

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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- 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.

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>

**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**  
**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>	<b>171,676.74</b>	<b>120,000.00</b>	<b>51,676.74</b>
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>	<b>171,676.74</b>	<b>235,250.00</b>	<b>-63,573.26</b>
<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
<b>Professional Administration</b>			
Wages-Prof Admin	15,600.00		
Professional Administration - Other	17,344.64	50,000.00	-32,655.36
<b>Total Professional Administration</b>	<b>32,944.64</b>	<b>50,000.00</b>	<b>-17,055.36</b>
Professional Services	3,985.00	4,500.00	-515.00
Telecommunications	389.58	2,500.00	-2,110.42
<b>Total Organization Committee</b>	<b>45,111.85</b>	<b>69,000.00</b>	<b>-23,888.15</b>
<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>	<b>13,255.43</b>	<b>95,700.00</b>	<b>-82,444.57</b>
<b>Streetscape &amp; Security Committee</b>			
Security & Public Safety	421.63	32,050.00	-31,628.37
<b>Streetcleaning Wages</b>			
Streetcleaning-Insurance	5,459.43		
Streetcleaning Wages - Other	15,514.50	31,000.00	-15,485.50
<b>Total Streetcleaning Wages</b>	<b>20,973.93</b>	<b>31,000.00</b>	<b>-10,026.07</b>

**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>Beautification-Streetscape Misc</b>	3,070.71	4,200.00	-1,129.29
<b>Total Streetscape &amp; Security Committa</b>	<u>24,466.27</u>	<u>67,250.00</u>	<u>-42,783.73</u>
<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>82,833.55</u>	<u>232,700.00</u>	<u>-149,866.45</u>
<b>Net Ordinary Income</b>	88,843.19	2,550.00	86,293.19
<b>Other Income/Expense</b>			
<b>Other Expense</b>			
<b>Void</b>	0.00		
<b>City of Oakland Loan</b>	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><u>88,843.19</u></u>	<u><u>0.00</u></u>	<u><u>88,843.19</u></u>

4:31 PM  
12/08/10  
Cash Basis

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

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