

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.