



RDA Board Meeting Agenda  
June 16, 2011 @ 8:30am  
5940 College Avenue, Suite F  
Oakland, CA 94618

1. Discussion and possible decision to approve June 16, 2011 Agenda
2. Organizational (Susan Bernosky)
3. Treasurer (Hank Levy)
  - a. Discussion and possible decision to accept May 2011 financial reports
4. Streetscape and Security (Louise Rothman-Riemer)
5. Marketing and Promotions (Joyce Gardner)
6. Land Use (Sara Wilson)
7. New Business
8. Public Comment
9. Adjourn

**rockridge district association**

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**Rockridge District Association**  
**Profit & Loss Budget Performance**  
March 2010 through May 2011

	<u>Mar '10 - May 11</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	170,000.00	1,676.74
BID Revenue-Prior Year	0.00	40,000.00	-40,000.00
Legal Noticing-City	0.00	-850.00	850.00
Loan Repay-City	0.00	-2,550.00	2,550.00
Collection Costs-City	0.00	-4,000.00	4,000.00
<b>Total BID Revenues</b>	<u>171,676.74</u>	<u>202,600.00</u>	<u>-30,923.26</u>
Out & About	100.00		100.00
Miscellaneous Income	0.00		0.00
Transfer from Reserve	0.00		0.00
<b>Total Income</b>	<u>171,776.74</u>	<u>202,600.00</u>	<u>-30,823.26</u>
<b>Expense</b>			
<b>Organization Committee</b>			
Accounting & Legal	110.00	5,000.00	-4,890.00
Board Meeting Expense	316.41	1,700.00	-1,383.59
City of Oakland Collection Cost	0.00		0.00
Insurance	1,894.00	6,000.00	-4,106.00
Office Expense	2,614.99	5,200.00	-2,585.01
Postage, Copy & Printing	477.48	3,000.00	-2,522.52
<b>Professional Administration</b>			
Wages-Prof Admin	40,000.00		
Insurance-Prof Admin	5,722.00		
Payroll Tax Expense	5,987.50		
Payroll Service Fees-Prof Admin	2,873.04		
Workers Comp-Prof Admin	162.91		
Professional Administration - Other	1,593.00		
<b>Total Professional Administration</b>	<u>56,338.45</u>	<u>60,000.00</u>	<u>3,661.55</u>
Professional Services	7,310.00	0.00	7,310.00
Telecommunications	689.58	1,000.00	-310.42
<b>Total Organization Committee</b>	<u>69,750.91</u>	<u>81,900.00</u>	<u>-12,149.09</u>
<b>Marketing &amp; Promotion Committee</b>			
Advertising & Graphics	2,194.55	2,500.00	-305.45
Events	11,958.20	4,000.00	7,958.20
Marketing & Materials	6,601.40		6,601.40
Professional Services	0.00	10,000.00	-10,000.00
Streetscape Amenities	1,581.65	5,000.00	-3,418.35
Storage & Rent	1,100.00	1,200.00	-100.00
Web Design & Communication	2,902.89	3,000.00	-97.11
<b>Total Marketing &amp; Promotion Committee</b>	<u>26,338.69</u>	<u>25,700.00</u>	<u>638.69</u>
<b>Streetscape &amp; Security Committee</b>			
Security & Public Safety	10,681.63	25,000.00	-14,318.37
Streetcleaning Wages			

Rockridge District Association  
**Profit & Loss Budget Performance**  
March 2010 through May 2011

	<u>Mar '10 - May 11</u>	<u>Annual Budget</u>	<u>Variance</u>
Streetcleaning-Insurance	8,789.55		8,789.55
Streetcleaning Wages - Other	25,935.00	37,000.00	-11,065.00
<b>Total Streetcleaning Wages</b>	<u>34,724.55</u>	<u>37,000.00</u>	<u>-2,275.45</u>
Beautification-Streetscape Misc	26,242.61	30,000.00	-3,757.39
<b>Total Streetscape &amp; Security Committe</b>	<u>71,648.79</u>	<u>92,000.00</u>	<u>-20,351.21</u>
Land Use Committee			
Miscellaneous Land Use	0.00		0.00
<b>Total Land Use Committee</b>	<u>0.00</u>		<u>0.00</u>
<b>Total Expense</b>	<u>167,738.39</u>	<u>199,600.00</u>	<u>-31,861.61</u>
<b>Net Income</b>	4,038.35	3,000.00	1,038.35

5:56 PM  
06/08/11  
Accrual Basis

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

	<u>May 31, 11</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Mechanics Checking	24,243.12
Paypal	200.00
Total Checking/Savings	<u>24,443.12</u>
Other Current Assets	
Prepaid Expense	700.00
Total Other Current Assets	<u>700.00</u>
Total Current Assets	<u>25,143.12</u>
<b>TOTAL ASSETS</b>	<b><u>25,143.12</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Out & About Payable	-4,090.00
Total Other Current Liabilities	<u>-4,090.00</u>
Total Current Liabilities	-4,090.00
Long Term Liabilities	
City of Oakland	12,750.00
Total Long Term Liabilities	<u>12,750.00</u>
Total Liabilities	8,660.00
Equity	
Unrestricted Net Assets	62,007.65
Net Income	-45,524.53
Total Equity	<u>16,483.12</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>25,143.12</u></b>