



Board Meeting Minutes
June 17th, 2010 at 9:00am
5940 College Ave., Oakland, CA

Present Members: Susan Bernosky, Louise Rothman-Riemer, Matthew Krohn, Beverley McArthur, Thelma Harris, Veronica Bhonsle, Joyce Gardner, Sarah Wilson, Joe Garrett, Grant Outerbridge,

Absent Members: Elizabeth Armstrong, Liz Taylor, Henry Levy, Jessica Pitt

Staff Present: Chris Jackson, Alyssa Griffith

Others Present: Karen Hester

- Susan Bernosky calls meeting to order at 9:06am.
- Louise moves that we approve April/May minutes with corrections noted. Matthew seconds. Approved.
- Executive Committee report out (Susan Bernosky):
 - Website is up and running – need to correct board listing – Tom is giving us reports of visits to website.
 - Getting advise from an attorney regarding bylaws and city agreement.
 - As of June 15th the city agreement has been completed and is being put into action – it will be presented in writing at next months meeting.
 - **Next month SB will bring in a report about the different business districts.**
 - Accomplishments:
 - Sidewalk repairs – going block by block
 - Fourth Bore Walking Audit – money was set aside by Caltrans to work on enhancing bicycle and pedestrian traffic. Walked the College Ave area and are working on recommendations for improvements.
 - Wine and Jazz – May 14th, 2010
 - Pancake Breakfast – April 24, 2010
 - Website – June 1st, 2010
 - Brochure printed and distributed -
- Treasurer report out (Susan Bernosky):
 - Monthly report and general ledger reviewed.
 - City of Oakland has released \$27,000 as the first quarter payment.
 - Cost containment recommended.
- Streetscape and Security (Louise Rothman-Riemer):
 - Parking
 - Presented follow-up letter to be sent to Noel Pinto, Jane Brunner, and Claremont Middle School regarding parking issues.

rockridge district association

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- **Susan moves that we send this draft letter to Noel Pinto. Thelma seconds. All in favor, none opposed.**
 - Chris reports, no word from City of Oakland on sandwich boards for now.
- Marketing and Promotions report out (Joyce Gardner):
 - Jazz and Wine event in May was a great event. Planning a Jazz and Wine Summer Sequel. Change design and background color?
 - **Sara moves that we leave everything but change the background color, Louise seconds – All in favor, none opposed.**
- Out and About report out (Karen Hester):
 - Karen distributes budget information on Out and About. Total committed is \$26,000 right now, goal is to have \$40,000 from sponsorships.
 - Lowering price of booths in order to promote more booths.
 - Street plan is going Manilla to Alcatraz.
 - City is looking closer at street fair/festival. Special events director from City of Oakland stated that Rockridge festival should have no big changes.
 - Need to do petitions and get 100-150 signatures to show that there is support for the event.
 - SB – this is the month that we vote on if we go forward with the event or not. Question on the table is who is committed to getting signatures on the petitions?
 - Karen asks for time until August 1st to get \$40,000 – there is little committed out before August 15th.
 - Sara agrees that there is not a lot promised out before the beginning August, and in turn it is ok that we wait.
 - SB – report out by email?
 - Karen says there are some funds that she can't know about yet, and states need for some wiggle room. Karen says by August 1st there will be most of the money in the bank and a lot of the vendors signed up.
 - RDA will have an expense – unknown amount.
 - **Louise moves that we extend the timeline to August 1st and need a weekly report out of financials and signatures and vendors by email - Sara seconds – all in favor – none opposed.**
- Land Use Committee report out (Sara Wilson):
 - 51 bus route is still being worked on.
 - Safeway – still waiting for environmental impact report – Sarah is in touch with John, the merchant across from Safeway, haven't heard back about survey.
 - BART – back in 2004, there were a lot of meetings about the visuals of BART – the BART station is a huge help for the business district – now Bart station is just covered in Ivy – A few months ago, a few people including Sara started getting together with the goal of getting this project up and running again – Sara shows the plan for the BART area – There should be some money coming from BART and the community/business district needs to support it –
 - **Joe moves that the RDA commits to \$20,000 for the BART project – Matthew seconds – all in favor, none opposed.**
- Open Forum:



- Annette poses a question regarding Safeway EIR meeting/writing the comments/questions – there is a forum at the Library tonight – Sarah is going to try to attend.
- Susan Bernosky adjourns meeting at 10:18am.
- NEXT MEETING 8:30am July 15th.