



February 28, 2011

Dear Prospective RDA Board Member:

We appreciate that you are considering joining the Board of the Rockridge District Association (RDA) a 501 (c) 3 organization that is formally a Business Improvement District. This is the organization that makes the Rockridge District their business. We are concerned with several important aspects of life on College Ave from Broadway to Alcatraz. The RDA focuses on the following: Streetscape (making the street more attractive, comfortable and friendly to all), Security (making sure the street is safe, clean, and secure), Promotion (promoting Rockridge as a great place to shop, eat, relax and enjoy the best of the East Bay.) and Land Use (how the land underlying the street is used, an important example is Safeway and the proposed changes to that piece of property and its impact on traffic and neighboring businesses.)

A Board Member would be involved with advocating for the continued success of the Rockridge Business District and all its Constituents. As a Board member you will be expected to attend monthly board meetings, the Annual Meeting and the Holiday Member Celebration. You will also be expected to participate on one of the following committees: Marketing & PR, Streetscape & Security, Land Use or participate in a related project. (See committee descriptions and Board Position descriptions attached.)

Monthly Meeting Schedules: Board Meeting: 8-9:30am the Third Thursday at Hank Levy's Office;
Streetscape & Security: 8-9:00am the Third Tuesday at Rockridge Cafe; Marketing & PR: 9-10:00am the Third Wednesday at Rockridge Cafe

Land Use: Varied TBA

The RDA while primarily a volunteer organization composed of merchants, business people, landlords and community members, does have three staff people. The RDA is, as you are probably aware, funded by its membership through an assessment process conducted by the City of Oakland.

rockridge district association

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We are very excited about the growth and improvement that we have seen in Rockridge, much of which is directly resulting from RDA presence. We are hopeful that you will join us. Enclosed are excerpts from the RDA by-laws which we feel have a specific relevance in understanding the Board and the RDA.

Accomplishments of the RDA include: added security during the holiday season, uniform news racks and trash containers, promotional advertising, successful "Out and About" street fairs, holiday tree lighting, and much more.

We look forward to have a further discussion with you about RDA Board membership.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Bernosky", with a long horizontal flourish extending to the right.

Susan Bernosky
President
Rockridge District Association
info@rockridgedistrict.com

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