



**RDA Agenda (Thursday, 03-16-2023)**

Meeting location: College Ave Presbyterian Church, 5951 College Avenue, Oakland, CA 94618

Virtual attendance via Zoom: [tinyurl.com/2p98t56k](https://tinyurl.com/2p98t56k)

Time: 8:30am-10:00am PST

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President — Stephanie

IV. Treasurer's Report

- a. Budget updates — Robin, Monte, Veronica
- b. Treasurer transition update — Robin, Monte, Veronica, Jody

V. Streetscape and Security

- a. Trees & tree wells — Chris
- b. Security/safety/unsheltered updates — Chris

VI. Marketing and Promotions

- a. Rock-N-Stroll / events— Jody

VII. Land Use

- a. New Businesses: Taylor Jay (retailer, 5550 College)
- b. Closed Businesses: Berkeley Kids Room (6022 College)

VIII. New Business

IX. Public Comment

X. Adjourn

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The RDA posts Agendas at 5951 College Avenue, Oakland, CA 94618. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Jackson at 510-604-3125 at least 48 hours prior to the meeting.

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**Rockridge District Association, a Rockridge Business Improvement District**

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Rockridge District Association Stated Board Meeting Minutes 2-16-23

Stephanie began the meeting 8:36am at College Avenue Presbyterian Church (5951 College Ave), declaring a quorum.

Members Present: Susan Bernosky, Veronica Bhonsle, Monte McClain, Andrew Snow, Stephanie Walton, Katy Winter

Members Absent: Robert Pennell

Staff Present: Jody Colley, Chris Jackson

Guests: Matt Zimbalist, Ellie Snow

I. The board approved today's meeting agenda by consensus

II. The board approved the Minutes from our January 2023 meeting by consensus

III. Chair's report

- a. Stephanie gave an update on her recent absences.

IV. Treasurer's Report

- a. Updates: Budget Update

- b. We are creating a new Treasury Committee to fill the void left by the resignation of our treasurer Susan Bernosky. This Treasury Committee will be comprised of Veronica and Robin

- a. (M) Monte ; (S) Katy; Passed Unanimously

- c. Monte McClain (backup) and Robin (primary) will be signers on the RDA bank account at Fremont Bank in the wake of Susan Bernosky's cancer status necessitating her resignation from the Board.

- a. (M) Veronica; (S) Andrew ; Passed Unanimously

- d. The board voted to make a Budget Update Sub-Committee that will send an update to the wider board electronically before the next board meeting in terms of our current budgetary and financial situation. (M) Veronica, (S) Katy; Unanimous Approval.

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- e. Updates: Annual Assessments — Jody is getting no response from the city. She’s unsure why.
  - a. She has done a first round of audit of the invoices and found roughly a dozen companies that have not paid. The businesses that turn over the most are the second floor businesses (such as therapists) and that don’t fill out an assessment fee form with their business license.
  - b. The city is trying to use a new mapping system to help them be more accurate in their assessments going forward in 2024.
  - c. Assessments are due March 1<sup>st</sup>. After which Jody will follow-up with merchants that are not paid up. Stephanie will help as president to get BofA to pay any delinquent fees as of March 1<sup>st</sup>.

#### V. Streetscape and Security

- d. Unsheltered (Running Agenda Discussion) — Chris
- e. We now have a Community Relief Officer (CRO) assigned to Beat 12Y.
- f. 3 restraining orders have been filed against Malachi Johnson
- g. A new tent has gone up at 62<sup>nd</sup> and Claremont. Chris has asked the CRO to address the proximity of that tent to a business.
- h. Stephanie is going to reach out to her contact with the Police Officers Union to try to drum up more help from OPD.
- i. Veronica will send video recording of some aggressive encounters with Malachi near College & Claremont to Jody to save in our RDA files.

#### f. Trees & Tree Wells — Chris

- i. We’re waiting for the \$5,000 Shop Safe Grant safety grant to be awarded so that we can use it for tree well improvement. Chris advocates replacing the Sycamore Tree near the BART station.
- ii. The City of Oakland is replacing the trash containers with older style ones. Chris has talked with the RCPC about the possibility of beautifying them with mosaics.
- iii. David – who works with our landscaping company – has been doing a great job, keeping trees pruned and in shape.

#### VI. Marketing and Promotions

- a. Fundraising — Jody
  - a. Jody is sorting out the PayPal situation so that we can use that as a way to help us in terms of fundraising going forward. When we move into more active action she’ll need someone from the board to serve as treasurer. Hopefully this will be live by our next meeting (March).

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- b. Digifli kiosks — Jody
  - i. Jody is developing a relationship with Digifil who work to recycle and refurbish computer screens to give to local merchants of the East Bay to use for as a promotion tool in individual space. Based in Alameda, they make profit by eventual advertising on the network. Jody has put that information out to the merchants.
- c. Art print faire — Proposed by a local neighbor who has past experience with business district associations. Jody is working with her on the idea of an Art Print Faire that could take place during an upcoming Rock-n-Stroll event.

VII. Land Use

- a. New Businesses: United Dumpling has opened.
- b. Closed Businesses: J Salon is closing. Pharmaca is closing.

VIII. Old Business

- a. Use of term “members” or other appropriate descriptors when addressing assessment-paying businesses in our geographic footprint — Monte will report back on the potential ways to adapt/edit our by-laws.
- b. Monte will post the meeting agenda in the window of the church 48 hours in advance of the meeting.

IX. New Business

- a. Reassigning accounts ownership— Jody
 

Jody reported that we need to reassigning account ownership to a new name following the resignation of Susan Bernosky from the board to help facilitate changes with our online accounts and applications (such as Go Daddy, Squarespace, etc.). The board moved to reassign account ownership from Susan Bernosky to Jody Colley; (M) Monte, (S) Veronica, passed unanimously.
- b. We will table addressing Board configuration and recruitment until Monte reports back on the by-laws.
- c. We voted at our informal problem-solving meeting of 2/4/23 to send a \$250 amazon gift card to Susan to express our gratitude for her service. Jody and Monte will follow-up.

X. There was no Public Comment

XI. Stephanie adjourned the meeting 9:35am.

Minutes taken by Monte McClain

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# Rockridge District Association

## Balance Sheet

As of February 28, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	51,222.69
<b>Total Bank Accounts</b>	<b>\$51,655.16</b>
<b>Total Current Assets</b>	<b>\$51,655.16</b>
<b>TOTAL ASSETS</b>	<b>\$51,655.16</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	734.00
<b>Total Credit Cards</b>	<b>\$734.00</b>
<b>Total Current Liabilities</b>	<b>\$734.00</b>
<b>Total Liabilities</b>	<b>\$734.00</b>
Equity	
Unrestricted Net Assets	55,424.64
Net Income	-4,503.48
<b>Total Equity</b>	<b>\$50,921.16</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$51,655.16</b>

# Rockridge District Association

## Profit and Loss

March 2022 - February 2023

	TOTAL		
	MAR 2022 - FEB 2023	MAR 2021 - FEB 2022 (PP)	% CHANGE
<b>Income</b>			
BID Revenues			
BID Revenue	243,690.06	160,443.84	51.88 %
<b>Total BID Revenues</b>	<b>243,690.06</b>	<b>160,443.84</b>	<b>51.88 %</b>
<b>Total Income</b>	<b>\$243,690.06</b>	<b>\$160,443.84</b>	<b>51.88 %</b>
<b>GROSS PROFIT</b>	<b>\$243,690.06</b>	<b>\$160,443.84</b>	<b>51.88 %</b>
<b>Expenses</b>			
Bank service charges	1,463.82	1,062.67	37.75 %
Interest		6.67	-100.00 %
<b>Marketing &amp; Promotion Committee</b>			
Advertising & Graphics	12,593.46	1,700.52	640.57 %
Advertising/Promotional	151.93		
Events	3,264.98	610.00	435.24 %
Marketing & Materials	1,643.40	-2,448.22	167.13 %
Rock n Stroll	31,449.50	18,421.16	70.72 %
Rock n Stroll Donations		-3,000.00	100.00 %
Web Design & Communication	25,381.30	28,321.26	-10.38 %
<b>Total Marketing &amp; Promotion Committee</b>	<b>74,484.57</b>	<b>43,604.72</b>	<b>70.82 %</b>
<b>Organization Committee</b>			
Accounting & Legal	3,960.00	5,210.00	-23.99 %
Administrative	6,000.00	2,000.00	200.00 %
Insurance	2,567.00	3,573.00	-28.16 %
Office Expense	149.90	235.67	-36.39 %
Postage, Copy & Printing	-2,418.38	289.12	-936.46 %
<b>Professional Administration</b>			
Insurance-Prof Admin	0.00	6,612.00	-100.00 %
Payroll Service Fees-Prof Admin	1,357.69	1,144.52	18.63 %
Payroll Tax Expense	3,678.93	4,464.05	-17.59 %
Wages-Prof Admin	45,619.98	54,967.96	-17.01 %
Workers Comp-Prof Admin	872.75	1,076.75	-18.95 %
<b>Total Professional Administration</b>	<b>51,529.35</b>	<b>68,265.28</b>	<b>-24.52 %</b>
Telecommunications		325.27	-100.00 %
<b>Total Organization Committee</b>	<b>61,787.87</b>	<b>79,898.34</b>	<b>-22.67 %</b>
<b>Streetscape &amp; Security Committee</b>			
Beautification-Streetscape Misc	104,632.44	65,598.46	59.50 %
<b>Total Streetscape &amp; Security Committee</b>	<b>104,632.44</b>	<b>65,598.46</b>	<b>59.50 %</b>
Uncategorized Expense	5,824.84	4,193.22	38.91 %
<b>Total Expenses</b>	<b>\$248,193.54</b>	<b>\$194,364.08</b>	<b>27.70 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -4,503.48</b>	<b>\$ -33,920.24</b>	<b>86.72 %</b>

# Rockridge District Association

## Profit and Loss

March 2022 - February 2023

	TOTAL		
	MAR 2022 - FEB 2023	MAR 2021 - FEB 2022 (PP)	% CHANGE
Other Income			
Other Income		11,300.00	-100.00 %
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$11,300.00</b>	<b>-100.00 %</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$11,300.00</b>	<b>-100.00 %</b>
NET INCOME	<b>\$ -4,503.48</b>	<b>\$ -22,620.24</b>	<b>80.09 %</b>

# Rockridge District Association

## Profit and Loss

February 2022 - February 2023

	TOTAL	
	FEB 2022 - FEB 2023	FEB 2021 - FEB 2022 (PY)
Income		
BID Revenues		
BID Revenue	243,690.06	160,443.84
<b>Total BID Revenues</b>	<b>243,690.06</b>	<b>160,443.84</b>
<b>Total Income</b>	<b>\$243,690.06</b>	<b>\$160,443.84</b>
GROSS PROFIT	<b>\$243,690.06</b>	<b>\$160,443.84</b>
Expenses		
Bank service charges	1,607.94	1,111.67
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	12,749.46	1,700.52
Advertising/Promotional	151.93	
Events	3,264.98	610.00
Marketing & Materials	1,643.40	-2,448.22
Rock n Stroll	31,695.40	18,421.16
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,381.30	28,321.26
<b>Total Marketing &amp; Promotion Committee</b>	<b>76,886.47</b>	<b>43,604.72</b>
Organization Committee		
Accounting & Legal	4,290.00	5,870.00
Administrative	6,500.00	2,000.00
Insurance	3,813.00	4,819.00
Office Expense	301.00	235.67
Postage, Copy & Printing	-2,418.38	289.12
Professional Administration		
Insurance-Prof Admin	0.00	7,232.00
Payroll Service Fees-Prof Admin	1,452.49	1,228.49
Payroll Tax Expense	3,965.60	4,900.34
Wages-Prof Admin	49,367.31	58,715.29
Workers Comp-Prof Admin	872.75	1,076.75
<b>Total Professional Administration</b>	<b>55,658.15</b>	<b>73,152.87</b>
Telecommunications		325.27
<b>Total Organization Committee</b>	<b>68,143.77</b>	<b>86,691.93</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	109,354.43	68,294.46
<b>Total Streetscape &amp; Security Committee</b>	<b>109,354.43</b>	<b>68,294.46</b>
Uncategorized Expense	10,018.06	4,193.22
<b>Total Expenses</b>	<b>\$266,010.67</b>	<b>\$203,912.65</b>
<b>NET OPERATING INCOME</b>	<b>\$ -22,320.61</b>	<b>\$ -43,468.81</b>



# Rockridge District Association

## Profit and Loss

February 2022 - February 2023

	TOTAL	
	FEB 2022 - FEB 2023	FEB 2021 - FEB 2022 (PY)
Other Income		
Other Income		11,300.00
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$11,300.00</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$11,300.00</b>
NET INCOME	<b>\$ -22,320.61</b>	<b>\$ -32,168.81</b>