



RDA Agenda

Thursday, 11-18-21 Location: College Ave Presbyterian Church 5951 College Ave

Zoom is also available upon request

Time: 8:30 am- 10:00 am

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President
- b. Redistricting

IV. Treasurer's Report

- a. Updates

V. Streetscape and Security:

- a. Updates
- b. Unsheltered (Running Agenda Discussion)

VI. Marketing and Promotions:

- a. Updates – Jody Colley
- b. Holiday breakfast on Dec. 1 at The Golden Squirrel

VII. Land Use:

- a. Closed Businesses:
- b. New Businesses:

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 5940 College Avenue, Suite A, 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.

Rockridge District Association, a Rockridge Business Improvement District

5940 College Ave Ste F ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

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Minutes of the RDA Meeting Thursday, Oct. 21 16, 2021
Held at CAOC Presbyterian Church 5951 College Ave & online via Zoom

RDA Agenda

Thursday, 10-21-21 Location: College Ave Presbyterian Church 5951 College Ave.
Zoom is also available upon request
Time: 8:30 am - 10:00 am

Board members: Robin, Andrew, Susan, Veronica, Katy, Faunus, Stephanie
Also: Jody, Chris

- I. Approve Agenda II. Approve Minutes III. Chair's report
Veronica and Robin move to approve; unanimous approval, 8:37am
- II. Approve Minutes Veronica and Robin move to approve; unanimous approval
- III. Updates from our President
Stephanie is impressed with the overall vibe in the district now, feeling comfortable in shopping, and new businesses coming to the district seems healthy.
- IV. Treasurer's Report (Disbursement Schedule 4/30 | 7/31 | 10/31)
Average \$14,000/month spending.
\$59,000 check from the City of Oakland arrived. Asked for a remaining \$59,000 check from the City of Oakland.
Can now pay Jody \$500/month for administrative support starting with her Nov. 1, 2021, invoice.
Jody has been monitoring the info@ email box.
The City of Oakland has been more responsive and helpful in resolving outstanding assessment fees of qualifying merchants.
Susan has been successful in collecting outstanding assessments and waiving some penalties, interest, and fees. Members can now pay online in real time.

a. Updates

V. Streetscape and Security:

Chris reports 97.78% occupancy rate on storefronts. We have very few empty storefronts. Market Hall is using old Alta Bates space for retail activities.
City approved granite for tree wells; this will be at their expense and not the RDA's.
Discussion on sidewalk repairs and logic behind which sections the City is tearing up and which ones they are not. DOT should stop work during the holiday season, but we will see.
Other districts seem to be hiring staff.

- a. Updates
Unsheltered (Running Agenda Discussion)

- b. Had some interactions with homeless; had to get help from Montclair

VI. Marketing and Promotions: a. Updates – Jody Colley

- a. Jody reviewed her Marketing Report (enclosed), recapping Rock-N-Stroll, Halloween, and Holiday marketing
- b. Stephanie and Chris met with 21 merchants and restaurants in the district. They report that overwhelming people they met with favor the Rock-N-Stroll model. There were 2 merchants that wanted an Out & About Festival model. Merchants enjoyed the live music; said it was good for business.

VII. Land Use:

- 1. Closed Businesses:
- 2. New Businesses: Rooted Floral Design (5239 College Avenue)

VIII. New Business:

Discussed questions regarding having a non-business owner as President of the board; which is acceptable under our bylaws.

IX. Public Comment: none.

X. Adjourn 9:23am

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Rockridge District Association

Profit and Loss YTD Comparison

March - October, 2021

	TOTAL	
	MAR - OCT, 2021	MAR - OCT, 2020 (PY YTD)
Income		
BID Revenues		40,506.36
BID Revenue	160,443.84	78,752.72
Total BID Revenues	160,443.84	119,259.08
Total Income	\$160,443.84	\$119,259.08
GROSS PROFIT	\$160,443.84	\$119,259.08
Expenses		
Bank service charges	500.56	80.00
Interest	6.67	
Marketing & Promotion Committee		
Advertising & Graphics	698.07	267.34
Events	500.00	1,133.83
Marketing & Materials	137.39	
Rock n Stroll	10,869.46	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	18,869.43	6,500.00
Total Marketing & Promotion Committee	28,074.35	7,901.17
Organization Committee		
Accounting & Legal	3,890.00	3,238.00
Insurance	2,327.00	3,109.07
Office Expense	47.07	383.28
Postage, Copy & Printing	289.12	251.17
Professional Administration		
Insurance-Prof Admin	4,960.00	4,520.00
Payroll Service Fees-Prof Admin	693.42	671.76
Payroll Tax Expense	2,293.36	2,293.36
Wages-Prof Admin	29,978.64	29,978.64
Workers Comp-Prof Admin	936.50	938.75
Total Professional Administration	38,861.92	38,402.51
Telecommunications	325.27	
Total Organization Committee	45,740.38	45,384.03
Out & About Expenses		500.00
Streetscape & Security Committee		
Beautification-Streetscape Misc	46,807.27	36,068.46
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
Total Streetcleaning Wages		505.00
Total Streetscape & Security Committee	46,807.27	36,573.46
Uncategorized Expense	0.00	2,424.78
Total Expenses	\$121,129.23	\$92,863.44
NET OPERATING INCOME	\$39,314.61	\$26,395.64
NET INCOME	\$39,314.61	\$26,395.64

Rockridge District Association

Profit and Loss

October 2021

	TOTAL	
	OCT 2021	OCT 2020 (PY)
Income		
BID Revenues		
BID Revenue	59,910.26	
Total BID Revenues	59,910.26	
Total Income	\$59,910.26	\$0.00
GROSS PROFIT	\$59,910.26	\$0.00
Expenses		
Bank service charges	113.34	10.00
Marketing & Promotion Committee		
Advertising & Graphics	266.81	
Events	500.00	
Rock n Stroll	3,750.74	
Web Design & Communication	2,406.31	3,000.00
Total Marketing & Promotion Committee	6,923.86	3,000.00
Organization Committee		
Accounting & Legal	330.00	330.00
Insurance	2,327.00	2,248.00
Professional Administration		
Insurance-Prof Admin	620.00	565.00
Payroll Service Fees-Prof Admin	94.80	83.97
Payroll Tax Expense	286.66	286.66
Wages-Prof Admin	3,747.33	3,747.33
Workers Comp-Prof Admin	278.50	278.25
Total Professional Administration	5,027.29	4,961.21
Total Organization Committee	7,684.29	7,539.21
Streetscape & Security Committee		
Beautification-Streetscape Misc	11,314.00	3,190.00
Total Streetscape & Security Committee	11,314.00	3,190.00
Total Expenses	\$26,035.49	\$13,739.21
NET OPERATING INCOME	\$33,874.77	\$ -13,739.21
NET INCOME	\$33,874.77	\$ -13,739.21

Rockridge District Association

Balance Sheet

As of October 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	128,874.93
Total Bank Accounts	\$129,307.40
Total Current Assets	\$129,307.40
TOTAL ASSETS	\$129,307.40
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	647.91
Total Credit Cards	\$647.91
Total Current Liabilities	\$647.91
Long-Term Liabilities	
PPP Loan	11,300.00
Total Long-Term Liabilities	\$11,300.00
Total Liabilities	\$11,947.91
Equity	
Unrestricted Net Assets	78,044.88
Net Income	39,314.61
Total Equity	\$117,359.49
TOTAL LIABILITIES AND EQUITY	\$129,307.40