



## RDA Agenda (Thursday, 1-18-2024)

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

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

Join via Zoom Meeting

<https://us02web.zoom.us/j/88040772391?pwd=UXR4RE5PN UdUalM2MkZwa3c4RTBaQT09>

Meeting ID: 880 4077 2391

Passcode: 268426

One tap mobile +16699006833,,88040772391# US (San Jose)

+16694449171,,88040772391# US

### I. Approve Agenda

### II. Approve Minutes

### III. Chair's report

- a. Updates from our President — Monte

### IV. Treasurer's Report

- b. Treasury committee update
- c. CPA search update - Monte

### V. Streetscape and Security

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

### VI. Marketing and Promotions

- a. Updates & 2024 planning — Jody

### VII. Land Use

### VIII. Old Business

- a. Collections on Assessments—Jody
- b. Updating vendors and accounts with Officer and Address changes — Jody, Robin, Monte

### IX. 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.

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

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

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RDA Meeting Minutes  
Thursday, 11-16-2023

Members Present: Veronica Bhonsle, Monte McClain, Robert Pennell, Katy Winter,

Members Absent: Matt Zimbalist (Re-Up),

Staff Present: Jody Colley, Chris Jackson

Guest: Louise Rothman-Reimer

Monte began the meeting 8:36 am on Zoom, noting a Quorum.

I. The directors approved the agenda by consent.

II. The directors approved the Minutes from the October 23 meeting by consent.

III. Chair's report

- a. Updates from our President — Monte
- b. Talk about the disbursement check.
- c. The board of directors elected Louise Election of Louise Rothman-Reimer to fill one of our board empty spots, with a term of 1 year. Unanimous consent.

IV. Treasurer's Report

- d. Treasury committee update
- e. Robin shared briefly – time coming up to help with details.
- f. \$175,000
- g. Finance in General:

-Monte volunteered gather a search committee to identify a CPA for the audit; as well as to talk with Robin Rosario who has offered to take over and help with our accounting needs as our current accounting firm (the Henry Levy Group) needs to end working with us due to staff limitations. (see Jody's proposal that the board enthusiastically endorsed at end of minutes).\*

V. Streetscape and Security

a. Trees & tree wells — Chris

b. Security/safety/unsheltered updates — Chris

- we have a contact with CCA – 5287 College, blight and graffiti
- retaining wall on Broadway (graffiti)
- better homes realty is installing a new gate
- Chris connected with the new captain of TJ's – to talk about landscaping
- Auto burglaries – still problematic.
- Armed robberies have decreased

- Good response from OPD. Their hands are tied in terms of what they can do.
- Oakland seems to be holding up permitting. The city seems to be ignoring Dan Kalb's office.
- We have a new crew doing trash can repair and replacement.
- Our holiday decorations will be going up on the week of Thanksgiving.
- How do we encourage folks to get festive – light up for the holiday season.
- Chris talked of a merchant complaining about the DG. Monte requested that Chris send folks to him who are complaining to take the edge of Chris.

How can we observe what is going on in terms of decorations, shopping, people coming out....

## VI. Marketing and Promotions

- Update website business directory — Jody
- Successful Halloween event. Seems to be our flagship event for each year. Our neighborhood is great for kids. The RCPC is possibly waning in interest. We may need to invest more. WE may have enough bags for next year. Kelly Wright gave \$1,000. We spent \$800.
- Jody is going to be promoting what the merchants are doing in Holiday 2023.
- Jody will get info out to folks about the city push for holiday.

## VII. Land Use

Nothing really to report.

Highwire is moving into the old Alta Bates space.

Market Hall will expand.

## VIII. Old Business

- Collections on Assessments—Jody
- Jody will be updating the business directory now that we have the list of merchants who have paid. (during holiday break)

## IX. New Business

- Updating vendors and accounts with Officer and Address changes — Jody
  - Jody to send out Donation Letters in January for 2023 contributions – Jody sending them out at the end of the year.
- Allocate up to \$1,000 for holiday music. Veronica (M); Louise (S); unanimous approval

## IX. Public Comment

## X. Adjourn

Monte adjourned the meeting at 9:29a,

Minutes taken by Monte McClain

### \*Proposal by Jody regarding Auditing and Accounting:

Jody proposed that we do a financial audit.

Given our recent change in address and the loss of our previous long-time Treasurer, we should perform an audit of all of our accounts payable vendors to a) ensure we have a full accounting who they are, b) make sure they have our new address and contact information, and c) that we are able to login to these accounts to manage them.

My recommendation is that we begin by conducting an audit to capture all of our payables as follows:

- Ask Henry Levy Group for a detailed check register for a 2-year period (2022 & 2023)
- Switch our bank credit card from Susan to Monte; pull a transaction report for the past 2 year period (2022 & 2023)

- Make sure Monte has banking account login access and pulls a transaction report for the past 2 year period (2022 & 2023)

The credit card is on auto-pay.

Start all of this in January 2023

Go Daddy

Square Space

Microsoft

Need to get business license.

Louise brought up the point of ensuring that we're getting interest

Jody suggested that \$170,000 is a good number to use as a basis.

We need 90 days to report back on the audits, finances, etc. (February 2023).

These three actions should capture all vendors the RDA works with, unless there are accounts that Susan personally paid and either got reimbursed or donated to the organization. For instance, it is likely that Susan donated our Microsoft One Drive (our archives) / Outlook services (email). I have yet to be able to login to these accounts and am

not sure I currently have full access to the archives. Also, because our credit card is set to autopay, it will give us an idea of any recurring charges we are paying for but may be unaware of.

In addition, and to aid the efforts above, we need to get a copy of our business license from the City of Oakland. The City had told me they were mailing it, but it never arrived at our office. I recommend someone go to the City to get a hard copy print out (and scan it so we have a digital copy). Some vendors will need this, in conjunction with the board minutes when Susan resigned and new officers were elected, in order to change our account ownership. I believe this is the case with Microsoft. Alternatively, we may need to cut our losses and start anew with Google Suite or similar.

Finally, there is the matter of who does these tasks above. I am certainly happy to assist as I have experience, and this could be a January project. I am more than happy to see someone else do it! We could wait until after Dec. 31 to get the full 2-year accounting records needed — which is data we could then also use for more detailed budgeting on our new fiscal calendar (Jan - Dec) moving forward.

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# Rockridge District Association

## Balance Sheet

As of December 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	104,468.24
<b>Total Bank Accounts</b>	<b>\$104,900.71</b>
<b>Total Current Assets</b>	<b>\$104,900.71</b>
<b>TOTAL ASSETS</b>	<b>\$104,900.71</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	252.00
<b>Total Credit Cards</b>	<b>\$252.00</b>
<b>Total Current Liabilities</b>	<b>\$252.00</b>
<b>Total Liabilities</b>	<b>\$252.00</b>
Equity	
Unrestricted Net Assets	50,921.16
Net Income	53,727.55
<b>Total Equity</b>	<b>\$104,648.71</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$104,900.71</b>

# Rockridge District Association

## Profit and Loss

March - December, 2023

	TOTAL	
	MAR - DEC, 2023	MAR - DEC, 2022 (PY)
Income		
BID Revenues		
BID Revenue	206,333.20	243,896.31
<b>Total BID Revenues</b>	<b>206,333.20</b>	<b>243,896.31</b>
<b>Total Income</b>	<b>\$206,333.20</b>	<b>\$243,896.31</b>
GROSS PROFIT	<b>\$206,333.20</b>	<b>\$243,896.31</b>
Expenses		
Bank service charges	1,238.53	1,207.85
Marketing & Promotion Committee		
Advertising & Graphics	2,897.75	7,754.57
Advertising/Promotional		247.95
Events	-23.10	3,044.98
Marketing & Materials	270.00	1,393.40
Rock n Stroll	8,000.00	30,949.50
Web Design & Communication	20,292.67	21,381.30
<b>Total Marketing &amp; Promotion Committee</b>	<b>31,437.32</b>	<b>64,771.70</b>
Organization Committee		
Accounting & Legal	3,375.00	3,300.00
Administrative	5,000.00	5,000.00
Insurance	936.00	2,333.00
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	571.98
Professional Administration		
Payroll Service Fees-Prof Admin	1,497.89	1,127.71
Payroll Tax Expense	4,646.10	2,866.71
Wages-Prof Admin	60,733.40	37,473.30
Workers Comp-Prof Admin	618.00	682.75
<b>Total Professional Administration</b>	<b>67,495.39</b>	<b>42,150.47</b>
<b>Total Organization Committee</b>	<b>77,754.16</b>	<b>53,505.35</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	38,480.26	99,462.01
<b>Total Streetscape &amp; Security Committee</b>	<b>38,480.26</b>	<b>99,462.01</b>
Uncategorized Expense	3,695.38	5,824.84
<b>Total Expenses</b>	<b>\$152,605.65</b>	<b>\$224,771.75</b>
NET OPERATING INCOME	<b>\$53,727.55</b>	<b>\$19,124.56</b>
NET INCOME	<b>\$53,727.55</b>	<b>\$19,124.56</b>

# Rockridge District Association

## Profit and Loss

December 2022 - December 2023

	TOTAL	
	DEC 2022 - DEC 2023	DEC 2021 - DEC 2022 (PY)
Income		
BID Revenues		
BID Revenue	259,050.60	243,896.31
<b>Total BID Revenues</b>	<b>259,050.60</b>	<b>243,896.31</b>
<b>Total Income</b>	<b>\$259,050.60</b>	<b>\$243,896.31</b>
GROSS PROFIT	<b>\$259,050.60</b>	<b>\$243,896.31</b>
Expenses		
Bank service charges	1,624.91	1,641.90
Marketing & Promotion Committee		
Advertising & Graphics	8,611.64	8,722.07
Advertising/Promotional	131.98	247.95
Events	3,056.93	3,044.98
Marketing & Materials	620.00	1,293.40
Rock n Stroll	18,025.00	34,460.40
Web Design & Communication	26,544.67	28,083.25
<b>Total Marketing &amp; Promotion Committee</b>	<b>56,990.22</b>	<b>75,852.05</b>
Organization Committee		
Accounting & Legal	4,365.00	4,290.00
Administrative	6,500.00	7,000.00
Insurance	1,170.00	3,579.00
Office Expense	22.00	338.50
Postage, Copy & Printing	-2,064.59	571.98
Professional Administration		
Insurance-Prof Admin		1,032.00
Payroll Service Fees-Prof Admin	1,931.81	1,484.01
Payroll Tax Expense	5,744.99	4,750.72
Wages-Prof Admin	72,627.41	58,715.29
Workers Comp-Prof Admin	808.00	823.00
<b>Total Professional Administration</b>	<b>81,112.21</b>	<b>66,805.02</b>
<b>Total Organization Committee</b>	<b>91,104.62</b>	<b>82,584.50</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	48,446.62	108,334.00
<b>Total Streetscape &amp; Security Committee</b>	<b>48,446.62</b>	<b>108,334.00</b>
Uncategorized Expense	3,695.38	10,018.06
<b>Total Expenses</b>	<b>\$201,861.75</b>	<b>\$278,430.51</b>
NET OPERATING INCOME	<b>\$57,188.85</b>	<b>\$ -34,534.20</b>
NET INCOME	<b>\$57,188.85</b>	<b>\$ -34,534.20</b>