



## RDA Agenda (Thursday, 1-19-2023)

Location: College Ave Presbyterian Church 5951 College Avenue (Zoom available upon request)

Time: 8:30-10am

- I. Approve Agenda
- II. Approve Minutes
- III. Chair's report
  - a. Updates from our President
- IV. Treasurer's Report
  - a. Updates: Budget Update
- V. Streetscape and Security
  - a. Unsheltered (Running Agenda Discussion) — Chris Jackson
  - b. Trees & Tree Wells — Chris Jackson
  - c. Security subcommittee report — Veronica
- VI. Marketing and Promotions
  - a. Rock-N-Stroll — Jody Colley
  - b. Fundraising — Jody Colley
  - c. Holiday Breakfast recap (Dec. 8) — those who attended
- VII. Land Use
  - a. New Businesses:
  - b. Closed Businesses:
- VIII. Old Business
  - a. Use of term "members" or other appropriate descriptors when addressing assessment-paying businesses in our geographic footprint
- IX. New Business
- X. Public Comment
- XI. 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 A ▪ Oakland ▪ CA 94618

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## RDA Minutes for the meeting of Thursday, 11-17-2022

Robin opened the meeting at 8:37am, recognizing a quorum as we met hybridly at College Avenue Presbyterian Church and via Zoom.

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

Staff: Chris Jackson; Jody Colley

### I. Approve Agenda

Passed unanimously – with the amendment Vote on Operations Manager pay should have been listed as an "action item" on the agenda (Jody's error)

### II. Approve Minutes

(M) Veronica, (S) Stephanie, Passed unanimously

### III. Chair's report

a. Updates from our President

b. Explore with the Board a \$5,000 potential gift to a local profit (Youth Alive) with money or using our resources (space, events) /criteria and process for donating funds.

- The Treasurer recommends promoting Youth Alive fundraiser to our merchants and community via our newsletter, as opposed to using the RDA funds.

### IV. Treasurer's Report

a. Updates: Budget Update

b. The RDA will cover the COLA (Cost of Living Adjustment) for Chris' salary.

(M) Robbin; (S) Veronica; Passed unanimously.

### V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion) — Chris Jackson

b. Trees & Tree Wells — Chris Jackson

- Waiting to hear about funding from Mayor's office for walking security. Rubberized tree well may be on hold until City money is replenished.

c. Security subcommittee report — Veronica

- The event had a good turnout. Monte captured most of the presentation via Zoom video. Chris and he will put their heads together and share what's appropriate.

### VI. Marketing and Promotions

a. Rock-N-Stroll (Nov. 12) — Jody Colley

- It was a normal kind of Rock-N-Stroll, with maybe less attendance than usual because of the weather and busyness of the holiday season.
- We have new merchants getting involved. They don't have as large of an established marketing reach. Jody is looking at how to expand participation on the south end of the avenue. Jody feels good about the next year of Rock-N-Stroll.

b. Holiday Promotions — Jody Colley

- There are various events happening around all of the weekends in December. Without one big event it's harder to market with advertisers.

c. Holiday Breakfast (Dec. 8) —Jody Colley

- Jody sent out a proposed agenda for the event.
- Stephanie will host. Robbin will bounce. They'll make up a program. Monte will help welcome (brining nametags). Chris has invited all the public entities. Susan invited all of the people of the City of Oakland with whom we work.
- Monte will bring a portable microphone

VII. Land Use

a. New Businesses:

- A Chance of Meatballs (6099 Claremont Ave),
- The Wardrobe Project (5461 College Avenue);
- The Golden Bug is expanding.
- Bella Vita is expanding.

b. Closed Businesses: Noodle Theory (6099 Claremont Ave)

VIII. New Business

- Tabling until January 2023 talking about our By-Laws and how we can best identify our members/merchants/neighbors. Specifically targeting our therapist neighbors.

IX. Public Comment

X. Adjourn

X. Public Comment

There was no public comment.

XI. Stephanie adjourned the meeting 9:33am.

Minutes taken by Monte McClain

# Rockridge District Association

## Balance Sheet

As of December 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	75,283.76
<b>Total Bank Accounts</b>	<b>\$75,716.23</b>
<b>Total Current Assets</b>	<b>\$75,716.23</b>
<b>TOTAL ASSETS</b>	<b>\$75,716.23</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	1,167.03
<b>Total Credit Cards</b>	<b>\$1,167.03</b>
<b>Total Current Liabilities</b>	<b>\$1,167.03</b>
<b>Total Liabilities</b>	<b>\$1,167.03</b>
Equity	
Unrestricted Net Assets	55,424.64
Net Income	19,124.56
<b>Total Equity</b>	<b>\$74,549.20</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$75,716.23</b>

# Rockridge District Association

## Profit and Loss

March - December, 2022

	TOTAL	
	MAR - DEC, 2022	MAR - DEC, 2021 (PY)
Income		
BID Revenues		
BID Revenue	243,896.31	160,443.84
<b>Total BID Revenues</b>	<b>243,896.31</b>	<b>160,443.84</b>
<b>Total Income</b>	<b>\$243,896.31</b>	<b>\$160,443.84</b>
GROSS PROFIT	<b>\$243,896.31</b>	<b>\$160,443.84</b>
Expenses		
Bank service charges	1,207.85	807.88
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	7,192.29	733.02
Advertising/Promotional	247.95	
Events	3,044.98	610.00
Marketing & Materials	1,393.40	-2,448.22
Rock n Stroll	31,511.78	18,125.26
Rock n Stroll Donations		-3,000.00
Web Design & Communication	21,381.30	24,205.26
<b>Total Marketing &amp; Promotion Committee</b>	<b>64,771.70</b>	<b>38,225.32</b>
Organization Committee		
Accounting & Legal	3,300.00	4,550.00
Administrative	5,000.00	1,000.00
Insurance	2,333.00	2,327.00
Office Expense	149.90	47.07
Postage, Copy & Printing	571.98	289.12
Professional Administration		
Insurance-Prof Admin	0.00	6,254.00
Payroll Service Fees-Prof Admin	1,127.71	954.92
Payroll Tax Expense	2,866.71	2,866.71
Wages-Prof Admin	37,473.30	37,473.30
Workers Comp-Prof Admin	682.75	936.50
<b>Total Professional Administration</b>	<b>42,150.47</b>	<b>48,485.43</b>
Telecommunications		325.27
<b>Total Organization Committee</b>	<b>53,505.35</b>	<b>57,023.89</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	99,462.01	60,876.47
<b>Total Streetscape &amp; Security Committee</b>	<b>99,462.01</b>	<b>60,876.47</b>
Uncategorized Expense	5,824.84	0.00
<b>Total Expenses</b>	<b>\$224,771.75</b>	<b>\$156,940.23</b>
NET OPERATING INCOME	<b>\$19,124.56</b>	<b>\$3,503.61</b>

# Rockridge District Association

## Profit and Loss

March - December, 2022

	TOTAL	
	MAR - DEC, 2022	MAR - DEC, 2021 (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>\$19,124.56</b>	<b>\$14,803.61</b>

# Rockridge District Association

## Profit and Loss

December 2021 - December 2022

	TOTAL	
	DEC 2021 - DEC 2022	DEC 2020 - DEC 2021 (PY)
Income		
BID Revenues		
BID Revenue	243,896.31	160,443.84
<b>Total BID Revenues</b>	<b>243,896.31</b>	<b>160,443.84</b>
<b>Total Income</b>	<b>\$243,896.31</b>	<b>\$160,443.84</b>
GROSS PROFIT	<b>\$243,896.31</b>	<b>\$160,443.84</b>
Expenses		
Bank service charges	1,641.90	876.88
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	8,159.79	2,330.71
Advertising/Promotional	247.95	
Events	3,044.98	610.00
Marketing & Materials	1,293.40	201.78
Rock n Stroll	35,022.68	18,125.26
Rock n Stroll Donations		-3,000.00
Web Design & Communication	28,083.25	25,155.85
<b>Total Marketing &amp; Promotion Committee</b>	<b>75,852.05</b>	<b>43,423.60</b>
Organization Committee		
Accounting & Legal	4,290.00	5,870.00
Administrative	7,000.00	1,000.00
Insurance	3,579.00	3,573.00
Office Expense	338.50	347.07
Postage, Copy & Printing	571.98	289.12
Professional Administration		
Insurance-Prof Admin	1,032.00	8,114.00
Payroll Service Fees-Prof Admin	1,484.01	1,362.70
Payroll Tax Expense	4,750.72	4,316.47
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	823.00	1,250.00
<b>Total Professional Administration</b>	<b>66,805.02</b>	<b>67,258.46</b>
Telecommunications		325.27
<b>Total Organization Committee</b>	<b>82,584.50</b>	<b>78,662.92</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	108,334.00	74,724.64
<b>Total Streetscape &amp; Security Committee</b>	<b>108,334.00</b>	<b>74,724.64</b>
Uncategorized Expense	10,018.06	2,767.60
<b>Total Expenses</b>	<b>\$278,430.51</b>	<b>\$200,472.29</b>
NET OPERATING INCOME	<b>\$ -34,534.20</b>	<b>\$ -40,028.45</b>

# Rockridge District Association

## Profit and Loss

December 2021 - December 2022

	TOTAL	
	DEC 2021 - DEC 2022	DEC 2020 - DEC 2021 (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>\$ -34,534.20</b>	<b>\$ -28,728.45</b>