



RDA Agenda (Thursday, 2-16-2023)

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 — Robin
 - b. Updates: Annual Assessments — Jody
- V. Streetscape and Security
 - a. Unsheltered (Running Agenda Discussion) — Chris
 - b. Trees & Tree Wells — Chris
 - c. Shop Safe Grant Funding; Tree Well Grant Funding — Chris
- VI. Marketing and Promotions
 - a. Fundraising — Jody
 - b. Digifli kiosks — Jody
 - c. Art print faire — Jody
- VII. Land Use
 - c. New Businesses:
 - d. Closed Businesses:
- VIII. Old Business
 - a. Use of term "members" or other appropriate descriptors when addressing assessment-paying businesses in our geographic footprint — Monte
- IX. New Business
 - e. Treasurer resignation & replacement plan — Robin
 - f. Reassigning accounts ownership— Jody
 - g. Board configuration and recruitment
- 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
▪ Phone 510-604-3125 ▪

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Minutes of the RDA Board Meeting of RDA Thursday, 01-19-2023
Location: College Avenue Presbyterian Church | 5951 College Ave & Zoom

Stephanie opened the meeting at 8:34am, recognizing a quorum.

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

Absent: Andrew Snow,

Staff: Chris Jackson; Jody Colley

Guest: Matt Zimbalist (Re-Up)

I. Approve Agenda

(M) Monte; (S) Robin; PASSED Unanimous

II. Approve Minutes

(M) Robin; (S) Stephanie; PASSED Unanimous

III. Chair's report

a. Updates from our President

IV. Treasurer's Report

a. Updates: Budget Update

Susan updated us on the budget situation, helping us to know we have less money than projected. As a result, we decided to postpone any Rock-n-Stroll Events until April (unanimous consent)

V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion) — Chris Jackson

David (who is often outside Trader Joe's) has left his permanent housing and returned to the avenue.

b. Security subcommittee report — Veronica

We discussed the value of doing the gathering that we did in October, and the importance of helping merchants-members-neighbors understand security issues and options.

VI. Marketing and Promotions

a. Rock-N-Stroll

See above in the Treasurer's report

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b. Fundraising — Jody Colley

1.12.23 Jody applied for a grant today with the City of Oakland for up to \$20,000 for Rock-N-Stroll.

As a board by consent we said that we should apply for the Shop Safe grant of \$20,000.

c. Holiday Breakfast recap (12/8/22)

Veronica shared about the holiday breakfast. We discussed, wondering together if we might have more attendance and participation if it was in the evening (at an happy hour moment) as opposed to the morning.

VII. Land Use

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

VIII. New Business

Monte will work on the By-Laws looking to what we may need to update and report at the next meeting. Specifically we're looking at the use of term "members" or other appropriate descriptors when addressing assessment-paying businesses in our geographic footprint (thinking of therapist neighbors).

IX. Public Comment

X. Adjourn

X. Public Comment

There was no public comment.

XI. Stephanie adjourned the meeting 9:12am.

Minutes taken by Monte McClain

Rockridge District Association

Profit and Loss

March 2022 - January 2023

	TOTAL	
	MAR 2022 - JAN 2023	MAR 2021 - JAN 2022 (PY)
Income		
BID Revenues		
BID Revenue	243,896.31	160,443.84
Total BID Revenues	243,896.31	160,443.84
Total Income	\$243,896.31	\$160,443.84
GROSS PROFIT	\$243,896.31	\$160,443.84
Expenses		
Bank service charges	1,337.28	918.55
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	12,093.46	1,544.52
Advertising/Promotional	247.95	
Events	3,264.98	610.00
Marketing & Materials	1,393.40	-2,448.22
Rock n Stroll	31,149.50	18,175.26
Rock n Stroll Donations		-3,000.00
Web Design & Communication	23,381.30	26,321.26
Total Marketing & Promotion Committee	71,530.59	41,202.82
Organization Committee		
Accounting & Legal	3,630.00	4,880.00
Administrative	5,500.00	1,500.00
Insurance	2,333.00	2,327.00
Office Expense	149.90	84.57
Postage, Copy & Printing	-2,418.38	289.12
Professional Administration		
Insurance-Prof Admin	0.00	6,612.00
Payroll Service Fees-Prof Admin	1,242.70	1,049.72
Payroll Tax Expense	3,288.30	4,177.38
Wages-Prof Admin	41,546.64	51,220.63
Workers Comp-Prof Admin	872.75	1,076.75
Total Professional Administration	46,950.39	64,136.48
Telecommunications		325.27
Total Organization Committee	56,144.91	73,542.44
Streetscape & Security Committee		
Beautification-Streetscape Misc	101,786.51	60,876.47
Total Streetscape & Security Committee	101,786.51	60,876.47
Uncategorized Expense	5,824.84	0.00
Total Expenses	\$236,624.13	\$176,546.95
NET OPERATING INCOME	\$7,272.18	\$ -16,103.11

Rockridge District Association

Profit and Loss

March 2022 - January 2023

	TOTAL	
	MAR 2022 - JAN 2023	MAR 2021 - JAN 2022 (PY)
Other Income		
Other Income		11,300.00
Total Other Income	\$0.00	\$11,300.00
NET OTHER INCOME	\$0.00	\$11,300.00
NET INCOME	\$7,272.18	\$ -4,803.11

Rockridge District Association

Profit and Loss

January 2022 - January 2023

	TOTAL	
	JAN 2022 - JAN 2023	JAN 2021 - JAN 2022 (PY)
Income		
BID Revenues		
BID Revenue	243,896.31	160,443.84
Total BID Revenues	243,896.31	160,443.84
Total Income	\$243,896.31	\$160,443.84
GROSS PROFIT	\$243,896.31	\$160,443.84
Expenses		
Bank service charges	1,592.07	977.55
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	13,060.96	1,656.52
Advertising/Promotional	247.95	
Events	3,264.98	610.00
Marketing & Materials	1,393.40	-2,448.22
Rock n Stroll	31,445.40	18,175.26
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,497.30	26,835.09
Total Marketing & Promotion Committee	76,909.99	41,828.65
Organization Committee		
Accounting & Legal	4,290.00	5,870.00
Administrative	6,500.00	1,500.00
Insurance	3,579.00	3,573.00
Office Expense	338.50	84.57
Postage, Copy & Printing	-2,418.38	289.12
Professional Administration		
Insurance-Prof Admin	358.00	7,852.00
Payroll Service Fees-Prof Admin	1,432.30	1,217.66
Payroll Tax Expense	4,885.64	5,072.72
Wages-Prof Admin	59,041.30	58,715.29
Workers Comp-Prof Admin	1,013.00	1,390.25
Total Professional Administration	66,730.24	74,247.92
Telecommunications		325.27
Total Organization Committee	79,019.36	85,889.88
Streetscape & Security Committee		
Beautification-Streetscape Misc	106,508.50	65,804.64
Total Streetscape & Security Committee	106,508.50	65,804.64
Uncategorized Expense	10,018.06	0.00
Total Expenses	\$274,047.98	\$194,517.37
NET OPERATING INCOME	\$ -30,151.67	\$ -34,073.53

Rockridge District Association

Profit and Loss

January 2022 - January 2023

	TOTAL	
	JAN 2022 - JAN 2023	JAN 2021 - JAN 2022 (PY)
Other Income		
Other Income		11,300.00
Total Other Income	\$0.00	\$11,300.00
NET OTHER INCOME	\$0.00	\$11,300.00
NET INCOME	\$ -30,151.67	\$ -22,773.53

Rockridge District Association

Balance Sheet

As of January 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	62,264.35
Total Bank Accounts	\$62,696.82
Total Current Assets	\$62,696.82
TOTAL ASSETS	\$62,696.82
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestricted Net Assets	55,424.64
Net Income	7,272.18
Total Equity	\$62,696.82
TOTAL LIABILITIES AND EQUITY	\$62,696.82