



RDA Agenda

**Thursday, 02-17-2022** Location: College Ave Presbyterian Church 5951 College Avenue

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. Joyce is no longer a board member as of January

IV. Treasurer's Report

- a. Updates

V. Streetscape and Security

- a. Unsheltered (Running Agenda Discussion)
- b. Crisis Services and De-Escalation Discussion by Alameda County Behavioral Health (for Merchants) - March 17, 9:30am - 11am via Zoom - Chris Jackson
- c. Carol Behr Request to Replace Trees, Follow Up - Susan Bernosky

VI. Marketing and Promotions

- a. Music for Springtime - Veronica Bhonsle
- b. Updates: Valentine's Day Guide; Pinterest; New Merchant Toolkit; Restaurant Week (March 18 - 27); Small Business Week (May 1 - 8) – Jody Colley

VII. Land Use

- a. New Businesses: Misaki Sushi (5295 College Ave.); IM Moment Kaffee (5254 College Ave.)

VIII. New Business

IX. Public Comment

X. Adjourn

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

5940 College Ave Ste A ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com



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.

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Stated Board Meeting of Thursday, January 20, 2022

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

Members Absent: Joyce Gardner, Faunus Lucas

Staff: Chris Jackson; Jody Colley

Stephanie opened the Zoom meeting at 8:39am with the establishment of an quorum

I. We approved the agenda for today's meeting unanimously.  
Monte (M), Susan (S)

II. We approved the minutes from our meeting of 11/18/21 unanimously.  
Susan (M), Monte (S)

III. Chair's report

Stephanie shared some updates about:

- a. It looks as if F3 will be the redistricting plan most likely to be adopted, with a few tweaks to be brought back on 1/26 for a final vote.
- b. Maggie is no longer a board member as of 1/1/2022. We'll aim to fill her spot in June along the normal election cycle.

IV. Treasurer's Report

- a. Updates
  - We have the same amount of money this year as last year. We've not had a downturn due to COVID. We've increased some expenditures for trees, street-cleaning and marketing that we can attribute to our Reserve. Susan expects our assessment to go up in 2022 due to the city's initiative to contact people. Susan suggests that we adopt our budget (in August) when and if our numbers change.
  - A bonus for Chris Jackson in the amount was approved for January 2022, by vote of the board with 9 members voting "aye" and one member not voting. This was process in January 2022.

V. Streetscape and Security

- a. Updates –
  - Trees on the Ave: Carol Behr wants to pay to replace a couple of trees with London Plane. Tree expertsays it's not a good tree for Rockridge. Susan will send out the report that says that London Plan trees tend to get sick easily and have an aggressive root system that destroys sidewalks. Tristania and Chinese Pistache and Gingko Biloba are what Mitchel recommends in his report. - Susan will share the report with her, and reiterate that we want to plant trees recommended in our plan and that if she wants to replace trees she should start with the trees that need replacing.
- b. Unsheltered (Running Agenda Discussion)
  - We have troubles, and we're better off than other areas. There is not much more we can do at this time.
  - We discussed the idea of a quarterly Good News publication to share with our merchants. Chris can create it and then have Jody beautify, and others help edit as needed. This can then also be used for our reporting to the city of Oakland.

VI. Marketing and Promotions

- a. Updates – Jody Colley
  - She's working on helping merchants create web pages who don't have the resources to do so.
  - She's also working with the therapists to have more clear marketing and an SEO list.

- Restaurant Week has been moved from January to March 18-27.
- b. 2021 Marketing Summary Report and January Marketing Report
- Our website traffic has quadrupled since we started more intentional marketing.
- c. We will continue to think about Bar codes (QR codes) on posters. It was recommended that we have those and the dates/times of events printed as well.

VII. Land Use

- a. Closed Businesses:
- Rikyu Sushi (5335 College Avenue),
  - Oliveto (5655 College Avenue),
  - Filippo’s 5400 College Avenue)
- b. New Businesses:
- Judoku Sushi (5335 College Avenue)
- c. There has been some complaints over a weekend pop-up clothier tent at BART plaza. BART had that removed quickly as they do not want retail on that district land.

VIII. New Business

- a. Status of Parklets – Andrew Snow shared there is no clear mandate on what is going to transpire when the expiration date of April 1, 2022 arrives. The city has not said anything about calendaring, fees, and process. It doesn’t seem to be a high priority for the city council. Andrew will compose a letter that Stephanie will sign and send to the Council asking for some action and clarity.
- b. The proof of vaccination document has to be placed publicly by February 1. Jody will send out a reminder and link to our merchants so that they can print them up and place them.

IX. Public Comment

X. Stephanie closed and adjourned the meeting at 9:33am.

Minutes taken by Monte McClain

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## August 2021 – Report Out – Rockridge Trees

I placed a call to Steven Mitchell, Arborist at Brightview. This company has been our tree company for a number of years and has been working closely with Chris. They trim and replace our trees as needed.

Per my review with Steven:

We have a variety of healthy, resilient trees for our City landscape. Variety is key, as if we have one species and that species becomes subject to a disease then ALL the trees are affected.

*Our challenges in Rockridge for the success of our trees are mainly in the early stages of growth:*

- Small concrete cutouts
- Compacted and/or poor soil
- Foot Traffic
- Unknown dumping in the tree wells
- Breaking Limbs- mainly cause by vehicle traffic
- Possibly inconsistent watering

We currently have Sycamores (London Plane), Bradford Pears, Tristania and Bottle Brush trees for the most part.

*The challenges of these species:*

Sycamores contract a couple of diseases- Anthracnos and Powdery Mildew- both causing defoliation- / one could lead to death. Aggressive root system that affects the sidewalks

Bradford Pears- Not a hardy species. Generally, a poor tree of choice in this environment and should be avoided

Tristania- no real downside?

Bottle Brush- very messy. Require more clean up and care than other species

*Suggested additions and actions:*

As we replace our trees- consider Sycamore on a limited basis if at all and add more varieties to transform our City Forest.

Recommendations to add to the variety :

Chinese Pistoche- slow growing- but very hardy- beautiful leaves- change color in fall- disease resistant- non-aggressive root system (Acceptable Tree per City of Oakland)

Gingko Biloba (Acceptable Tree per City of Oakland)

## Footnote

Carol Behr (510-919-0627) was the chair for Frog for the past 7 years and is a resident of Rockridge. She is very concerned about species of trees that are being planted in Rockridge and has asked that we stop planting any new trees until further review. She believes that we should have all London Plane (Sycamore) trees on College Ave for the aesthetics for generations to come. She also understands that the City should be 100% responsible for the trees, but that the responsibility has fallen on the RDA. In response she believes that the trees care/maintenance should be a joint effort with multiple organizations and residents. I let her know that I would report this to the board.

# Rockridge District Association

## Balance Sheet

As of January 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	72,962.80
<b>Total Bank Accounts</b>	<b>\$73,395.27</b>
<b>Total Current Assets</b>	<b>\$73,395.27</b>
<b>TOTAL ASSETS</b>	<b>\$73,395.27</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	153.50
<b>Total Credit Cards</b>	<b>\$153.50</b>
<b>Total Current Liabilities</b>	<b>\$153.50</b>
<b>Total Liabilities</b>	<b>\$153.50</b>
Equity	
Unrestricted Net Assets	78,044.88
Net Income	-4,803.11
<b>Total Equity</b>	<b>\$73,241.77</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$73,395.27</b>

# Rockridge District Association

## Profit and Loss

January 2022

	TOTAL	
	JAN 2022	JAN 2021 (PY)
Income		
<b>Total Income</b>		
GROSS PROFIT	<b>\$0.00</b>	<b>\$0.00</b>
Expenses		
Bank service charges	110.67	10.00
Marketing & Promotion Committee		
Advertising & Graphics	811.50	112.00
Rock n Stroll	-200.00	
Web Design & Communication	2,366.00	513.83
<b>Total Marketing &amp; Promotion Committee</b>	<b>2,977.50</b>	<b>625.83</b>
Organization Committee		
Accounting & Legal	330.00	330.00
Administrative	500.00	
Office Expense	37.50	
Professional Administration		
Insurance-Prof Admin	358.00	620.00
Payroll Service Fees-Prof Admin	94.80	83.97
Payroll Tax Expense	1,310.67	459.05
Wages-Prof Admin	13,747.33	3,747.33
Workers Comp-Prof Admin	140.25	313.50
<b>Total Professional Administration</b>	<b>15,651.05</b>	<b>5,223.85</b>
<b>Total Organization Committee</b>	<b>16,518.55</b>	<b>5,553.85</b>
Streetscape & Security Committe		
Beautification-Streetscape Misc		2,232.17
<b>Total Streetscape &amp; Security Committe</b>		<b>2,232.17</b>
<b>Total Expenses</b>	<b>\$19,606.72</b>	<b>\$8,421.85</b>
NET OPERATING INCOME	<b>\$ -19,606.72</b>	<b>\$ -8,421.85</b>
NET INCOME	<b>\$ -19,606.72</b>	<b>\$ -8,421.85</b>

# Rockridge District Association

## Profit and Loss

March 2021 - January 2022

	TOTAL	
	MAR 2021 - JAN 2022	MAR 2020 - JAN 2021 (PY)
<b>Income</b>		
BID Revenues		83,062.72
BID Revenue	160,443.84	78,752.72
<b>Total BID Revenues</b>	<b>160,443.84</b>	<b>161,815.44</b>
<b>Total Income</b>	<b>\$160,443.84</b>	<b>\$161,815.44</b>
<b>GROSS PROFIT</b>	<b>\$160,443.84</b>	<b>\$161,815.44</b>
<b>Expenses</b>		
Bank service charges	918.55	110.00
Interest	6.67	
<b>Marketing &amp; Promotion Committee</b>		
Advertising & Graphics	1,544.52	1,865.03
Events	610.00	1,133.83
Marketing & Materials	-2,448.22	2,650.00
Rock n Stroll	17,925.26	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	26,571.26	7,450.59
<b>Total Marketing &amp; Promotion Committee</b>	<b>41,202.82</b>	<b>13,099.45</b>
<b>Organization Committee</b>		
Accounting & Legal	4,880.00	3,898.00
Administrative	1,500.00	
Insurance	2,327.00	3,109.07
Office Expense	84.57	1,329.28
Postage, Copy & Printing	289.12	251.17
<b>Professional Administration</b>		
Insurance-Prof Admin	6,612.00	6,325.00
Payroll Service Fees-Prof Admin	1,049.72	1,079.54
Payroll Tax Expense	4,177.38	3,593.51
Wages-Prof Admin	51,220.63	44,720.63
Workers Comp-Prof Admin	1,076.75	1,252.25
<b>Total Professional Administration</b>	<b>64,136.48</b>	<b>56,970.93</b>
Telecommunications	325.27	
<b>Total Organization Committee</b>	<b>73,542.44</b>	<b>65,558.45</b>
<b>Out &amp; About Expenses</b>		
Streetscape & Security Committe		500.00
Beautification-Streetscape Misc	60,876.47	50,291.63
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
<b>Total Streetcleaning Wages</b>		<b>505.00</b>
<b>Total Streetscape &amp; Security Committe</b>	<b>60,876.47</b>	<b>50,796.63</b>
Uncategorized Expense	0.00	5,192.38
<b>Total Expenses</b>	<b>\$176,546.95</b>	<b>\$135,256.91</b>
<b>NET OPERATING INCOME</b>	<b>\$ -16,103.11</b>	<b>\$26,558.53</b>
<b>Other Income</b>		
Other Income	11,300.00	
<b>Total Other Income</b>	<b>\$11,300.00</b>	<b>\$0.00</b>
<b>NET OTHER INCOME</b>	<b>\$11,300.00</b>	<b>\$0.00</b>
<b>NET INCOME</b>	<b>\$ -4,803.11</b>	<b>\$26,558.53</b>