



RDA Agenda (Thursday, 03-17-2022)

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

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, 9:30-11am via Zoom - Chris Jackson
- c. Tree Committee Update

VI. Marketing and Promotions

- a. Restaurant Week (March 18 - 27): Zachary's Pizza, Soi4, Beer Baron, A Côte
- b. Rock-N-Stroll (May 14)

VII. Land Use

- a. New Businesses: Jewish Community Center East Bay (5925 College Avenue); Arbor Preschool (5830 College Avenue)
- b. Closed Businesses: I Do Bridal (5332 College Avenue)

VIII. New Business

- a. 2022 Board Elections - Jody

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 A ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com

Stated Board Meeting of Thursday, February 17, 2022

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

Absent: Katy Winter, Faunus Lucas

Staff: Chris Jackson; Jody Colley

Stephanie opened the Zoom meeting at 9:03 with the establishment of an quorum

I. Approve Agenda

(M) Steph, (S) Robbin, Unanimous Approval

II. Approve Minutes

(M) Steph, (S) Robbin, Unanimous Approval

III. Chair's report

a. Updates from our President

a. Steph is there a possibility of meeting in the afternoon, or evening? She'll put a doodle poll out to see what could happen.

b. Joyce is no longer a board member as of January

a. Joyce is no longer a board member. We can incorporate her empty seat in to the normal election cycle.

c. We had a reflective discussion around the Elimination of the Mask Mandate as per the county.

IV. Treasurer's Report

a. Updates

b. We are okay. We've gone overbudget on marketing and street-scape and security. Most likely because of COVID additional monies spent in our capital projects account. We'll need to address the budgeting for 2023-24 to make some adjustments.

c. We'll circle back to the possibility of getting a RDA zoom account in April. Until then we'll use the CAPC Oakland zoom account.

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 – (This is not the correct date/time).

c. Trees

Carol Behr didn't respond to Susan's email in response to her request to Replace Trees

Follow Up on the Tree Committee- Susan Bernosky, Robbin, Jody, Monte to settle up a meeting.

d. Trader Joe's – is awaiting an announcement about the landscaping.

e. We're trying to get more OPD support in North Oakland and along the Avenue.

VI. Marketing and Promotions

a. Music for Springtime. We do have money for marketing in March & April to pay for an avenue long set and advertising costs about (\$2,500) each time. \$500 for BART. Susan says that we have enough budget to cover the creation of a second Saturday every month sort of district-wide music event.

b. Updates:

- Valentine's Day Guide; - a nice digital V-Day guide that worked some on social media.
- Pinterest; The page Jody created was erased. She's working on it.
- New Merchant Toolkit; This includes a new beginning of the month newsletter with free workshop helps for local merchants.
- Restaurant Week (March 18 - 27); Jody has been pushing this out to the restaurants. They sign up through Visit Oakland. Once that data comes back Jody can market that.

The parklets are staying in place through July 2023 without any changes.

- Small Business Week (May 1 - 8) the city hosts workshops, this year by Zoom. Any non-profit can pitch a workshop for which the city will pay \$1,500. Jody will come up with some ideas. The deadline is 2/18/22.

VII. Land Use

a. New Businesses in the district:

- Misaki Sushi (5295 College Ave.);
- IM Moment Kaffee (5254 College Ave.)
- Belly (5634 College Ave.)

VIII. New Business

There was no new business.

IX. Public Comment

There was no public comment.

X. Susan adjourned the meeting 9:32am.

Minutes taken by Monte McClain

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Rockridge District Association

Balance Sheet

As of February 28, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	56,238.17
Total Bank Accounts	\$56,670.64
Total Current Assets	\$56,670.64
TOTAL ASSETS	\$56,670.64
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	1,246.00
Total Credit Cards	\$1,246.00
Total Current Liabilities	\$1,246.00
Total Liabilities	\$1,246.00
Equity	
Unrestricted Net Assets	78,044.88
Net Income	-22,620.24
Total Equity	\$55,424.64
TOTAL LIABILITIES AND EQUITY	\$56,670.64

Rockridge District Association

Profit and Loss

February 2022

	TOTAL	
	FEB 2022	FEB 2021 (PY)
Income		
Total Income		
GROSS PROFIT	\$0.00	\$0.00
Expenses		
Bank service charges	144.12	49.00
Interest		9.98
Marketing & Promotion Committee		
Advertising & Graphics	156.00	
Rock n Stroll	45.90	
Web Design & Communication	2,200.00	
Total Marketing & Promotion Committee	2,401.90	
Organization Committee		
Accounting & Legal	330.00	660.00
Administrative	500.00	
Insurance	1,246.00	1,246.00
Office Expense	151.10	
Professional Administration		
Insurance-Prof Admin	0.00	620.00
Payroll Service Fees-Prof Admin	94.80	83.97
Payroll Tax Expense	286.67	436.29
Wages-Prof Admin	3,747.33	3,747.33
Total Professional Administration	4,128.80	4,887.59
Total Organization Committee	6,355.90	6,793.59
Streetscape & Security Committe		
Beautification-Streetscape Misc	4,721.99	2,696.00
Total Streetscape & Security Committe	4,721.99	2,696.00
Uncategorized Expense	4,193.22	
Total Expenses	\$17,817.13	\$9,548.57
NET OPERATING INCOME	\$ -17,817.13	\$ -9,548.57
NET INCOME	\$ -17,817.13	\$ -9,548.57

Rockridge District Association

Profit and Loss

March 2021 - February 2022

	TOTAL	
	MAR 2021 - FEB 2022	MAR 2020 - FEB 2021 (PY)
Income		
BID Revenues		83,062.72
BID Revenue	160,443.84	78,752.72
Total BID Revenues	160,443.84	161,815.44
Total Income	\$160,443.84	\$161,815.44
GROSS PROFIT	\$160,443.84	\$161,815.44
Expenses		
Bank service charges	1,062.67	159.00
Interest	6.67	9.98
Marketing & Promotion Committee		
Advertising & Graphics	1,700.52	1,865.03
Events	610.00	1,133.83
Marketing & Materials	-2,448.22	2,650.00
Rock n Stroll	17,971.16	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	28,771.26	7,450.59
Total Marketing & Promotion Committee	43,604.72	13,099.45
Organization Committee		
Accounting & Legal	5,210.00	4,558.00
Administrative	2,000.00	
Insurance	3,573.00	4,355.07
Office Expense	235.67	1,329.28
Postage, Copy & Printing	289.12	251.17
Professional Administration		
Insurance-Prof Admin	6,612.00	6,945.00
Payroll Service Fees-Prof Admin	1,144.52	1,163.51
Payroll Tax Expense	4,464.05	4,029.80
Wages-Prof Admin	54,967.96	48,467.96
Workers Comp-Prof Admin	1,076.75	1,252.25
Total Professional Administration	68,265.28	61,858.52
Telecommunications	325.27	
Total Organization Committee	79,898.34	72,352.04
Out & About Expenses		500.00
Streetscape & Security Committee		
Beautification-Streetscape Misc	65,598.46	52,987.63
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
Total Streetcleaning Wages		505.00
Total Streetscape & Security Committee	65,598.46	53,492.63
Uncategorized Expense	4,193.22	5,192.38
Total Expenses	\$194,364.08	\$144,805.48
NET OPERATING INCOME	\$ -33,920.24	\$17,009.96
Other Income		
Other Income	11,300.00	
Total Other Income	\$11,300.00	\$0.00
NET OTHER INCOME	\$11,300.00	\$0.00
NET INCOME	\$ -22,620.24	\$17,009.96

Marketing Report - RDA Board Meeting February 17, 2022

1. Cleaned up website, deleted old pages, organized existing content. Updated backend SEO.
2. Launched Pinterest account, again. (First account from last month got cancelled, so starting over again). May see if other merchants want to create a board together.
3. Created a Valentine's Day Guide online and promoted via social media (unpaid) and Rockridge News (paid).
4. Created a monthly newsletter to promote upcoming workshops for merchants and other opportunities for them to grow their business or expertise. First edition enclosed.
5. Helped Chris to promote the Workshop he organized with Alameda County Behavioral Health.
6. Promoted Super Bowl watch parties at our bars.
7. No response yet from Mental Health Providers to start a blog. It will come together, or it won't, but I'm going to leave it for now.

In the works:

1. Create webpages for business that don't have them on RDA site.
2. Update merchant directory, contacts, and maps based on latest assessment list from City of Oakland.
3. Workshops we can pitch to City of Oakland for Small Business Week. (We'd get \$1500 per workshop accepted.)
4. Help getting restaurants on board with Restaurant Week & Promote.
5. Help Chris get merchants to participate in the Zoom workshop he organized.
6. Associate Membership fundraising; creating a pitch deck.
7. Start new blog about Rockridge businesses, services, experiences. This will help with SEO, help promote our businesses, and provide content for our e-newsletters.
8. Get/set up a Zoom account for RDA