



**RDA Agenda (Thursday, 04-20-2023)**

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

Virtual attendance via Zoom: [tinyurl.com/2p98t56k](https://tinyurl.com/2p98t56k)

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

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President — Stephanie

IV. Treasurer's Report

- a. Budget updates — Robin, Monte, Veronica

V. Streetscape and Security

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

VI. Marketing and Promotions

- a. Rock-N-Stroll / events— Jody

VII. Land Use

VIII. Old Business

- a. Decision / actions on an address change for RDA — Jody
- b. Treasurer transition tasks update — Jody

IX. New Business

- a. Board Nominations & Elections — Jody / Monte
- b. Decision to allocate \$300 in funding to be used for the joint Earth Day project at the Bark Plaza in conjunction with the RCPC— Chris
- c. Assessments and disbursements — 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 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**

5940 College Ave Ste A ▪ Oakland ▪ CA 94618

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## Rockridge District Association Stated Board Meeting Minutes 3-16-23

Stephanie began the meeting 8:36am at College Avenue Presbyterian Church (5951 College Ave), declaring a quorum.

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

Members Absent: Robert Pennell

Staff Present: Jody Colley, Chris Jackson

Guests: Matt Zimbalist, Ellie Snow

I. The board approved today's meeting agenda by consensus

II. The board approved the Minutes from our January 2023 meeting by consensus

And extra meetings...

The Directors voted by email unanimously (6 of 6) to allocated up to \$800 for a celebration of life for Susan Bernosky at the Golden Squirrel on Thursday, March 30th at 6pm. The funds will cover a champagne toast and a light snack.

3/6/23

This email is to memorialize the committee Robin and Monte have formed to give budget updates to the Board and sign any City-related documents. The committee will consist of Robin, Monte and Veronica, with Robin and Monte being primary and secondary signers, respectively.

This committee will submit their meeting agendas with the City and report back to the RDA Board regularly.

III. Chair's report

- a. Stephanie gave an update on her recent absences.

#### IV. Treasurer's Report

- a. Updates: Budget updates — Robin, Monte, Veronica
- b. Treasurer transition update — Robin, Monte, Veronica, Jody

#### V. Streetscape and Security

- a. Unsheltered (Running Agenda Discussion) — Chris
- b. Trees & Tree Wells — Chris

#### VI. Marketing and Promotions

Rock-N-Stroll / events— Jody

#### VII. Land Use

- a. New Businesses: Taylor Jay (retailer, 5550 College)
- b. Closed Businesses: Berkeley Kids Room (6022 College)

#### VIII. Old Business

- a. Use of term “members” or other appropriate descriptors when addressing assessment-paying businesses in our geographic footprint — Monte will report back on the potential ways to adapt/edit our by-laws.
- b. Monte will post the meeting agenda in the window of the church 48 hours in advance of the meeting.

#### IX. New Business

X. There was no Public Comment

XI. Stephanie adjourned the meeting 9:35am.

Minutes taken by Monte McClain

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# Rockridge District Association

## Balance Sheet

As of March 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	67,650.16
<b>Total Bank Accounts</b>	<b>\$68,082.63</b>
<b>Total Current Assets</b>	<b>\$68,082.63</b>
<b>TOTAL ASSETS</b>	<b>\$68,082.63</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	118.60
<b>Total Credit Cards</b>	<b>\$118.60</b>
<b>Total Current Liabilities</b>	<b>\$118.60</b>
<b>Total Liabilities</b>	<b>\$118.60</b>
Equity	
Unrestricted Net Assets	50,921.16
Net Income	17,042.87
<b>Total Equity</b>	<b>\$67,964.03</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$68,082.63</b>

# Rockridge District Association

## Profit and Loss

March 2022 - March 2023

	TOTAL	
	MAR 2022 - MAR 2023	MAR 2021 - MAR 2022 (PY)
<b>Income</b>		
BID Revenues		
BID Revenue	268,390.06	160,693.84
<b>Total BID Revenues</b>	<b>268,390.06</b>	<b>160,693.84</b>
<b>Total Income</b>	<b>\$268,390.06</b>	<b>\$160,693.84</b>
<b>GROSS PROFIT</b>	<b>\$268,390.06</b>	<b>\$160,693.84</b>
<b>Expenses</b>		
Bank service charges	1,586.49	1,175.52
Interest		6.67
<b>Marketing &amp; Promotion Committee</b>		
Advertising & Graphics	12,593.46	1,700.52
Advertising/Promotional	151.93	
Events	3,310.88	610.00
Marketing & Materials	1,643.40	-2,448.22
Rock n Stroll	31,449.50	18,171.16
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,381.30	30,321.26
<b>Total Marketing &amp; Promotion Committee</b>	<b>76,530.47</b>	<b>45,354.72</b>
<b>Organization Committee</b>		
Accounting & Legal	4,290.00	5,540.00
Administrative	6,500.00	2,500.00
Insurance	2,685.60	3,496.00
Office Expense	149.90	235.67
Postage, Copy & Printing	-2,418.38	289.12
<b>Professional Administration</b>		
Insurance-Prof Admin	0.00	6,612.00
Payroll Service Fees-Prof Admin	1,483.27	1,249.32
Payroll Tax Expense	3,990.54	4,750.72
Wages-Prof Admin	49,693.32	58,715.29
Workers Comp-Prof Admin	872.75	1,076.75
<b>Total Professional Administration</b>	<b>56,039.88</b>	<b>72,404.08</b>
Telecommunications		325.27
<b>Total Organization Committee</b>	<b>67,247.00</b>	<b>84,790.14</b>
<b>Streetscape &amp; Security Committee</b>		
Beautification-Streetscape Misc	104,661.87	73,898.46
<b>Total Streetscape &amp; Security Committee</b>	<b>104,661.87</b>	<b>73,898.46</b>
Uncategorized Expense	5,824.84	4,193.22
<b>Total Expenses</b>	<b>\$255,850.67</b>	<b>\$209,418.73</b>
<b>NET OPERATING INCOME</b>	<b>\$12,539.39</b>	<b>\$ -48,724.89</b>

# Rockridge District Association

## Profit and Loss

March 2022 - March 2023

	TOTAL	
	MAR 2022 - MAR 2023	MAR 2021 - MAR 2022 (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>\$12,539.39</b>	<b>\$ -37,424.89</b>