

**RDA Agenda (Thursday, 04-21-2022)**

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)

Tree Committee Update — Robin Pennell

- b. Redwood Tree Lighting — Chris Jackson

VI. Marketing and Promotions

- a. Street Banners — Chris Jackson
- b. Rock-N-Stroll (May 14) — Jody Colley

VII. Land Use

- a. New Businesses: Great Wall is becoming a dumpling restaurant; Susie Novak Interiors; The Yoni Temple
- b. Closed Businesses: Great Wall

VIII. New Business

- a. 2022 Board Elections — Jody Colley

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.

Stated Board Meeting of Thursday, March 17, 2022

Members Present: Susan Bernosky, Monte McClain, Andrew Snow, Katy Winter.

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

Staff: Chris Jackson; Jody Colley

Susan opened the Zoom meeting at 8:41am recognizing that we did not have a quorum.

I. Approve Agenda

(M) Monte, (S) Andrew, Unanimous Approval

II. Approve Minutes

(M) Monte, (S) Katy, Unanimous Approval

III. Chair's report

- a. We didn't have any updates from our President as Stephanie couldn't make the meeting.

IV. Treasurer's Report

- a. Updates: We didn't receive the (3<sup>rd</sup>) April disbursement. Susan heard this week that they are processing things and will be getting us another \$58,000 for that. Making a rough total of \$200,000 for 2021.

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: Nothing to report.
- d. Looking at putting lights on the Redwoods Trees.
- e. Do we want to do new banners for 2022 – if the existing one are getting tired?

VI. Marketing and Promotions

- a. Restaurant Week (March 18 - 27): Zachary's Pizza, Soi4, Beer Baron, A Côte, Millennium, Market Hall
- b. Rock-N-Stroll (May 14)  
Jody has been looking into bands.
- c. Jody has been looking at the business/membership list of the district to bring that up to date.
- d. Jody has started a blog on our website to promote different events and business profiles.

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

XX. PUBLIC COMMENT

There was no public comment.

X. Susan adjourned the meeting 8:51am.

Minutes taken by Monte McClain

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

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# ROCKHUGE DISTRICT ASSOCIATION

## Profit and Loss

March 2022

	TOTAL	
	MAR 2022	MAR 2021 (PY)
Income		
BID Revenues		
BID Revenue	250.00	250.00
<b>Total BID Revenues</b>	<b>250.00</b>	<b>250.00</b>
<b>Total Income</b>	<b>\$250.00</b>	<b>\$250.00</b>
GROSS PROFIT	<b>\$250.00</b>	<b>\$250.00</b>
Expenses		
Bank service charges	112.85	10.00
Interest		6.67
Marketing & Promotion Committee		
Rock n Stroll	-250.00	
Web Design & Communication	2,000.00	294.38
<b>Total Marketing &amp; Promotion Committee</b>	<b>1,750.00</b>	<b>294.38</b>
Organization Committee		
Accounting & Legal	330.00	50.00
Administrative	500.00	
Insurance	-77.00	
Professional Administration		
Insurance-Prof Admin	0.00	620.00
Payroll Service Fees-Prof Admin	104.80	83.97
Payroll Tax Expense	286.67	286.67
Wages-Prof Admin	3,747.33	3,747.33
<b>Total Professional Administration</b>	<b>4,138.80</b>	<b>4,737.97</b>
<b>Total Organization Committee</b>	<b>4,891.80</b>	<b>4,787.97</b>
Streetscape & Security Committe		
Beautification-Streetscape Misc	8,300.00	2,200.00
<b>Total Streetscape &amp; Security Committe</b>	<b>8,300.00</b>	<b>2,200.00</b>
<b>Total Expenses</b>	<b>\$15,054.65</b>	<b>\$7,299.02</b>
NET OPERATING INCOME	<b>\$ -14,804.65</b>	<b>\$ -7,049.02</b>
NET INCOME	<b>\$ -14,804.65</b>	<b>\$ -7,049.02</b>

Profit and Loss  
March 2021 - March 2022

	TOTAL	
	MAR 2021 - MAR 2022	MAR 2020 - MAR 2021 (PY)
<b>Income</b>		
BID Revenues		83,062.72
BID Revenue	160,693.84	79,002.72
<b>Total BID Revenues</b>	<b>160,693.84</b>	<b>162,065.44</b>
<b>Total Income</b>	<b>\$160,693.84</b>	<b>\$162,065.44</b>
<b>GROSS PROFIT</b>		
	<b>\$160,693.84</b>	<b>\$162,065.44</b>
<b>Expenses</b>		
Bank service charges	1,175.52	169.00
Interest	6.67	16.65
<b>Marketing &amp; Promotion Committee</b>		
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	17,921.16	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	30,571.26	7,744.97
<b>Total Marketing &amp; Promotion Committee</b>	<b>45,354.72</b>	<b>13,393.83</b>
<b>Organization Committee</b>		
Accounting & Legal	5,540.00	4,608.00
Administrative	2,500.00	
Insurance	3,496.00	4,355.07
Office Expense	235.67	1,329.28
Postage, Copy & Printing	289.12	251.17
<b>Professional Administration</b>		
Insurance-Prof Admin	6,612.00	7,565.00
Payroll Service Fees-Prof Admin	1,249.32	1,247.48
Payroll Tax Expense	4,750.72	4,316.47
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	1,076.75	1,252.25
<b>Total Professional Administration</b>	<b>72,404.08</b>	<b>66,596.49</b>
Telecommunications	325.27	
<b>Total Organization Committee</b>	<b>84,790.14</b>	<b>77,140.01</b>
<b>Out &amp; About Expenses</b>		
Streetscape & Security Committe		500.00
Beautification-Streetscape Misc	73,898.46	55,187.63
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
<b>Total Streetcleaning Wages</b>		<b>505.00</b>
<b>Total Streetscape &amp; Security Committe</b>	<b>73,898.46</b>	<b>55,692.63</b>
Uncategorized Expense	4,193.22	5,192.38
<b>Total Expenses</b>	<b>\$209,418.73</b>	<b>\$152,104.50</b>
<b>NET OPERATING INCOME</b>	<b>\$ -48,724.89</b>	<b>\$9,960.94</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>\$ -37,424.89</b>	<b>\$9,960.94</b>

# Rockridge District Association

## Balance Sheet

As of March 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	40,187.52
<b>Total Bank Accounts</b>	<b>\$40,619.99</b>
<b>Total Current Assets</b>	<b>\$40,619.99</b>
<b>TOTAL ASSETS</b>	<b>\$40,619.99</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Unrestricted Net Assets	55,424.64
Net Income	-14,804.65
<b>Total Equity</b>	<b>\$40,619.99</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$40,619.99</b>