



RDA Agenda (Thursday, 05-18-2023)

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

Virtual attendance via Zoom: 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
 - a. Dan Kalb & OPD Meeting, May 12th from 8:30AM to 9:30AM at Golden Squirrel

VI. Marketing and Promotions

- a. Rock-N-Stroll / events— Jody

VII. Land Use

VIII. Old Business

- a. Board Nominations & Elections — Jody / Monte
- b. Board Member Roles — Robin
- c. Assessments and disbursements — Jody

IX. New Business

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

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RDA Minutes 4-20-23

Members Present: Veronica Bhonsle, Monte McClain, Andrew Snow, Katy Winter, Robert Pennell

Members Absent: Stephanie Walton,

Staff Present: Jody Colley, Chris Jackson

Guests: Matt Zimbalist,

Robin began the meeting 8:34am at College Avenue Presbyterian Church (5951 College Ave), declaring a Quorum.

Treasurer's Report:

I. The board approved today's meeting agenda. (M) Monte, (S) Veronica, (P) unanimous. by consensus

II. The board approved the Minutes from our March 2023 meeting. (M) Monte, (S) Veronica, (P) unanimous.

III. Chair's report

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

IV. Treasurer's Report

- a. Updates: Budget Update — Robin
- b. As of March 31 we have \$61,000. We're still unsure when the next disbursements will come in.
- c. Pacific Site Mangement will do the tree wells work. We've signed the contract for \$4,700.
- d. Treasury Committee: will be comprised of Veronica and Robin
 - a. (M) Monte ; (S) Katy; Passed Unanimously
- e. **CREDIT CARD.** Monte McClain (backup) and Robin (primary) will be signers on the RDA bank account at Fremont Bank in the wake of Susan Bernosky's cancer status necessitating her resignation from the Board.
 - a. (M) Veronica; (S) Andrew ; Passed Unanimously

V. Streetscape and Security

- b. We'll need to replace 4 trees that came down in the storm. We'll have to wait for the money to be clear.
- c. We have a new banner to replace for roughly \$5,000.
- d. Chris suggests that we move back to 2 days a week cleaning when we clarify dates for our disbursements.

- e. Car Break-ins. Chris has been liaising with Dan Kalb's office on this.
 - i. Andrew suggested that we send a letter to the New Mayor's Office to invite her to meeting and to talk with the board about car break-ins, etc. Can the RCPC and NCPC sign the letter.
 - ii. Monte proposed to write the letter. Chris is happy to look at it. Andrew. – ask for more police, people up our way.
 - iii. Jody suggested pushing BART and public transportation on our social media channels.

- f. Unsheltered (Running Agenda Discussion) — Chris reported that the situation is pretty calm now, including consistent 5150s and police interventions. We seem to be in good shape compared to the rest of Oakland. Chris shared that MACRO Team is really helping. Monte will compose a thank you note to send to MACRO.

VI. Marketing and Promotions

- g. Rock-N-Stroll: We have lots of interest from past participants and new ones. We're in good shape for May's event. Jody is looking already to Halloween Parade planning.

VII. Land Use

- b. New Businesses: BART plan to look into potential housing on the land on their spot. Claremont Middle school is finishing the gym and cafeteria construction. Personal Training going in on Broadway near Blick. New Mexican restaurant coming into Fillipo's space.

- d. Closed Businesses: J Salon is closing. Pharmaca is closing.

VIII. Old Business

- a. The board moved by consensus to move the RDA mailing address to the Church
- b. Monte will post the meeting agenda in the window of the church 48 hours in advance of the meeting.

IX. New Business

- c. Monte, Robin with Jody's help will create a Nominating Committee to pursue elections for the next elections.
- d. Lantana plants, and materials with RCPC Earth Day project for the tree well at College & Keith. (M) Monte (S) Robbin, Unanimous approval to allocate \$300 to do this.

- e. Assessments and disbursements — Jody

Jody did an audit this winter on the list of the businesses assessed by the city of Oakland versus the list of businesses that we have. There is a gap of 100 businesses (mostly therapists, etc. who may not have business licenses) underreported by the city.

This could be due to the absence of business licenses, businesses moving, the map structure that the city uses to identify businesses. It's hard to clarify. We've caught all of this in the past 2-3 years in our own auditing. This is how the amnesty program has come up. Until we do a deep dive with the city of Oakland we won't be able to really clarify things. We're waiting on the city for decisive and action.

Jody is having a conference call with the city on 4/25 to talk about how the city will respond to the audit. She's not confident that they will do anything. Jody suggested that we could send our own mailer to them informing them of the BID and related information.

Hope that the city will actually do a delinquent mailer (quarterly). Unless the city puts a charge on their account they won't have to pay. We need to get follow-up reporting with the city on who has paid.

Andrew suggested that we include this information and query in the letter to the mayor.

The city wants to send us the dispersment check in April/May. But the city office has a backlog of checks to apply to the account. They are unable to give us an ETA on when they'll post those checks and have an accurate dispersment to us.

We'll revisit this at our next meeting in May.

Veronica has the files from Susan's office and is going through them.

The camera needs to be looked at, the camera will need to be moved down to the Godlen Squirrel. (allguard).

IX. Public Comment

X. Adjourn adjourned the meeting 9:28 am.

Minutes taken by Monte McClain

Rockridge District Association

Balance Sheet

As of April 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	60,185.16
Total Bank Accounts	\$60,617.63
Total Current Assets	\$60,617.63
TOTAL ASSETS	\$60,617.63
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	994.61
Total Credit Cards	\$994.61
Total Current Liabilities	\$994.61
Total Liabilities	\$994.61
Equity	
Unrestricted Net Assets	50,921.16
Net Income	8,701.86
Total Equity	\$59,623.02
TOTAL LIABILITIES AND EQUITY	\$60,617.63

Rockridge District Association

Profit and Loss

March - April, 2023

	TOTAL	
	MAR - APR, 2023	MAR - APR, 2022 (PP)
Income		
BID Revenues		
BID Revenue	24,700.00	59,080.78
Total BID Revenues	24,700.00	59,080.78
Total Income	\$24,700.00	\$59,080.78
GROSS PROFIT	\$24,700.00	\$59,080.78
Expenses		
Bank service charges	246.54	226.90
Marketing & Promotion Committee		
Advertising & Graphics		312.00
Events	976.90	
Rock n Stroll		-195.00
Web Design & Communication	4,000.00	4,149.71
Total Marketing & Promotion Committee	4,976.90	4,266.71
Organization Committee		
Accounting & Legal	330.00	660.00
Administrative	1,000.00	1,000.00
Insurance	237.21	-77.00
Professional Administration		
Payroll Service Fees-Prof Admin	251.16	199.60
Payroll Tax Expense	623.22	573.35
Wages-Prof Admin	8,146.68	7,494.66
Workers Comp-Prof Admin	157.00	189.25
Total Professional Administration	9,178.06	8,456.86
Total Organization Committee	10,745.27	10,039.86
Streetscape & Security Committe		
Beautification-Streetscape Misc	29.43	12,574.50
Total Streetscape & Security Committe	29.43	12,574.50
Uncategorized Expense		1,450.24
Total Expenses	\$15,998.14	\$28,558.21
NET OPERATING INCOME	\$8,701.86	\$30,522.57
NET INCOME	\$8,701.86	\$30,522.57

Rockridge District Association

Profit and Loss April 2022 - April 2023

	TOTAL	
	APR 2022 - APR 2023	APR 2021 - APR 2022 (PY)
Income		
BID Revenues		
BID Revenue	268,140.06	219,274.62
Total BID Revenues	268,140.06	219,274.62
Total Income	\$268,140.06	\$219,274.62
GROSS PROFIT	\$268,140.06	\$219,274.62
Expenses		
Bank service charges	1,597.51	1,279.57
Marketing & Promotion Committee		
Advertising & Graphics	12,593.46	2,012.52
Advertising/Promotional	151.93	
Events	4,241.88	610.00
Marketing & Materials	1,643.40	-2,448.22
Rock n Stroll	31,699.50	18,226.16
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,381.30	32,176.59
Total Marketing & Promotion Committee	77,711.47	47,577.05
Organization Committee		
Accounting & Legal	3,960.00	5,820.00
Administrative	6,500.00	3,000.00
Insurance	2,881.21	3,496.00
Office Expense	149.90	235.67
Postage, Copy & Printing	-2,418.38	289.12
Professional Administration		
Insurance-Prof Admin		5,992.00
Payroll Service Fees-Prof Admin	1,504.05	1,260.15
Payroll Tax Expense	4,015.48	4,750.73
Wages-Prof Admin	50,019.33	58,715.29
Workers Comp-Prof Admin	1,029.75	1,266.00
Total Professional Administration	56,568.61	71,984.17
Telecommunications		325.27
Total Organization Committee	67,641.34	85,150.23
Streetscape & Security Committee		
Beautification-Streetscape Misc	96,361.87	75,972.96
Total Streetscape & Security Committee	96,361.87	75,972.96
Uncategorized Expense	5,824.84	5,643.46
Total Expenses	\$249,137.03	\$215,623.27
NET OPERATING INCOME	\$19,003.03	\$3,651.35

Rockridge District Association

Profit and Loss

April 2022 - April 2023

	TOTAL	
	APR 2022 - APR 2023	APR 2021 - APR 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	\$19,003.03	\$14,951.35