



RDA Annual Meeting Agenda (Thursday, 06-16-2022)

Location: The Golden Squirrel, 5940 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
 - b. Assessment fees: notices and collection efforts (Jody, Susan)
- V. Streetscape and Security
 - a. Unsheltered (Running Agenda Discussion)
- VI. Marketing and Promotions
 - a. Rock-N-Stroll
 - b. Father's Day gift Guide
 - c. Street banners
- VII. Land Use
 - a. New businesses: Market (2022 College), Starter Bakery
- VIII. New Business
 - a. Elections
 - b. Daniel Swafford
 - c. History of RDA (Chris, Veronica)
- 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 F, Oakland CA 94618 • Phone 510-604-3125 • chris@rockridgedistrict.com •
www.rockridgedistrict.com



Stated Board Meeting of Thursday, May 19, 2022

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

Absent: Susan Bernosky,

Staff: Chris Jackson; Jody Colley

Steph opened the Zoom meeting at 8:45 am recognizing a quorum.

I. Approve Agenda

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

II. Approve Minutes

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

III. Chair's report

- a. There was no report to share.

IV. Treasurer's Report

- a. Updates: We didn't have a report as Susan was absent.

V. Streetscape and Security

- a. Unsheltered (Running Agenda Discussion)
- b. Updates on David (sleep at Kingsley's), rock problems at Safeway, problems with youth gun-related events throughout Oakland).
- c. Tree Maintenance and Lighting updates (Robin & Chris)
 - The tree maintenance contract has been signed.
 - Lighting contract (Sierra Display):
 - Steph will sign the contract, contingent upon approval of it by the executive board.**
 - (M) Steph, (S) Robin. Unanimously approved.**

VI. Marketing and Promotions

- a. Rock-N-Stroll (Jody). Worked well in May. There are increasing vendors asking to participate. We may need to formulate a potential response to pop-up vendors.
In terms of Rock-N-Stroll the RDA will follow and implement the city of Oakland regulations on street and pop-up vendors. We will call code enforcement as needed should/when we encounter violations. (M) Monte, (S) Katy, Unanimous approval.
Chris will reach out to the city code enforcement guy for any tips and suggestions and report back to the board next month.
- b. Meeting outcomes with Rockridge Neighborhood Association (Stephanie). A group of board members met with the executive board of RCPC on Sunday, 5/15. The meeting was a good connection event, and generative of potential ways to partner and collaborate together on shared goals.
- c. Jody to start updated website with new paid dues information from City VII.

VII. Land Use

a. New Businesses:

Jewish Community Center East Bay (5925 College Avenue);
Arbor Preschool (5830 College Avenue)
New women's boutique coming on 5900 block

b. Closed Businesses:

- I Do Bridal (5332 College Avenue);
- Hello Vintage is closing,
- M10 Hair Salon is closing.
- The lingerie store is emptying out the space.
- Olivetos is officially closed

c. Home Depot. It sounds like the possibility of Home Depot is increasing at the same time Steph reported that the land use for that space prohibits the sale of types of lumber, and plumbing materials. Following discussion we identified that taking a public stance against or for a potential business coming in to the district is a slippery slope. We'll revisit this topic as needed, recommending personal/individual stances over a board stance.

VIII. New Business

2022 Board Elections – in June. Jody is overseeing the timeline.

As of today we have received no e-nominations. Stephanie, Andrew, and Susan are all up for re-election, as their class expires. They thus have to be re-elected to serve another term.

Veronica recommended a clear protocol, process, of how to join the board.

We need to finish rounding up more potential nominees (3) by May 25th. Steph and Andrew will speak together about potential nominees. Jody will share the by-laws for folks to remember: 1 year commitment, hybrid monthly meeting. There is no fundraising work required.

IX. Public Comment

There was no public comment.

X. Susan adjourned the meeting 9:41am.

Minutes taken by Monte McClain

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Rockridge District Association

Balance Sheet

As of May 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	71,573.88
Total Bank Accounts	\$72,006.35
Total Current Assets	\$72,006.35
TOTAL ASSETS	\$72,006.35
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	458.16
Total Credit Cards	\$458.16
Total Current Liabilities	\$458.16
Total Liabilities	\$458.16
Equity	
Unrestricted Net Assets	55,424.64
Net Income	16,123.55
Total Equity	\$71,548.19
TOTAL LIABILITIES AND EQUITY	\$72,006.35

Rockridge District Association

Profit and Loss

March - May, 2022

	TOTAL	
	MAR - MAY, 2022	MAR - MAY, 2021 (PY)
Income		
BID Revenues		
BID Revenue	59,080.78	101,036.71
Total BID Revenues	59,080.78	101,036.71
Total Income	\$59,080.78	\$101,036.71
GROSS PROFIT	\$59,080.78	\$101,036.71
Expenses		
Bank service charges	340.95	30.00
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	776.45	
Rock n Stroll	2,372.28	
Web Design & Communication	6,669.66	9,294.38
Total Marketing & Promotion Committee	9,818.39	9,294.38
Organization Committee		
Accounting & Legal	990.00	2,240.00
Administrative	1,000.00	
Insurance	-77.00	
Professional Administration		
Insurance-Prof Admin	0.00	1,860.00
Payroll Service Fees-Prof Admin	294.40	251.91
Payroll Tax Expense	860.01	860.01
Wages-Prof Admin	11,241.99	11,241.99
Workers Comp-Prof Admin	189.25	378.50
Total Professional Administration	12,585.65	14,592.41
Total Organization Committee	14,498.65	16,832.41
Streetscape & Security Committe		
Beautification-Streetscape Misc	16,849.00	11,354.60
Total Streetscape & Security Committe	16,849.00	11,354.60
Uncategorized Expense	1,450.24	50.00
Total Expenses	\$42,957.23	\$37,568.06
NET OPERATING INCOME	\$16,123.55	\$63,468.65
NET INCOME	\$16,123.55	\$63,468.65

Rockridge District Association

Profit and Loss May 2021 - May 2022

	TOTAL	
	MAY 2021 - MAY 2022	MAY 2020 - MAY 2021 (PY)
Income		
BID Revenues		83,062.72
BID Revenue	219,274.62	179,789.43
Total BID Revenues	219,274.62	262,852.15
Total Income	\$219,274.62	\$262,852.15
GROSS PROFIT	\$219,274.62	\$262,852.15
Expenses		
Bank service charges	1,383.62	169.00
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	2,476.97	1,747.35
Events	610.00	
Marketing & Materials	-2,448.22	2,650.00
Rock n Stroll	20,543.44	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	27,946.54	16,744.97
Total Marketing & Promotion Committee	46,128.73	21,142.32
Organization Committee		
Accounting & Legal	5,490.00	5,690.00
Administrative	3,000.00	
Insurance	3,496.00	4,355.07
Office Expense	235.67	946.00
Postage, Copy & Printing	289.12	251.17
Professional Administration		
Insurance-Prof Admin	5,372.00	7,675.00
Payroll Service Fees-Prof Admin	1,270.98	1,247.48
Payroll Tax Expense	4,750.71	4,316.46
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	987.50	1,348.50
Total Professional Administration	71,096.48	66,802.73
Telecommunications	325.27	
Total Organization Committee	83,932.54	78,044.97
Streetscape & Security Committee		
Beautification-Streetscape Misc	78,047.46	54,379.77
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
Total Streetcleaning Wages		505.00
Total Streetscape & Security Committee	78,047.46	54,884.77
Uncategorized Expense	5,643.46	5,242.38
Total Expenses	\$215,135.81	\$159,500.09
NET OPERATING INCOME	\$4,138.81	\$103,352.06
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	\$15,438.81	\$103,352.06