



RDA Agenda (Thursday, 07-20-2023)

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

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

Join via Zoom Meeting

<https://us02web.zoom.us/j/88040772391?pwd=UXR4RE5PN UdUalM2MkZwa3c4RTBaQT09>

Meeting ID: 880 4077 2391

Passcode: 268426

One tap mobile +16699006833,,88040772391# US (San Jose)

+16694449171,,88040772391# US

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President — Monte
- b. Monte has been in contact with Mayra Chavez, the Mayors Director of Community Engagement, about scheduling a board meeting that the mayor can attend in the next 3 months. — Monte

IV. Treasurer's Report

- a. Budget updates — Robin, Monte, Veronica
- b. Sharing continuing work on expected monthly expenses (Profit/Loss style reporting)

V. Streetscape and Security

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

VI. Marketing and Promotions

- a. Rock-N-Stroll July 9 event — Jody

VII. Land Use

- a. Follow-up on landscaping issues with TJs and Claremont MS — Chris
- b. Follow-Up about mobilization of merchants to respond and bring pressure upon the owners of the former gas station lot at Claremont @ College Avenue. — Chris

VIII. Old Business

- a. Assessments & Disbursements — Jody
- c. Follow up on New Area Capitan. Photo attachments in email updates — Chris
- d. Follow up on ideas for organizing citizen action (Stephanie and Katy) — Monte

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

5951 College Avenue ■ Oakland ■ CA 94618

■ Phone 510-604-3125 ■

info@rockridgedistrict.com ■ www.rockridgedistrict.com



RDA Meeting Minutes
Thursday, 06-15-2023

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

Staff Present: Jody Colley, Chris Jackson

Guests: Matt Zimbalist (Re-Up), Dr. Ryan Bowel (Life Chiropractic), Vanessa Farmer (Elizabeth H), Zach Walton (community member)

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

I. The directors approved the meeting's Agenda (M) Monte, (S) Robin; Unanimous

II. The directors approved the Minutes from the meeting of 5/18/23 (M) Monte, (S) Robin; Unanimous

III. Chair's report

- a. Updates from our President — Stephanie
- b. Regarding the Mayor's lack of response. Needing citizen action. Stephanie and Katy will meet up to organize citizen action.

IV. Treasurer's Report

- a. The directors received the financial report, and heard some vocal budget updates:
 - a. Roughly \$72,000 in the account.
 - b. Budget FY 2023-2024 — Robin
 - c. We receive 3 disbursements per year. The first in 2023 was for \$53k, the second usually is ½ of the annual remainder, the third usually is ½ of the annual remainder. The city doesn't know how much they'll give us. They sent us all the money that was in the account.
- b. We have roughly \$7,000/month in expenses. The Finance committee is working on a investigation of monthly expenses. Chris reminded us to hold that we need \$14,000 for holiday marketing expenses in the last quarter of 2023.

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V. Streetscape and Security 5940 College Ave Ste A ▪ Oakland ▪ CA 94618

A. Trees & tree wells — Chris ▪ Phone 510-604-3125 ▪

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Chris shared that the RCPC may plant the trees for us. They'll will install mosaics on some of the trash cans along the avenue.

- B. Security/safety/unsheltered updates — Chris shared on continuing unsheltered people presence along the avenue.
 - a. New Area Capitan. The OT for area 2 has been pulled from the budget. N
 - b. We noted again that having a CRO would be extremely beneficial for us.
 - c. Monte suggested a small group to work on crime and apply pressure.
 - d. Vanessa asked that images of perpetrators be sent with emails as an attachment so that they can be enlarged, expanded so that they might be more useful to merchant members and their staff.

VI. Marketing and Promotions

- A. Rock-N-Stroll / events— We had a great turn-out on June 10th for our latest event. Our next one is July 8. We talked about the possibility of having a RDA Table at an event to engage the public around crime issues and the work that we're doing.

VII. Land Use

A: New stores coming in include: 2 chocolate stores, new bike store, Chris is asking merchants

to improve their window fronts.

B. Miscellaneous issues:

- a. Chris is working on landscaping issues with TJs and Claremont MS.
- b. Zach and Stephanie will share information about how we can mobilize merchants to respond and bring pressure upon the owners of the former gas station lot at Claremont @ College Avenue. We can share these resources, already used by the RCPC, to mobilize our members to advocate for construction on the now empty site. This is because the time for community comment on zoning / closure of the lot is now.

VIII. Old Business

- A. Board Elections — One written ballot was returned (from the 600 mailed out). The directors held a voice vote (with 9 voting members present) in which the entire slate proposed by the Nominating Committee was unanimously elected. The written ballot voted the same way. Election results then are:

RDA Board of Directors		
Office	Class of 2023	
President	Monte McClain CAL	
Vice President	Robin Pennell BT	
Treasurer	Robin Pennell	
Secretary	Monte McClain	
Directors at Large		
	Katy Winter BT	
	Matt Zimbalist BT	
BT- Business Tenant	2 year terms	no less than 2/3 of board
CAL- Community at Large Member	1 year term	no more than 1/3 of board

- b. Letter to the Mayor about the crime surge. Monte has mailed it in. We are awaiting a response. Monte will share a copy with Stephanie who is willing to bring it up in a personal conversation with the mayor to apply pressure for some action.

c. Assessments & Disbursements — Jody

The city is going to send us the balance of what's in our bank account in August 2023. She thinks it'll be more than the 53k that we've already received.

IX. There was no new business.

IX. Public Comment

Those who were present voiced their support of the board and offered what help they can give to the directors.

X. Stephanie adjourned the meeting at 9:28am.

Minutes taken by Monte McClain

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Rockridge District Association

Balance Sheet

As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	58,469.38
Total Bank Accounts	\$58,901.85
Total Current Assets	\$58,901.85
TOTAL ASSETS	\$58,901.85
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	599.06
Total Credit Cards	\$599.06
Total Current Liabilities	\$599.06
Total Liabilities	\$599.06
Equity	
Unrestricted Net Assets	50,921.16
Net Income	7,381.63
Total Equity	\$58,302.79
TOTAL LIABILITIES AND EQUITY	\$58,901.85

Rockridge District Association

Profit and Loss

March - June, 2023

	TOTAL	
	MAR - JUN, 2023	MAR - JUN, 2022 (PY)
Income		
BID Revenues		
BID Revenue	77,785.04	59,080.78
Total BID Revenues	77,785.04	59,080.78
Total Income	\$77,785.04	\$59,080.78
GROSS PROFIT	\$77,785.04	\$59,080.78
Expenses		
Bank service charges	496.95	458.38
Marketing & Promotion Committee		
Advertising & Graphics	424.87	1,744.73
Advertising/Promotional		19.95
Events	976.90	55.00
Rock n Stroll	2,750.00	4,660.00
Web Design & Communication	8,000.00	8,345.70
Total Marketing & Promotion Committee	12,151.77	14,825.38
Organization Committee		
Accounting & Legal	1,320.00	1,320.00
Administrative	2,000.00	2,000.00
Insurance	474.41	-77.00
Office Expense	22.00	
Postage, Copy & Printing	925.77	571.98
Professional Administration		
Insurance-Prof Admin		0.00
Payroll Service Fees-Prof Admin	627.90	389.20
Payroll Tax Expense	2,776.44	1,146.69
Wages-Prof Admin	36,293.36	14,989.32
Workers Comp-Prof Admin	292.00	324.25
Total Professional Administration	39,989.70	16,849.46
Total Organization Committee	44,731.88	20,664.44
Streetscape & Security Committe		
Beautification-Streetscape Misc	9,327.43	21,644.93
Total Streetscape & Security Committe	9,327.43	21,644.93
Uncategorized Expense	3,695.38	1,450.24
Total Expenses	\$70,403.41	\$59,043.37
NET OPERATING INCOME	\$7,381.63	\$37.41
NET INCOME	\$7,381.63	\$37.41

Rockridge District Association

Profit and Loss

June 2022 - June 2023

	TOTAL	
	JUN 2022 - JUN 2023	JUN 2021 - JUN 2022 (PY)
Income		
BID Revenues		
BID Revenue	262,394.32	118,487.91
Total BID Revenues	262,394.32	118,487.91
Total Income	\$262,394.32	\$118,487.91
GROSS PROFIT	\$262,394.32	\$118,487.91
Expenses		
Bank service charges	1,619.82	1,491.05
Marketing & Promotion Committee		
Advertising & Graphics	11,679.60	3,445.25
Advertising/Promotional	131.98	19.95
Events	4,241.88	665.00
Marketing & Materials	1,643.40	-2,448.22
Rock n Stroll	32,389.50	23,081.16
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,035.60	27,372.58
Total Marketing & Promotion Committee	77,121.96	49,135.72
Organization Committee		
Accounting & Legal	4,290.00	4,290.00
Administrative	6,500.00	4,000.00
Insurance	3,118.41	3,496.00
Office Expense	171.90	235.67
Postage, Copy & Printing	-1,492.61	861.10
Professional Administration		
Insurance-Prof Admin		4,752.00
Payroll Service Fees-Prof Admin	1,691.19	1,281.81
Payroll Tax Expense	5,595.36	4,750.73
Wages-Prof Admin	70,671.35	58,715.29
Workers Comp-Prof Admin	975.50	1,022.50
Total Professional Administration	78,933.40	70,522.33
Telecommunications		325.27
Total Organization Committee	91,521.10	83,730.37
Streetscape & Security Committee		
Beautification-Streetscape Misc	97,110.87	75,888.79
Total Streetscape & Security Committee	97,110.87	75,888.79
Uncategorized Expense	8,069.98	5,593.46
Total Expenses	\$275,443.73	\$215,839.39
NET OPERATING INCOME	\$ -13,049.41	\$ -97,351.48

Rockridge District Association

Profit and Loss

June 2022 - June 2023

	TOTAL	
	JUN 2022 - JUN 2023	JUN 2021 - JUN 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	\$ -13,049.41	\$ -86,051.48