



RDA Agenda (Thursday, 07-21-2022)

Location: 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

V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion)

b. Tree Maintenance: the proposed scope of work to be performed by Pacific Landscape (Chris)

VI. Marketing and Promotions

a. July/August Rock-N-Stroll (Jody)

VII. Land Use

a. Belly is open; Tacos 2 Die 4 by Pucquio coming soon; Fort Point Brewery is officially gone (been closed since Covid); Caldecott Properties has moved; a new tattoo parlor may be coming; Stranded (5488 College) is opening

VIII. New Business

a.

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

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RDA Annual Meeting Minutes (Thursday, 06-16-2022)  
Location: The Golden Squirrel, 5940 College

START TIME: 8:41AM

BOARD MEMBERS PRESENT: STEPHANIE, VERONICA, ANDREW, ROBIN

GUEST: LOUISE, CHRIS JACKSON, JODY COLLEY, DANIEL SWAFFORD

I. Approve Agenda

ANDREW MOVED TO APPROVE THE AGENDA, ROBIN SECONDED, PASSED UNANIMOUSLY

II. Approve Minutes

ANDREW MOVED TO APPROVE THE AGENDA, ROBIN SECONDED, PASSED UNANIMOUSLY

III. Chair's report

a. Updates from our President

HEARD GOOD THINGS ABOUT ROCK-N-STROLL ON JUNE 11. FELT LIKE ATTENDANCE IS DOWN. NEED MORE MERCHANTS/RESTAURANT SUPPORT. HOW TO GET MERCHANTS ONBOARD: CREATE A TOOLKIT (JODY) THAT STEPHANIE AND CHRIS WILL PASS AROUND, INCLUDE TESTIMONIALS FROM MERCHANTS SEEING SUCCESS.

IV. Treasurer's Report a. Updates

NO NEW UPDATES; STILL FISCALLY SOUND

b. Assessment fees: notices and collection efforts (Jody, Susan)

JODY REPORTED THAT PAST DUE POSTCARDS WERE MAILED; COLLECTING ASSESSMENTS DUES ALREADY

V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion)

CRIME ISSUES – CHRIS MEET WITH THE MAYORS OFFICE TO GET MORE HELP

VI. Marketing and Promotions a. Rock-N-Stroll

SEE JODY'S MARKETING REPORT FOR DETAILS. BOTTOM LINE IS MERCHANTS SURVEYED REPORTED EXCELLENT INCREASE IN SALES THE DAY OF THE JUNE 11 EVENT.

VERONICA MADE SUGGESTIONS FOR FUTURE ROCK-N-STROLL EVENTS – THEMES; INVITING FOR KIDS; ALLOCATE MORE MONEY FOR BANDS; RESOLVE THE THREE ISSUES OF NO PLACE TO SIT, TOO FEW BANDS, AND NO STREET FOOD TO EAT

b. Father’s Day gift Guide

PROMOTING FATHER’S DAY ONLINE AND SOCIAL MEDIA

VII. Land Use

a. New businesses: Market (2022 College), Starter Bakery

VIII. New Business

a. Elections

ALL NOMINEES WERE ELECTED BY UNANIMOUS VOTE OF THE BOARD:

STEPHANIE (1 YEAR TERM)

ANDREW (2 YEAR TERM)

SUSAN (2 YEAR TERM)

BALLOTS RECEIVED WILL BE SCANNED AND PLACED IN OUR ARCHIVES

b. Daniel Swafford

DANIEL SWAFFORD—WHO RUNS THE BIDS IN MONTCLAIR, LAUREL, AND (IN FORMATION) DIMOND—OFFERED HIS SERVICES TO EXPAND THE ACTIVITIES OF THE RDA BEGINNING WITH FACILITATING A STRATEGIC PLANNING PROCESS. AN EXAMPLE OF AN OPPORTUNITY TO DEVELOP FOR THE RDA IS FORMER DRYER’S BUILDING AND JEWISH COMMUNITY CENTER BUILDOUT—COULD INCLUDE AN EVENT SPACE WE COULD USE FOR MORE COMMUNITY AND CULTURAL ACTIVITIES TO ATTRACT MORE PEOPLE TO THE DISTRICT.

JODY MENTIONED DANIEL’S ABILITY TO FUNDRAISE/SECURE GRANTS FOR INITIATIVES THAT SHE’S WORKED ON FOR DISTRICTS (AND GAVE THE EXAMPLE OF A STOPWASTE GRANT TO HELP RESTAURANTS IN THE LAUREL GO GREEN). SHE ALSO SAID THAT THERE IS LIKELY NOT MORE THAT SHE OR CHRIS CAN DO FOR THE RDA IN TERMS OF LARGER, STRATEGIC PROJECTS, IN SUPPORT OF CONSIDERING DANIEL’S OFFER.

VERONICA ASKED THAT WE CONSIDER THIS OFFER TOWARD THE END OF THE YEAR. INSTEAD, WE INVEST IN MORE SECURITY AND RAISES FOR CHRIS AND JODY.

NO VOTE WAS TAKEN.

c. History of RDA (Chris, Veronica)

LOUISE DISCUSSED THE FORMATION OF THE RDA. SHE ALSO SUGGESTED IT'S HEALTHY TO CONTINUE TO GROW AND ENGAGE THE NEEDS OF THE COMMUNITY AT LARGE AS WELL AS NEW BUSINESSES, WHICH WAS THE SPIRIT IN WHICH THE RDA WAS FORMED. SHE CITED THE EXAMPLE OF THE UPCOMING REDISTRICTING, AND HOW THAT WILL IMPACT THE COMMUNITY.

IX. Public Comment

X. Adjourn

VERONICA: MOVE TO ADJOURN, SECONDED BY ROBIN, PASSED UNANIMOUSLY

MEETING ENDED AT 9:45AM

# Rockridge District Association

Balance Sheet  
As of June 30, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	55,475.57
<b>Total Bank Accounts</b>	<b>\$55,908.04</b>
<b>Total Current Assets</b>	<b>\$55,908.04</b>
<b>TOTAL ASSETS</b>	<b>\$55,908.04</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	445.99
<b>Total Credit Cards</b>	<b>\$445.99</b>
<b>Total Current Liabilities</b>	<b>\$445.99</b>
<b>Total Liabilities</b>	<b>\$445.99</b>
Equity	
Unrestricted Net Assets	55,424.64
Net Income	37.41
<b>Total Equity</b>	<b>\$55,462.05</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$55,908.04</b>

# Rockridge District Association

## Profit and Loss

March - June, 2022

	TOTAL	
	MAR - JUN, 2022	MAR - JUN, 2021 (PY)
Income		
BID Revenues		
BID Revenue	59,080.78	100,533.58
<b>Total BID Revenues</b>	<b>59,080.78</b>	<b>100,533.58</b>
<b>Total Income</b>	<b>\$59,080.78</b>	<b>\$100,533.58</b>
GROSS PROFIT	<b>\$59,080.78</b>	<b>\$100,533.58</b>
Expenses		
Bank service charges	458.38	40.00
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	1,182.45	
Events	55.00	
Marketing & Materials		137.39
Rock n Stroll	5,222.28	
Web Design & Communication	9,937.63	9,294.38
<b>Total Marketing &amp; Promotion Committee</b>	<b>16,397.36</b>	<b>9,431.77</b>
Organization Committee		
Accounting & Legal	1,320.00	2,570.00
Administrative	1,000.00	
Insurance	-77.00	
Office Expense		47.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	0.00	2,480.00
Payroll Service Fees-Prof Admin	389.20	335.88
Payroll Tax Expense	1,146.69	1,146.69
Wages-Prof Admin	14,989.32	14,989.32
Workers Comp-Prof Admin	324.25	378.50
<b>Total Professional Administration</b>	<b>16,849.46</b>	<b>19,330.39</b>
Telecommunications		325.27
<b>Total Organization Committee</b>	<b>19,092.46</b>	<b>22,561.85</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	21,644.93	22,377.27
<b>Total Streetscape &amp; Security Committee</b>	<b>21,644.93</b>	<b>22,377.27</b>
Uncategorized Expense	1,450.24	0.00
<b>Total Expenses</b>	<b>\$59,043.37</b>	<b>\$54,417.56</b>
NET OPERATING INCOME	<b>\$37.41</b>	<b>\$46,116.02</b>
NET INCOME	<b>\$37.41</b>	<b>\$46,116.02</b>

# Rockridge District Association

Profit and Loss  
June 2021 - June 2022

	TOTAL	
	JUN 2021 - JUN 2022	JUN 2020 - JUN 2021 (PY)
Income		
BID Revenues		83,062.72
BID Revenue	118,487.91	100,533.58
<b>Total BID Revenues</b>	<b>118,487.91</b>	<b>183,596.30</b>
<b>Total Income</b>	<b>\$118,487.91</b>	<b>\$183,596.30</b>
GROSS PROFIT	<b>\$118,487.91</b>	<b>\$183,596.30</b>
Expenses		
Bank service charges	1,491.05	169.00
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	2,882.97	1,597.69
Events	665.00	
Marketing & Materials	-2,448.22	2,787.39
Rock n Stroll	23,393.44	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	29,214.51	15,244.97
<b>Total Marketing &amp; Promotion Committee</b>	<b>50,707.70</b>	<b>19,630.05</b>
Organization Committee		
Accounting & Legal	4,290.00	5,540.00
Administrative	3,000.00	
Insurance	3,496.00	4,355.07
Office Expense	235.67	993.07
Postage, Copy & Printing	289.12	540.29
Professional Administration		
Insurance-Prof Admin	4,752.00	7,730.00
Payroll Service Fees-Prof Admin	1,281.81	1,247.48
Payroll Tax Expense	4,750.73	4,316.48
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	1,022.50	1,248.50
<b>Total Professional Administration</b>	<b>70,522.33</b>	<b>66,757.75</b>
Telecommunications	325.27	325.27
<b>Total Organization Committee</b>	<b>82,158.39</b>	<b>78,511.45</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	75,888.79	63,202.44
<b>Total Streetscape &amp; Security Committe</b>	<b>75,888.79</b>	<b>63,202.44</b>
Uncategorized Expense	5,593.46	5,192.38
<b>Total Expenses</b>	<b>\$215,839.39</b>	<b>\$166,721.97</b>
NET OPERATING INCOME	<b>\$ -97,351.48</b>	<b>\$16,874.33</b>
Other Income		
Other Income	11,300.00	
<b>Total Other Income</b>	<b>\$11,300.00</b>	<b>\$0.00</b>
NET OTHER INCOME	<b>\$11,300.00</b>	<b>\$0.00</b>
NET INCOME	<b>\$ -86,051.48</b>	<b>\$16,874.33</b>