



RDA Agenda (Thursday, 08-17-2023)

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. Check in about the Mayor attending our meeting of September 14th. Crafting questions and time allocation. — Monte

IV. Treasurer's Report

V. Streetscape and Security

- a. Trees & tree wells — Chris
- b. Security/safety/unsheltered updates — Chris
 - a. Follow-up the \$4,700 with Pacific Landscaping contract to top off, service on the tree wells. We're waiting for scheduling and the money to come in in August to move ahead.
 - b. Checking in on the holiday banners and the payment in full or deposit in August.

VI. Marketing and Promotions

- a. Rock-N-Stroll August 12 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
- b. Follow up on ideas for organizing citizen action (Stephanie and Katy) — Monte
- c. Follow-up on the gift for our two exciting board members: Stephanie and Andrew — 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

Rockridge District Association, a Rockridge Business Improvement District

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meeting, notify Chris Jackson at 510-604-3125 at least 48 hours prior to the meeting.

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RDA Meeting Minutes
Thursday, 07-20-2023

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

Members Absent: Andrew Snow (the Golden Squirrel); Matt Zimbalist (Re-Up),

Staff Present: Jody Colley, Chris Jackson

Guests: Danny Hagan (Fox Safety)

Monte began the meeting 8:35am at College Avenue Presbyterian Church (5951 College Ave), noting a Quorum.

I. The directors approved the meeting's Agenda Unanimous consent

II. The directors approved the Minutes from the meeting of 6/20/23
Unanimous consent

III. Chair's report

- a. Monte shared details about trying to get the Mayor of Oakland to an upcoming meeting. The best bet is to move our September meeting to the 2nd Tuesday, September 14. The board voted Unanimously to do so for September 2023.

IV. Treasurer's Report

- a. The directors received the financial report, and heard some vocal budget updates: from the treasurer and team.
 - We're down to \$54-55,000.
 - We'll have a special treasury meeting in September to review the budget and disbursement to come by end of August before we meet with the mayor in September 14th.

V. Streetscape and Security

Streetscape:

- a. In terms of the tree wells we have a \$4,700 with Pacific Landscaping contract to top off, service on the tree wells. We're waiting for scheduling and the money to come in in August to move ahead.
- b. RCPC is going to pay for the mosaic on the garbage cans.

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- c. Near the end of August - \$14,000 to change out the holiday banners. They're asking for payment in full. 10% until the work is completed. Monte to check with Chris about this. Banners come down to be replaced by the holiday lighting.

Security:

The board heard an update on the unsheltered people and issues along the avenue, including:

- a. CAT team () as brought into help with the blind woman who had been in front of Safeway
- b. Thomas on Chabot in the tent. Is in line to be contacted by the city team
- c. College and Claremont NO TURNING RIGHT SIGN has been turned around. Needing to be fixes.
- d. Temescal district is asking us for help. Chris doesn't want to.
- e. Woman is selling knives on the street, without a permit.
 - i. Code Enforcement Division

VI. Marketing and Promotions

- A. Rock-N-Stroll July 9 event— report from Jody. We spent \$1500 for bands (6 x \$250).
- B. Our next event 8/12 is the Dog themed – pup promenade. It was very popular with the merchants last summer.
- C. Our July event was art themed, 20 of the 25 showed up. It's a theme to build on in future years. We didn't hear any sort of feedback (good or bad).
- D. Jody will get us a rough budget from the past year's expenditures on the holiday season and marketing to use for the September budgetary meeting.

VII. Land Use

- a. Follow-up on landscaping issues with TJs and Claremont MS — Chris TJ is doing something now.
- 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 RCPC put up signs. We need to follow up with Zach to see if he's spoken with Casey Farmer.
- c. New Businesses:
 - Another nail salon
 - Craft sewing-knitting circle store
 - Wine store-tasting room
 - Ice-cream store
- d. Good occupancy in the district

Garden Cleaners has closed

The Golden Squirrel is changing ownership.

- e. The board voted to allocate \$100, to a thank you gift for our two exciting board members: Stephanie and Andrew. (M) Veronica, (S) Katy, Unanimous approval. *Who was going to follow through on getting the gifts?*

VIII. Old Business

- a. Assessments & Disbursements — Jody. Revenue department off July/August. WE know how has paid, but no list of who haven't paid and what they owe. This makes it impossible to budget.
- b. Follow up on New Area Capitan. Photo attachments in email updates — Chris – 12 y no budget for over time
- c. We didn't hear any follow up on ideas for organizing citizen action (Stephanie and Katy) — we'll return to that in August.

IX. New business.

License plate reading cameras to be installed Claremont @ College, Broadway @ College.

Danny Hagan – Fox Safety working with private communities, BID – across No Calif – trying to install LP App (license place reading cameras). To help identify those committing crimes, to track all the vehicles that enter and leave the area 24/7 by installing the LP app in strategic areas in the community to provide actionable data to help OPD (license place, make, model, color, frequency of presence in the past month/period). To help policing departments that are understaffed.

The cost – one time installation fee/camera (\$150 on existing infrastructure) \$650 if installed on their poles. 2 year terms - \$2500/year. They don't have an MOU with Oakland. We would have access to the portal of our data, we'd have to run the search and find the data and transmit that the police department. We would be paying for employee hours to do the work of monitoring data, capturing it and transmitting it to the police department. They work with private communities and parks. It won't deter them but will give action, of who is doing some stuff. Providing an additional tool.

Following Mr. Hagan's departure the board wondered how would this benefit the OPD in their work if they don't currently work with this company or such material. It would be a net increase to our staffing costs as we would have to monitor the cameras and the actionize the photos for OPD (who aren't equipped to respond). It seemed that this company, while undoubtedly worthwhile, is looking for an initial group to help them break into Oakland as a market. We're not in a position in terms of finance or staff time to do this

IX. Public Comment

There was no public comment.

X. Monte adjourned the meeting at 9:32am.

Minutes taken by Monte McClain

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Rockridge District Association

Profit and Loss July 2022 - July 2023

	TOTAL	
	JUL 2022 - JUL 2023	JUL 2021 - JUL 2022 (PY)
Income		
BID Revenues		
BID Revenue	262,494.32	118,991.04
Total BID Revenues	262,494.32	118,991.04
Total Income	\$262,494.32	\$118,991.04
GROSS PROFIT	\$262,494.32	\$118,991.04
Expenses		
Bank service charges	1,622.88	1,598.48
Marketing & Promotion Committee		
Advertising & Graphics	11,568.55	4,051.25
Advertising/Promotional	131.98	19.95
Events	4,186.88	665.00
Marketing & Materials	1,643.40	-2,585.61
Rock n Stroll	30,789.50	26,581.16
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,076.27	29,552.11
Total Marketing & Promotion Committee	75,396.58	55,283.86
Organization Committee		
Accounting & Legal	3,960.00	4,290.00
Administrative	6,500.00	4,500.00
Insurance	3,237.02	3,496.00
Office Expense	171.90	188.60
Postage, Copy & Printing	-2,064.59	571.98
Professional Administration		
Insurance-Prof Admin		4,132.00
Payroll Service Fees-Prof Admin	1,721.97	1,292.64
Payroll Tax Expense	5,620.29	4,750.71
Wages-Prof Admin	70,997.36	58,715.29
Workers Comp-Prof Admin	1,003.50	1,201.75
Total Professional Administration	79,343.12	70,092.39
Total Organization Committee	91,147.45	83,138.97
Streetscape & Security Committee		
Beautification-Streetscape Misc	92,314.94	69,140.62
Total Streetscape & Security Committee	92,314.94	69,140.62
Uncategorized Expense	8,069.98	5,643.46
Total Expenses	\$268,551.83	\$214,805.39
NET OPERATING INCOME	\$ -6,057.51	\$ -95,814.35

Rockridge District Association

Profit and Loss

July 2022 - July 2023

	TOTAL	
	JUL 2022 - JUL 2023	JUL 2021 - JUL 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	\$ -6,057.51	\$ -84,514.35

Rockridge District Association

Profit and Loss

March - July, 2023

	TOTAL	
	MAR - JUL, 2023	MAR - JUL, 2022 (PY)
Income		
BID Revenues		
BID Revenue	77,885.04	59,080.78
Total BID Revenues	77,885.04	59,080.78
Total Income	\$77,885.04	\$59,080.78
GROSS PROFIT	\$77,885.04	\$59,080.78
Expenses		
Bank service charges	617.44	575.81
Marketing & Promotion Committee		
Advertising & Graphics	719.82	2,350.73
Advertising/Promotional		19.95
Events	976.90	55.00
Rock n Stroll	4,000.00	8,160.00
Web Design & Communication	10,040.67	10,525.23
Total Marketing & Promotion Committee	15,737.39	21,110.91
Organization Committee		
Accounting & Legal	1,320.00	1,650.00
Administrative	2,500.00	2,500.00
Insurance	593.02	-77.00
Office Expense	22.00	
Postage, Copy & Printing	925.77	571.98
Professional Administration		
Payroll Service Fees-Prof Admin	753.48	484.00
Payroll Tax Expense	3,088.05	1,433.35
Wages-Prof Admin	40,366.70	18,736.65
Workers Comp-Prof Admin	455.00	503.50
Total Professional Administration	44,663.23	21,157.50
Total Organization Committee	50,024.02	25,802.48
Streetscape & Security Committe		
Beautification-Streetscape Misc	9,327.43	25,919.43
Total Streetscape & Security Committe	9,327.43	25,919.43
Uncategorized Expense	3,695.38	1,450.24
Total Expenses	\$79,401.66	\$74,858.87
NET OPERATING INCOME	\$ -1,516.62	\$ -15,778.09
NET INCOME	\$ -1,516.62	\$ -15,778.09

Rockridge District Association

Balance Sheet

As of July 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	49,256.35
Total Bank Accounts	\$49,688.82
Total Current Assets	\$49,688.82
TOTAL ASSETS	\$49,688.82
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	284.28
Total Credit Cards	\$284.28
Total Current Liabilities	\$284.28
Total Liabilities	\$284.28
Equity	
Unrestricted Net Assets	50,921.16
Net Income	-1,516.62
Total Equity	\$49,404.54
TOTAL LIABILITIES AND EQUITY	\$49,688.82