



DA Agenda (Thursday, 10-20-2022)

Location: College Ave Presbyterian Church 5951 College Avenue (Zoom available upon request)

Time: 8:30-10am

I. Approve Agenda

II. Approve Minutes

III. Chair's report

1. Updates from our President
2. Home Depot discussion (cont.)

IV. Treasurer's Report

1. City disbursements
2. Budget

V. Streetscape and Security

1. Unsheltered (Running Agenda Discussion)
2. Trees & Tree Wells — Chris Jackson

VI. Marketing and Promotions

1. Rock-N-Stroll (Oct 8) — Jody Colley
2. Halloween Parade (Oct 30) — Chris Jackson & Jody Colley
3. Holiday Plans
4. Rockridge Guide

VII. Land Use

1. New Businesses: Love + Chocolate (next to Wisteria)
2. Closed Businesses:

VIII. 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 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.

RDA Agenda (Thursday, 09-15-2022)

Location: College Avenue Presbyterian Church, 5951 College Ave.

Time: 8:30-10am

Stephanie opened the meeting at 8:46am, recognizing a quorum.

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

Staff: Chris Jackson; Jody Colley

I. Approve Agenda

Robin (M), Susan (S), Passed unanimously

II. Approve Minutes

Susan (M), Veronica (S), Passed unanimously

III. Chair's report

a. Updates from our President

Stephanie expressed gratitude for the board's solidarity with her scheduling.

IV. Treasurer's Report

a. received from the City for our April disbursement: \$131,891.88. We are still waiting for our July disbursement \$45,302.06 and then October should be the same. We will have increased expenses of \$90,000 in October

b. We discussed and approved the new proposed 2023-2024 budget (attached)
Robin (M), Monte (S), Passed unanimously.

c. Now that we have a budget we can finalized the annual report to the City; Susan will work with Jody on finalizing it

IV. Streetscape and Security

a. Unsheltered (Running Agenda Discussion)

b. Trees & Tree Wells — Chris Jackson shared about options for filling in the tree wells with something besides decomposed granite. This could be a more permanent, environmentally friendly produce. Chris will report back to the board in October with more information.

Chris is meeting with the alliance today (8/18) about the parameters of the parklets.

The new employee doing the power washing along the avenue is doing a great job.

Auto burglaries are off the hook along the avenue.

Chris expressed concerns about the departure of business, and empty storefronts. (former café at 6025 College, and the Hank & Frank Bicycles),

VI. Marketing and Promotions

- a. Rock-N-Stroll (Sept 10) — Jody Colley
We had a good event. The sound permit ends at 8:00pm a band went until 8:45pm. There were a few complaints but we'll fix that going forward. The scavenger hunt worked really well, more than 100 people participated with lots of positive feedback.
- b. Halloween Parade (Oct 30) – Sunday 10/30 centered at the library. We'll have music at the church and a pop-up kid event there too to balance out the activities on the avenue. Merchants should be sure to buy lots of candy in anticipation of really big crowds like last year.
- c. Holiday Merchant Guide – Jody posited this idea for the holiday season and will see if merchants are interested.

VII. Land Use

- a. New Businesses:
A Real Estate Office will open in the Safeway complex
The former Fort-Point space has been leased
AKA Coffee space is for lease
The space formerly housing Warm Things has been leased to a Barbara Shop
Starter Bakery is coming in across from Zachary's but there is no definite opening date.
The MIO Har Salon space has been leased
The former Fillipo;s space is still vacant.
The former Origami store space is still vacant.
The Tattoo Shop has blocked out the windows, which may cause problems.
- b. Closed Businesses: No new closures to announce at this meeting.

VIII. New Business

Jody shared that reporters/journalists are approaching her, looking for positive newsworthy stories about Oakland. If you know of such stories inform Jody so that she can transmit those ideas.

IX. Miscellaneous

We discussed the possibility of Home Depot coming in at the end of the district and our options in as a board. We'll continue this conversation online and at our October board meeting.

X. Public Comment

There was no public comment.

XI. Stephanie adjourned the meeting 9:29am.

Minutes taken by Monte McClain

**RDA, a Rockridge Business Improvement District
Proposed Budget
March 2023 to February 2024**

Proposed

Income

Gross BID Revenue	\$158,400	\$220,000
Capital Projects Carryforward	<u>\$50,000</u>	\$50,000
March/April Carryforward	<u>\$15,000</u>	\$15,000
Total Income	\$223,400	

Expense

Organization	\$77,000	110,000
City of Oakland- Collection Cost	\$2,400	
City of Oakland- Noticing	\$1,100	
Marketing & Promotion	\$37,900	60,000
Streetscape & Security	\$40,000	50000
Capital Projects	<u>\$50,000</u>	50000
Reserves (needed to cover March/April expenses in 2024)	<u>\$15,000</u>	15000
Total Expense	\$223,400	285,000

Rockridge District Association

Balance Sheet

As of September 30, 2022

	TOTAL	
	AS OF SEP 30, 2022	AS OF AUG 31, 2022 (PP)
ASSETS		
Current Assets		
Bank Accounts		
Fremont Bank O&A #0829	432.47	432.47
Fremont Bank Op #0349	98,242.67	144,880.81
Total Bank Accounts	\$98,675.14	\$145,313.28
Total Current Assets	\$98,675.14	\$145,313.28
TOTAL ASSETS	\$98,675.14	\$145,313.28
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
Fremont Bank Credit Card	900.75	513.22
Total Credit Cards	\$900.75	\$513.22
Total Current Liabilities	\$900.75	\$513.22
Total Liabilities	\$900.75	\$513.22
Equity		
Unrestricted Net Assets	55,424.64	55,424.64
Net Income	42,349.75	89,375.42
Total Equity	\$97,774.39	\$144,800.06
TOTAL LIABILITIES AND EQUITY	\$98,675.14	\$145,313.28

Rockridge District Association

Profit and Loss

March - September, 2022

	TOTAL	
	MAR - SEP, 2022	MAR - SEP, 2021 (PY)
Income		
BID Revenues	131,891.88	
BID Revenue	59,080.78	100,533.58
Total BID Revenues	190,972.66	100,533.58
Total Income	\$190,972.66	\$100,533.58
GROSS PROFIT	\$190,972.66	\$100,533.58
Expenses		
Bank service charges	820.98	387.22
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	2,325.65	431.26
Events	55.00	
Marketing & Materials	320.00	137.39
Rock n Stroll	14,197.18	7,118.72
Rock n Stroll Donations		-3,000.00
Web Design & Communication	16,921.23	16,463.12
Total Marketing & Promotion Committee	33,819.06	21,150.49
Organization Committee		
Accounting & Legal	2,310.00	3,560.00
Administrative	2,500.00	
Insurance	-77.00	
Office Expense	149.90	47.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	0.00	4,340.00
Payroll Service Fees-Prof Admin	693.79	598.62
Payroll Tax Expense	2,006.70	2,006.70
Wages-Prof Admin	26,231.31	26,231.31
Workers Comp-Prof Admin	503.50	658.00
Total Professional Administration	29,435.30	33,834.63
Telecommunications		325.27
Total Organization Committee	34,318.20	38,056.09
Streetscape & Security Committe		
Beautification-Streetscape Misc	78,214.43	35,493.27
Total Streetscape & Security Committe	78,214.43	35,493.27
Uncategorized Expense	1,450.24	0.00
Total Expenses	\$148,622.91	\$95,093.74
NET OPERATING INCOME	\$42,349.75	\$5,439.84
NET INCOME	\$42,349.75	\$5,439.84

Rockridge District Association

Profit and Loss

September 2021 - September 2022

	TOTAL	
	SEP 2021 - SEP 2022	SEP 2020 - SEP 2021 (PY)
Income		
BID Revenues	131,891.88	83,062.72
BID Revenue	118,991.04	100,533.58
Total BID Revenues	250,882.92	183,596.30
Total Income	\$250,882.92	\$183,596.30
GROSS PROFIT	\$250,882.92	\$183,596.30
Expenses		
Bank service charges	1,615.55	486.22
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	3,779.32	2,028.95
Events	665.00	
Marketing & Materials	-2,265.61	2,787.39
Rock n Stroll	29,368.62	7,118.72
Rock n Stroll Donations		-3,000.00
Web Design & Communication	31,029.37	20,413.71
Total Marketing & Promotion Committee	62,576.70	29,348.77
Organization Committee		
Accounting & Legal	4,290.00	5,540.00
Administrative	4,500.00	
Insurance	3,496.00	3,732.22
Office Expense	338.50	993.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	2,892.00	7,895.00
Payroll Service Fees-Prof Admin	1,334.49	1,258.31
Payroll Tax Expense	4,750.72	4,316.47
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	922.25	1,249.75
Total Professional Administration	68,614.75	66,934.82
Telecommunications		325.27
Total Organization Committee	81,239.25	77,814.50
Streetscape & Security Committee		
Beautification-Streetscape Misc	112,509.62	57,802.44
Total Streetscape & Security Committee	112,509.62	57,802.44
Uncategorized Expense	5,643.46	2,767.60
Total Expenses	\$263,584.58	\$168,236.18
NET OPERATING INCOME	\$ -12,701.66	\$15,360.12

Rockridge District Association

Profit and Loss

September 2021 - September 2022

	TOTAL	
	SEP 2021 - SEP 2022	SEP 2020 - SEP 2021 (PY)
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	\$ -1,401.66	\$15,360.12