



RDA Agenda

Thursday, 03-18-21 Location: Zoom Tele/Web Meeting – Email sbernosky@strahaninsurance.com for Location/Password
Time: 8:30 am- 10:00 am

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates

IV. Treasurer's Report (Disbursement Schedule 4/30 | 7/31 | 10/31)

- a. Updates

V. Streetscape and Security:

- a. Updates
- b. Tree trim Holy Basil

VI. Marketing and Promotions:

- a. Updates
- b. Out & About, Banners

VII. Land Use:

- a. Closed Businesses:
- b. New 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 C, 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 ▪

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Meeting Minutes for Thursday, February 18, 2021

Present: Susan Bernosky, Anthony Barr, Maggie Klein, Monte McClain, Robert Pennell, Louise Rothman-Reimer, Veronica Bhonsle

Absent: Fremont Bank Rep, Andrew Snow, Katy Winter

Staff: Chris Jackson

Invited Guests: Janis Brewer & Myrna Walton, from Upper Broadway Advocates

8:32am Susan declared a quorum, opening the meeting.

I. We approved today's agenda. Approve Agenda Louise (M), Robert (S), Anonymous Approval

II. We approved the minutes from 1.21.2021. Robert (M), Louise (S) Anonymous Approval

III. Chair's report

- a. Oakland Assessments – Susan is forgiving penalties and interest on assessments in the hope of maximizing involvement
- b. We had 3 associate memberships who we'll charge \$250
- c. Fremont Bank is not responding to inquiries, nor have they opened an RDA Account. We might bill them in person.

IV. Treasurer's Report (Disbursement Schedule 4/30 | 7/31 | 10/31)

a. We seem to be fine. But we won't know until the disbursement in April. Anthony recommends that we maintain the status quo until then.

V. Streetscape and Security:

- a. The unhoused population is increasing throughout the district. The city of Oakland is running out of money for housing the unhoused, so we can expect a progressive increase in unhoused people in the district.
- b. Several buildings are covering the entirety of their windows. That is something for us to think about as a board and what we want in terms of visibility and the energy it creates along the avenue.
- c. Paving and new curb cuts. The work is going well.

VI. Marketing and Promotions:

- a. Marketing Plan proposed by Jody – Susan will send it out to the board. But we can't make a decision until we get our first disbursement check (which is 50% of annual total).

VII. Land Use:

- a. Closed Businesses:
- b. New Businesses: 2 new bakeries are coming in.
- c. The city of Oakland is moving radically slow in awarded permits for residential and commercial work which is likely holding back new entrepreneurial efforts.

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VIII. New Business:

- a. Guests: Janis Brewer & Myrna Walton of the Upper Broadway Advocates
Upper Broadway Advocates is a local volunteer group working with the development at the CCA site to encourage density in housing and coherence with the rest of the district. Clifton Hall, on the former CCA site, has opened transitional housing on the 1st floor (20 units/90 people (31 kids) on a rotating basis). They're run by Family Ladders. The other 2 floors will be permanent housing for seniors (40-60 units) once they're reconfigured. They've been soliciting funds (\$1,000) from neighbors to create 25 gift baskets for the new residents to welcome them. (e.g. food items, toys, toiletries). They're asking about the possibility of donations of goods, certificates, discounts from merchants to help with this effort. Interested merchants and businesses can contact Janis who is the primary contact person at mayersbrewer@gail.com.

IX. There was no Public Comment.

X. Susan adjourned the meeting at 9:08am.

Minutes taken by Monte McClain

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