



RDA Agenda

Thursday, 05-20-21 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
- b. Annual Meeting / Election / RR News Article
- c. CPA Report

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

- a. Updates

V. Streetscape and Security:

- a. Updates
- b. Frosting or Blocking of Storefront windows

VI. Marketing and Promotions:

- a. Updates
- b. Out & About Sidewalk Sale- Street Closure
- c. Jody’s Marketing Proposal

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 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
▪ Phone 510-604-3125 ▪
chris@rockridgedistrict.com ▪ www.rockridgedistrict.com



Minutes of the RDA Meeting of April 22, 2021
Minutes

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

Absent: Fremont Bank Rep (Alberto)

Staff: Chris Jackson

8:35am Susan declared a quorum, opening the meeting.

On 4/5/21 a e-vote a majority of board members (9) voted to move the April 2021 meeting to Thursday April 22nd.

I. We approved today's agenda. Louise (M), Veronica (S), Unanimous Approval

II. We approved the minutes from 3.18.2021. Louise (M), Maggie (S) Unanimous Approval

III. Chair's Report

- a. The City (Micah) has not provided our disbursement amount yet. / Samee and Steve were to provide a proposal for closing College Ave only (not side streets) for an "Out & About Sidewalk Sale" Name TBD. SB will pursue this with them. Jody has confirmed that she will do marketing/advertising and will reach out to businesses to encourage participation and be available for Q &A. Katy wants full Out & About, Chris thinks if closing the street why not full Out & About. Veronica supports less congestion, music- businesses and no vendors. Per our last meeting, we agreed that focusing on the RDA businesses only and not a full Out & About is what we are trying to accomplish.
- b. ACTION: UBA – Should we use our newsletter to assist in solicitation for donations and help. Discussion and Vote RDA will publish the UBA request for solicitation for donations and help in our RDA newsletter. (M) Robin, (S) Louise, The board voted NO Unanimously on the motion.
- c. Terms of several members are expiring at the end of May – Anthony, Katy, Louise, Monte, Robin, Veronica are up for re-election. Anthony and Louise both expressed a desire to retire from the Board. The Board expressed their gratitude for their past faithful service. Those who expressed a desire to remain on the board: Katy, Robin, Maggie, Monte, Veronica, Susan, Andrew

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

- a. We don't know our disbursement yet. Don't know when we'll receive it. We have enough cash to guarantee our cash flow.
- b. CPA Review. We're waiting for an engagement letter from the CPA Office.
- c. Anthony will apply for PPP Forgiveness this coming week.

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V. Streetscape and Security:

- a. Updates
- b. The tree wells are nearly filled. Tree trimming will be coming. Paving work is nearly done. Chris has requested for all the fire hydrants to be painted. Power washing on the BART plaza will be renewed by the city.

VI. Marketing and Promotions:

- a. No update to report. We are awaiting to hear about our income.
- b. A couple banners were replaced at very low cost. But as there is no income to fund the district banners we can't really do anything more.

VII. Land Use:

- a. New Businesses:
 - 5292 College – Truly Permanent Cosmetics (Tattoo) Replaced Bisou Nails
 - 6021 College - AKA Coffee Replaced 1951 Coffee
 - 6300 College 150 - Pressed Juicery Replaced Cream
 - 5357 College - RGYM – Formerly Curves- Same owner
 - 5925 College - Boba Guys- Replaced Dreyers Ice Cream Parlor
 - 5931 College – Sunday Bakeshop Replaced Katrina Rozelle

VIII. There was no new business.

IX. There was no Public Comment.

Misc Information:

- Susan expressed concern about the non-participation of Fremont Bank, in looking to our quorum count. She'll reach out to him. We talked about ways in which to more actively recruit new board members.
We could publish our accomplishments as the board and our assessment fee structure to educate others. – on our website, RCPC and talking with Anna a blurb to go in the Rockridge News. Who we are, what we've done, and we're looking for Board Membership. Susan will take this to Jody to have her compose something. In the newsletter, website and Rockridge News.
- Ain't Normal Café – Faunus Lucas Interested in joining the board.
- Joyce is interested in coming back to the board.

X. Susan adjourned the meeting at 9:22am.

Minutes taken by Monte McClain

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Rockridge District Association

Balance Sheet
As of April 30, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	66,976.91
Total Bank Accounts	\$67,409.38
Total Current Assets	\$67,409.38
TOTAL ASSETS	\$67,409.38
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
PPP Loan	11,300.00
Total Long-Term Liabilities	\$11,300.00
Total Liabilities	\$11,300.00
Equity	
Unrestricted Net Assets	78,044.88
Net Income	-21,935.50
Total Equity	\$56,109.38
TOTAL LIABILITIES AND EQUITY	\$67,409.38

Rockridge District Association

Profit and Loss

April 2021

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Web Design & Communication	7,000.00
Total Marketing & Promotion Committee	7,000.00
Organization Committee	
Accounting & Legal	660.00
Professional Administration	
Insurance-Prof Admin	620.00
Payroll Service Fees-Prof Admin	83.97
Payroll Tax Expense	286.68
Wages-Prof Admin	3,747.33
Workers Comp-Prof Admin	278.50
Total Professional Administration	5,016.48
Total Organization Committee	5,676.48
Streetscape & Security Committee	
Beautification-Streetscape Misc	2,200.00
Total Streetscape & Security Committee	2,200.00
Total Expenses	\$14,886.48
NET OPERATING INCOME	\$ -14,886.48
NET INCOME	\$ -14,886.48

Rockridge District Association

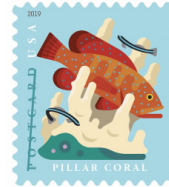
Profit and Loss

April 2021

(10)

	TOTAL	
	APR 2021	APR 2020 (PY)
Income		
Total Income		
GROSS PROFIT	\$0.00	\$0.00
Expenses		
Bank service charges	10.00	10.00
Marketing & Promotion Committee		
Web Design & Communication	7,000.00	
Total Marketing & Promotion Committee	7,000.00	
Organization Committee		
Accounting & Legal	660.00	330.00
Office Expense		383.28
Professional Administration		
Insurance-Prof Admin	620.00	565.00
Payroll Service Fees-Prof Admin	83.97	83.97
Payroll Tax Expense	286.68	286.68
Wages-Prof Admin	3,747.33	3,747.33
Workers Comp-Prof Admin	278.50	282.25
Total Professional Administration	5,016.48	4,965.23
Total Organization Committee	5,676.48	5,678.51
Out & About Expenses		500.00
Streetscape & Security Committe		
Beautification-Streetscape Misc	2,200.00	2,696.00
Total Streetscape & Security Committe	2,200.00	2,696.00
Total Expenses	\$14,886.48	\$8,884.51
NET OPERATING INCOME	\$ -14,886.48	\$ -8,884.51
NET INCOME	\$ -14,886.48	\$ -8,884.51

RDA, a RBID
c/o Strahan Ins Svcs Inc
5940 College Ave Ste A
Oakland CA 94618



RDA ANNUAL ELECTION
June 17th 2021

**HALO HEALTH-CHIROPRACTIC
& COMMUNITY WELLNESS
5330 COLLEGE AVE STE 210
OAKLAND, CA 94618-2814**



**The RDA, a Rockridge Business Improvement District
Annual Meeting and Elections**

Thursday June 17, 2021 at 8:30 AM

All written nominations must be received by
June 6th, 2021

Email to info@rockridgedistrict.com or
Fax to 510-450-9053

Ballots will be mailed by June 7th, 2021

All ballots must be returned by June 17th 8:00 AM

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5940 College Ave Ste A
Oakland CA 94618



Assessment
Delinquent Notice

**HALO HEALTH-CHIROPRACTIC
& COMMUNITY WELLNESS
5330 COLLEGE AVE STE 210
OAKLAND, CA 94618-2814**



- 1) The City has notified the RDA that you are delinquent for the 2021 RDA Assessment payment. The annual assessment payment was due by March 1st.
- 2) Your account is accumulating penalties and interest and if your business is experiencing a hardship the RDA may ask the City to waive those charges, but you must contact the RDA to request assistance- Send an email to chris@rockridgedistrict.com and it will be forwarded to the RDA contact who will reach out to you.
- 3) Your business listing has been removed from the Rockridge District Website and your business will not be permitted to participate in all marketing services or discounts.
- 4) We have sent out our annual election notice, but only to our businesses that are paid up.
- 5) When you have paid the assessment, the City does NOT notify the RDA. Please let us know so that we can reverse all actions taken.
- 6) Visit the City of Oakland website to see your outstanding Assessment status. <https://ltss.oaklandnet.com/>. If you have not received email notifications of the Assessment bill, your email address may need to be updated with the City.

(9)

1



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(10)

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(11)

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(12)

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(13)

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