



RDA Agenda

Thursday, 10-17-19 Location: 5940 College Ave Ste F Oakland CA 94618

Time: 8:30 am- 10:00 am

Guest

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. RDA Member Assessments Update
- b. CCC Redevelopment Project (5212 Broadway)- presentation in Jan
- c. Collections

IV. Treasurer's Report – Aug 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)

- a. Updates

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Samee – Out & About Report and planning document 2020 and beyond

VII. Land Use:

- a- Updates

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

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RDA Minutes

Thursday, 09-19-19 Location: 5940 College Ave Set F Oakland, CA 94618

Call to Order: 8:30am Established Quorum Yes

Present: Susan Bernosky, Maggie Klein, Andrew Snow, Anthony Barr, Robin Pennell, Katy Winter
Veronica Bhonsle, Monte McClain and Chris Jackson (RDA Manager)

Absent: Louise Rothman-Riemer, Lauren Field, Miles Armstead

Guest:

- I. Approved Agenda: Monte moved and Andrew seconded- All in favor- yes
- II. Approved Minutes: Aug 15, 2019 – Monte moved and Veronica seconded- All in favor- yes
- III. Chair's report
 - a. ACTION: Monte moved- For accounts being opened for existing businesses (no BID account opened when business tax account opened) Business to pay current year only. No past years, no penalty, no interest. Anthony seconded- All in favor- yes
 - b. Confirmation that Susan will review on behalf of board and report back on decisions made.
 - c. Add Collections/ 5212 Broadway and Trees to Oct Agenda
- IV. Treasurer's Report - July 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)
 - a. Solvent.
- V. Streetscape and Security
 - a. Laptop theft on rise in Rockridge. Oakland in general: higher crime. Noticeable police presence in Rockridge.
 - b. Oakland has transferred sidewalk liability to building owners.
 - c. ACTION: Tree Wells- RDA cannot afford. Offer building owners one time grant when budget permits \$100/tree well- Vote in October.
 - d. Trees- cannot afford to trim trees- must do in pieces.
- VI. Marketing and Promotions:
 - a. Out & About report in October- Susan to send email exchange with Samee.
- VII. Land Use
 - a. BICA in escrow, Duchess sold, Barber Shop CCA Building
- VIII. New Business
 - a. Andrew presented the opportunity for the RDA to join the A's Business Council.
 - b. ACTION: Robin moved to for the RDA to join, Maggie seconded. All in Favor- 7 Abstained- 1
- IX. Public Comment
- X. *Adjourn: 10:10 am*

Rockridge District Association

BALANCE SHEET

As of September 30, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	12,204.49
Fremont Bank Op #0349	70,201.04
Total Bank Accounts	\$82,405.53
Total Current Assets	\$82,405.53
TOTAL ASSETS	\$82,405.53
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestricted Net Assets	31,780.76
Net Income	50,624.77
Total Equity	\$82,405.53
TOTAL LIABILITIES AND EQUITY	\$82,405.53

Rockridge District Association

PROFIT AND LOSS

January - September, 2019

	TOTAL	
	JAN - SEP, 2019	JAN - SEP, 2018 (PY)
Income		
BID Revenues		
BID Revenue	126,822.68	116,210.12
Total BID Revenues	126,822.68	116,210.12
Billable Expense Income		500.00
Miscellaneous Income		10,000.00
Marketing Membership Fees		500.00
Total Miscellaneous Income		10,500.00
Out & About	41,014.69	28,639.82
Total Income	\$167,837.37	\$155,849.94
GROSS PROFIT	\$167,837.37	\$155,849.94
Expenses		
Bank service charges	100.00	140.00
Computer & Software Expenses	190.00	
Credit card charges		39.00
Interest	406.20	114.25
Marketing & Promotion Committee		
Advertising & Graphics	156.90	4,483.77
Events	996.36	2,050.00
Marketing & Materials	1,350.00	3,870.00
Professional Services-Marketing	5,000.00	
Web Design & Communication	1,000.00	
Total Marketing & Promotion Committee	8,503.26	10,403.77
Organization Committee		
Accounting & Legal	2,590.00	677.26
Board Meeting Expense		366.05
Insurance	1,245.00	1,345.00
Office Expense	388.11	114.27
Professional Administration		
Insurance-Prof Admin	5,244.00	4,284.00
Payroll Service Fees-Prof Admin	719.73	761.60
Payroll Tax Expense	3,014.04	3,205.29
Wages-Prof Admin	33,725.97	36,225.97
Workers Comp-Prof Admin	944.75	983.41
Total Professional Administration	43,648.49	45,460.27
Telecommunications		240.00
Total Organization Committee	47,871.60	48,202.85
Out & About Expenses	31,475.85	26,761.22
Streetscape & Security Committee		
Beautification-Streetscape Misc	7,381.00	8,922.98
Postage, Copying & Printing		53.53
Streetcleaning Wages	19,800.00	16,650.00

	TOTAL	
	JAN - SEP, 2019	JAN - SEP, 2018 (PY)
Total Streetscape & Security Committe	27,181.00	25,626.51
Uncategorized Expense	1,484.69	
Total Expenses	\$117,212.60	\$111,287.60
NET OPERATING INCOME	\$50,624.77	\$44,562.34
NET INCOME	\$50,624.77	\$44,562.34

Rockridge District Association

PROFIT AND LOSS

September 2019

	TOTAL
Income	
BID Revenues	
BID Revenue	250.00
Total BID Revenues	250.00
Out & About	25,888.50
Total Income	\$26,138.50
GROSS PROFIT	\$26,138.50
Expenses	
Bank service charges	10.00
Organization Committee	
Accounting & Legal	330.00
Professional Administration	
Insurance-Prof Admin	516.00
Payroll Service Fees-Prof Admin	79.97
Payroll Tax Expense	286.67
Wages-Prof Admin	3,747.33
Total Professional Administration	4,629.97
Total Organization Committee	4,959.97
Out & About Expenses	30,173.10
Streetscape & Security Committe	
Beautification-Streetscape Misc	496.00
Streetcleaning Wages	2,200.00
Total Streetscape & Security Committe	2,696.00
Total Expenses	\$37,839.07
NET OPERATING INCOME	\$ -11,700.57
NET INCOME	\$ -11,700.57

RDA, a Rockridge Business Improvement District
Proposed Budget
March 2020 to February 2021

Income

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

Expense

Organization	\$77,000
City of Oakland- Collection Cost	\$2,400
City of Oakland- Noticing	\$1,100
Marketing & Promotion	\$37,900
Streetscape & Security	\$40,000
Capital Projects	<u>\$50,000</u>
Reserves (needed to cover March/April expenses in 2021)	<u>\$15,000</u>
Total Expense	\$223,400

Rockridge Community Planning Council
and Rockridge District Association present



Trick or Treat down the Avenue!



28th Annual Rockridge

Children's Halloween Parade!



Presbyterian Church, 5951 College Ave

SUN **October 27, 2019, 12 Noon**

Parade will start at noon & head towards the Rockridge BART Station.

Storytelling & Music from Noon-2 PM at the Church

Rain or Shine

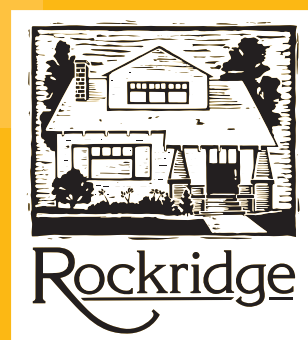


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DISTRICT ASSOCIATION

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**Rockridge Community
Planning Council**

rockridge.org