



RDA Agenda

Thursday, 10-21-21 Location: College Ave Presbyterian Church 5951 College Ave

Zoom is also available upon request

Time: 8:30 am- 10:00 am

I. Approve Agenda

II. Approve Minutes

III. Chair’s report

- a. Updates from our new President

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

- a. Updates

V. Streetscape and Security:

- a. Updates
- b. Unsheltered (Running Agenda Discussion)

VI. Marketing and Promotions:

- a. Updates – Jody Colley

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.



Minutes of the RDA Meeting Thursday, September 16, 2021  
Held at CAOC Presbyterian Church 5951 College Ave & online via Zoom

Present: Susan Bernosky, Veronica Bhonsle, Joyce Gardner, Monte McClain, Robert Pennell,  
Andrew Snow, Katy Winter, Stephanie Walton, Maggie Klein,

Staff: Chris Jackson; Jody Colley

President Stephanie Watson opened the meeting, recognizing a quorum at 8:38am.

- I. The board approved the agenda by consent.
- II. The board approved the Minutes w Addendum- Emailed Marketing Report 8-19-2021 by consent.
- III. Chair's report
  - a. Stephanie shared some updates about the recent Rock & Stroll Event.
- IV. Treasurer's Report (Disbursement Schedule 4/30 | 7/31 | 10/31)
  - a. Susan reported that we have \$111,000 in our account and shouldn't expect to receive any more from the city. We will be sustained until our first check in April 2022. We'll need to be wise with our monies. Our budget next year will not likely be much better.
  - b. Mikah Hinkle is the new person in the city office and confirmed the chaos there. Susan has confidence that he'll get things in order and hopes he'll be good to work with.
- V. Streetscape and Security:
  - a. Chris updated the board on a new unhoused trouble-maker along the avenue, the removal of the driveway at the former Shell site, and the city of Berkeley removing the belongings of John who hangs in front of La Farine (which might move him along). The Oakland resident who is suing local businesses owners for non ADA compliance is continuing this movement.
  - b. Unsheltered (Running Agenda Discussion). Monte is trying to connect with organizers via Faith in Action to identify some potential de-escalation training for merchants and residents in conflictual encounters with the unhoused in our district.
  - c. Street Cleaning as of 9/1/2021 – 1 day per week
  - d. Tree report. See the minutes from the last meeting (August 2021). Susan is talking with the Rockrdige resident who has strong feelings about trees and hopes that this conversation will reduce the pressure from this resident for unaffordable action when they get the whole picture. The arborist we've worked with has offered to put up a tree for free in front of the library at the end of 2021.
- VI. Marketing and Promotions:

- a. Rock & Stroll– Jody Colley reported a successful September Event. Attendance increased over the previous month. Those who do online promotions demonstrably get more business and clients. The only complaint was regarding the lack of programming at 9-10am. The budget was \$5,000. There were 2,500 unique web visitors the week of the event. Most of these came directly through our URL as opposed to via social media sites and posts. This demonstrates a wide penetration of our past marketing efforts in the population who “knows” our URL. See Jody’s full report for more information and details (attached).
- b. Out & About 2022- Report out by Katy / The Survey seeking to see the general interest in an Out and About Event in 2022 has not produced significant results. We’ll relaunch it and use that information in making a recommendation/decision about whether we attempt and Out & About style large event in March 2022 or September 2022. Following discussion an apparent consensus solidified around the likelihood more of doing such an event in September 2022 and the need and strong desire for us to create more pop-up table spaces for community engagement at the next Rock & Stroll as a way to help smaller businesses connect with clients. Suggestions were made to have several foci points along the avenue, not just at the BART plaza, where this might happen. This seemed to be a potential avenue for action that would cost less money, require less approval from the city and potentially be very organic and community-grown. Jody shared the survey results with the board via Google Docs <https://docs.google.com/spreadsheets/d/1eWsnEvjcmgDvFc5wbEYGT040Wjwsq7rJA9P8HVyfjt0/edit#gid=0>

#### VII. Land Use:

- a. Closed Businesses:
  - a. Claremont Day Nursery 5830 College Ave
  - b. Shoshin – Interior Design + Shop, 5914 College Ave
- c. New Businesses:
 

A new real estate agency and flower store appear to be opening at the Broadway end of the avenue.

#### VIII. New Business:

Stephane and Jody will send out a note/letter introducing her as the new RDA president to our members.

- IX. There was no public comment.
- X. Stephanie closed the meeting at 9:33am. Adjourn

Minutes taken by Monte McClain

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**Rockridge District Association, a Rockridge Business Improvement District**

5940 College Ave Ste F ▪ Oakland ▪ CA 94618

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## Marketing Report

### RDA Board Meeting

### September 16, 2021

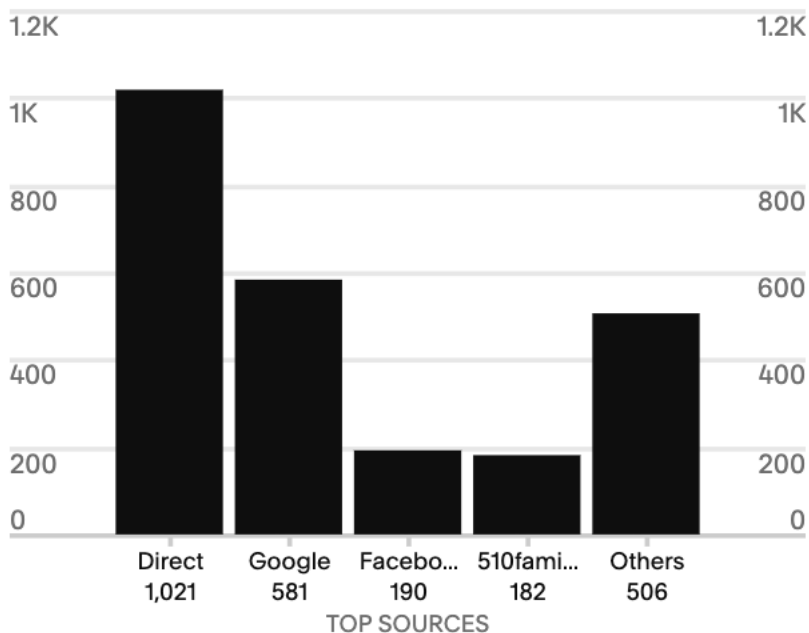
#### 1. Another successful **Sept. 11 Rock-N-Stroll**:

**Issues or concerns:** Overlapping music and trivia game at Golden Squirrel, but otherwise no reported problems. Attendance seemed stronger than last month. Pointing Rockridge BART station music in a northerly direction reduced noise for Market Hall office tenants. No known issues with City, Police, or BART. One attendee complained on social media that nothing was happening, but they went out between 9am-10am. One band reported that another band pulled the plug on them with 8 minutes left in their set — maybe accidentally. Chris may have more street-level observations to add.

**Media note:** Oaklandside covered our event. Popular family website [510Families.com](https://www.510families.com) covered our event and kids' activities as their event pick of the week.

**Marketing reach:** We saw 2480 unique visitors to the website the week of the event. Most people came directly to the website by typing in our URL--likely seeing the website on posters, Rockridge News display ad, or just knowing it. Google search was next highest. Third was 510Families (with good showings also from SF Funcheap, Visit Oakland, Ronnie's Awesome List, and BARTable). Third most segment of visitors came from Facebook (190 people) with Instagram bringing us (104) people. All other sources were individually nominal.

#### Top Sources by Visits [VIEW SOURCES](#)



**Budget:** The event cost the RDA \$4811 (\$3600 performers + \$656 advertising + \$55 sound permit + \$500 for the fashion show, subsidized by Keep Oakland Alive).

2. **Oct. 9 Rock-N-Stroll:**

The next event will add:

- a) Scavenger Rock-N-Hunt (in planning now); great gift certificate participation by merchants.
- b) 12-2pm performance by the [Pacific Boychoir](#) at Rockridge BART Plaza (nearly confirmed).
- c) Live music to the corner of Right Angle Salon across from Eddies Liquors.

Ad in Rockridge News will be:



3. **Holiday Marketing:** Next week I will start work on the Nov-Dec Holiday Season marketing ideas/plans/events. I have a budget provided by Susan, which is currently about \$4500.
4. **Festivals Survey:** This week we surveyed merchants regarding their desire to see more festival-style events such as Rockridge Out & About and Rockridge Rock-N-Stroll. At this time, I have responses from only 13 people representing 12 businesses. You can view the results here: [SURVEY LINK](#). This survey has also been shared with each of you via email, as well.
5. **Business Closure:** [Shoshin](#) (5914 College Avenue) announced that they are closing.

**RDA, a Rockridge Business Improvement District**  
**Proposed Budget**  
**March 2022 to February 2023**

**Income**

Gross BID Revenue	\$158,400
Capital Projects Carryforward	<u>\$50,000</u>
Carryforward to cover March/April 2021 expenses	<u>\$15,000</u>
<b>Total Income</b>	<b>\$223,400</b>

**Expense**

<b>Organization</b>	\$77,000
City of Oakland- Collection Cost	\$2,400
City of Oakland- Legal Noticing	\$1,100
 <b>Marketing &amp; Promotion</b>	 \$37,900
 <b>Streetscape &amp; Security</b>	 \$40,000
<b>Capital Projects</b>	<u>\$50,000</u>
Reserves (needed to cover March/April expenses in 2022)	<u>\$15,000</u>
<b>Total Expense</b>	<b>\$223,400</b>

# Rockridge District Association

Balance Sheet  
As of September 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	94,876.55
Mechanics Checking	0.00
Paypal	0.00
<b>Total Bank Accounts</b>	<b>\$95,309.02</b>
Accounts Receivable	
Accounts Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
Prepaid Expense	0.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$95,309.02</b>
<b>TOTAL ASSETS</b>	<b>\$95,309.02</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Credit Cards	
Fremont Bank Credit Card	524.30
<b>Total Credit Cards</b>	<b>\$524.30</b>
Other Current Liabilities	
Out & About Payable	0.00
Payroll Liabilities	0.00
Short Term Loan - Strahan	0.00
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$524.30</b>
Long-Term Liabilities	
City of Oakland	0.00
PPP Loan	11,300.00
<b>Total Long-Term Liabilities</b>	<b>\$11,300.00</b>
<b>Total Liabilities</b>	<b>\$11,824.30</b>
Equity	
Unrestricted Net Assets	78,044.88
Net Income	5,439.84
<b>Total Equity</b>	<b>\$83,484.72</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$95,309.02</b>

# Rockridge District Association

## Profit and Loss

September 2021

	TOTAL	
	SEP 2021	SEP 2020 (PY)
Income		
BID Revenues		40,506.36
<b>Total Income</b>	<b>\$0.00</b>	<b>\$40,506.36</b>
GROSS PROFIT	<b>\$0.00</b>	<b>\$40,506.36</b>
Expenses		
Bank service charges	119.12	10.00
Marketing & Promotion Committee		
Advertising & Graphics	184.41	
Rock n Stroll	4,119.00	
Web Design & Communication	2,000.00	
<b>Total Marketing &amp; Promotion Committee</b>	<b>6,303.41</b>	
Organization Committee		
Accounting & Legal	330.00	330.00
Insurance		238.22
Professional Administration		
Insurance-Prof Admin	620.00	565.00
Payroll Service Fees-Prof Admin	94.80	83.97
Payroll Tax Expense	286.67	286.67
Wages-Prof Admin	3,747.33	3,747.33
<b>Total Professional Administration</b>	<b>4,748.80</b>	<b>4,682.97</b>
<b>Total Organization Committee</b>	<b>5,078.80</b>	<b>5,251.19</b>
Streetscape & Security Committe		
Beautification-Streetscape Misc	4,190.00	2,200.00
<b>Total Streetscape &amp; Security Committe</b>	<b>4,190.00</b>	<b>2,200.00</b>
<b>Total Expenses</b>	<b>\$15,691.33</b>	<b>\$7,461.19</b>
NET OPERATING INCOME	<b>\$ -15,691.33</b>	<b>\$33,045.17</b>
NET INCOME	<b>\$ -15,691.33</b>	<b>\$33,045.17</b>



# Rockridge District Association

## Profit and Loss YTD Comparison

March - September, 2021

	TOTAL	
	MAR - SEP, 2021	MAR - SEP, 2020 (PY YTD)
Income		
BID Revenues		40,506.36
BID Revenue	100,533.58	78,752.72
<b>Total BID Revenues</b>	<b>100,533.58</b>	<b>119,259.08</b>
<b>Total Income</b>	<b>\$100,533.58</b>	<b>\$119,259.08</b>
GROSS PROFIT	<b>\$100,533.58</b>	<b>\$119,259.08</b>
Expenses		
Bank service charges	387.22	70.00
Interest	6.67	
Marketing & Promotion Committee		
Advertising & Graphics	431.26	267.34
Events		1,133.83
Marketing & Materials	137.39	
Rock n Stroll	7,118.72	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	16,463.12	3,500.00
<b>Total Marketing &amp; Promotion Committee</b>	<b>21,150.49</b>	<b>4,901.17</b>
Organization Committee		
Accounting & Legal	3,560.00	2,908.00
Insurance		861.07
Office Expense	47.07	383.28
Postage, Copy & Printing	289.12	251.17
Professional Administration		
Insurance-Prof Admin	4,340.00	3,955.00
Payroll Service Fees-Prof Admin	598.62	587.79
Payroll Tax Expense	2,006.70	2,006.70
Wages-Prof Admin	26,231.31	26,231.31
Workers Comp-Prof Admin	658.00	660.50
<b>Total Professional Administration</b>	<b>33,834.63</b>	<b>33,441.30</b>
Telecommunications	325.27	
<b>Total Organization Committee</b>	<b>38,056.09</b>	<b>37,844.82</b>
Out & About Expenses		500.00
Streetscape & Security Committee		
Beautification-Streetscape Misc	35,493.27	32,878.46
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
<b>Total Streetcleaning Wages</b>		<b>505.00</b>
<b>Total Streetscape &amp; Security Committee</b>	<b>35,493.27</b>	<b>33,383.46</b>
Uncategorized Expense	0.00	2,424.78
<b>Total Expenses</b>	<b>\$95,093.74</b>	<b>\$79,124.23</b>
NET OPERATING INCOME	<b>\$5,439.84</b>	<b>\$40,134.85</b>
NET INCOME	<b>\$5,439.84</b>	<b>\$40,134.85</b>