



RDA Agenda (Thursday, 11-16-2023)

Meeting location: College Ave Presbyterian Church, 5951 College Avenue, Oakland, CA 94618

Time: 8:30am-10:00am PST

Join via Zoom Meeting

<https://us02web.zoom.us/j/88040772391?pwd=UXR4RE5PN UdUaIM2MkZwa3c4RTBaQT09>

Meeting ID: 880 4077 2391

Passcode: 268426

One tap mobile +16699006833,,88040772391# US (San Jose)

+16694449171,,88040772391# US

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President — Monte

IV. Treasurer's Report

- b. Treasury committee update
- c. CPA search update

V. Streetscape and Security

- a. Trees & tree wells — Chris
- b. Security/safety/unsheltered updates — Chris

VI. Marketing and Promotions

- a. Update website business directory — Jody

VII. Land Use

VIII. Old Business

- a. Collections on Assessments—Jody

IX. New Business

- a. Updating vendors and accounts with Officer and Address changes — Jody
- b. Jody to send out Donation Letters in January for 2023 contributions

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 5951 College Avenue, 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

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com



RDA Meeting Minutes
Thursday, 10-19-2023

Members Present: Veronica Bhonsle, Monte McClain, Robert Pennell, Katy Winter, Matt Zimbalist

Members Absent:

Staff Present: Jody Colley, Chris Jackson

Monte began the meeting 8:32 am on Zoom, noting a Quorum.

- I. The directors approved the meeting's Agenda by consent.
- II. The directors approved the meeting's Minutes by consent.

III. Chair's report

a. Updates from our President — Monte

b. We are required to provide an Annual BID Report, including a projected future budget and current YTD financials that align with the percentages of our "buckets" first identified in our Management Plan.

c. Actions

- We approved the budget presented for 2024
 - o Robin (M) Veronica (S) – unanimous approval
- The board approved the decision to move our financial year to a January to December schedule.
 - o Veronica (M) Matt (S)– unanimous approval – fiscal reporting
- Our Treasury Committee will meet to advance on work around a new book-keeping system and accountant following the move of the Henry Levy Group to Solano Avenue.
- By consensus the board approved our official RDA signing of the traffic solution proposal from neighbor Rep. Buffy Wicks in view of partnering with our larger community around shared issues
 - o Katy has some comments/ideas to share. She'll communicate them to Buffy. Monte will connect them.

IV. Treasurer's Report

- Robin shared a brief snapshot of our financial situation. We're in good shape.

V. Streetscape and Security

- a. Trees & tree wells —
 - a. Decomposed Granite in the tree wells is almost fully installed.

- b. Security/safety/unsheltered updates — Chris
 - a. Car-jacking in the 300 block of College on 10-18-23
 - b. Auto-burglaries are continuing to happen.
 - c. We short on officers, insufficient for the city.
 - d. Someone is stealing the steel liners of the garbage cans.

VI. Marketing and Promotions

- a. Rock-N-Stroll October event — Jody
Last even of 2023. Jody is going to send out a survey to merchants to help ascertain about next steps and format for 2024.
- b. Halloween Parade – Sunday, 10/29. Looking good in terms of the programming. We have less of a marketing budget to get the word out. RCPC is helping to contact the schools, etc.
- c. Jody applied for a grant for marketing with the city of Oakland. We are not in a priority zone as identified by the city council. And we have some good stories to tell about how our events impact our merchants. Our events are specifically for our merchants.
- d. The city is going to roll out a holiday campaign. Info to come out on 10/19/24.

VII. Land Use

- a. New business in the district include:
 - Knitting store to open
 - Nail salon
- b. Exiting businesses:
 - The Golden Squirrel has closed down in order to rebuild with a new concept.
 - Berkeley Kids room is leaving.
 - Hair Salon Pony – is leaving.
- c. Our occupancy rate has dropped from 97 to 94% (in the report from 10-18-23).

VIII. Old Business

Annual Assessments status report — Jody

- Jody has helped 20 businesses to pay. Helping to clear up un-paid invoices and merchants who have never been assessed.
- Jody has in inquiry out of the city about Bank of America (if they've ever been billed). As a bank they don't pay city of Oakland taxes. So they might not receive a statement on an annual basis. She's working with the city, and then contacting the bank directly. To look at missed invoices.
- The city of Oakland is providing the best information in terms of clarity and quantity that they ever have.

IX. New Business

By consensus we agreed that we'd send out the email announcement about Dining for Justice to our merchants (some of whom already participate).

IX. Public Comment

There was no public comment.

X. Monte adjourned the meeting at 9:20am.

Minutes taken by Monte McClain

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Rockridge District Association

Balance Sheet

As of October 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	96,931.64
Total Bank Accounts	\$97,364.11
Total Current Assets	\$97,364.11
TOTAL ASSETS	\$97,364.11
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	944.29
Total Credit Cards	\$944.29
Total Current Liabilities	\$944.29
Total Liabilities	\$944.29
Equity	
Unrestricted Net Assets	50,921.16
Net Income	45,498.66
Total Equity	\$96,419.82
TOTAL LIABILITIES AND EQUITY	\$97,364.11

Rockridge District Association

Profit and Loss

October 2022 - October 2023

	TOTAL	
	OCT 2022 - OCT 2023	OCT 2021 - OCT 2022 (PP)
Income		
BID Revenues		
BID Revenue	233,241.30	250,882.92
Total BID Revenues	233,241.30	250,882.92
Total Income	\$233,241.30	\$250,882.92
GROSS PROFIT	\$233,241.30	\$250,882.92
Expenses		
Bank service charges	1,636.03	1,625.15
Marketing & Promotion Committee		
Advertising & Graphics	12,148.50	6,993.32
Advertising/Promotional	131.98	19.95
Events	4,186.88	739.95
Marketing & Materials	1,323.40	-1,292.21
Rock n Stroll	25,364.60	30,262.34
Web Design & Communication	26,292.67	28,987.44
Total Marketing & Promotion Committee	69,448.03	65,710.79
Organization Committee		
Accounting & Legal	4,365.00	4,290.00
Administrative	6,500.00	6,000.00
Insurance	3,580.00	5,906.00
Office Expense	22.00	338.50
Postage, Copy & Printing	-2,064.59	571.98
Professional Administration		
Insurance-Prof Admin		2,272.00
Payroll Service Fees-Prof Admin	1,807.90	1,354.68
Payroll Tax Expense	5,695.11	4,750.71
Wages-Prof Admin	71,975.39	58,715.29
Workers Comp-Prof Admin	987.25	1,101.50
Total Professional Administration	80,465.65	68,194.18
Total Organization Committee	92,868.06	85,300.66
Streetscape & Security Committe		
Beautification-Streetscape Misc	62,573.77	120,496.77
Total Streetscape & Security Committe	62,573.77	120,496.77
Uncategorized Expense	8,069.98	5,643.46
Total Expenses	\$234,595.87	\$278,776.83
NET OPERATING INCOME	\$ -1,354.57	\$ -27,893.91
Other Income		
Other Income		11,300.00
Total Other Income	\$0.00	\$11,300.00
NET OTHER INCOME	\$0.00	\$11,300.00
NET INCOME	\$ -1,354.57	\$ -16,593.91

Rockridge District Association

Profit and Loss

March - October, 2023

	TOTAL	
	MAR - OCT, 2023	MAR - OCT, 2022 (PP)
Income		
BID Revenues		
BID Revenue	180,523.90	190,972.66
Total BID Revenues	180,523.90	190,972.66
Total Income	\$180,523.90	\$190,972.66
GROSS PROFIT	\$180,523.90	\$190,972.66
Expenses		
Bank service charges	993.19	949.70
Marketing & Promotion Committee		
Advertising & Graphics	2,442.97	5,724.06
Advertising/Promotional		19.95
Events	976.90	129.95
Marketing & Materials		1,293.40
Rock n Stroll	7,750.00	18,959.90
Web Design & Communication	16,040.67	17,129.30
Total Marketing & Promotion Committee	27,210.54	43,256.56
Organization Committee		
Accounting & Legal	2,715.00	2,640.00
Administrative	4,000.00	4,000.00
Insurance	936.00	2,333.00
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	571.98
Professional Administration		
Payroll Service Fees-Prof Admin	1,144.00	808.78
Payroll Tax Expense	4,022.88	2,293.36
Wages-Prof Admin	52,586.72	29,978.64
Workers Comp-Prof Admin	618.00	682.75
Total Professional Administration	58,371.60	33,763.53
Total Organization Committee	66,970.37	43,458.41
Streetscape & Security Committe		
Beautification-Streetscape Misc	36,155.76	90,391.58
Total Streetscape & Security Committe	36,155.76	90,391.58
Uncategorized Expense	3,695.38	1,450.24
Total Expenses	\$135,025.24	\$179,506.49
NET OPERATING INCOME	\$45,498.66	\$11,466.17
NET INCOME	\$45,498.66	\$11,466.17