



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

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.