



RDA Agenda (Thursday, 2-15-2024)

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 UdUalM2MkZwa3c4RTBaQT09>

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. Update on work/help proposed by Christine Garofoli around customer experience.
- b. Monte allocated \$300 as per the request of Chris on 2/5/24 to re-stake avenue trees damaged by the storm of 2/3-4.
- c. Monte has obtained a new debit card for our primary banking account at Fremont Bank. And had previous cards all canceled.
- d. Monte has obtained a new log-in for our Fremont Bank account.

IV. Treasurer's Report

- a. Treasury committee update
- b. Update on the new accountant and updates on the auditing process from a Finance Meeting of 1/31/24
- c. Dryer's Ice Cream assessment fees & penalties

V. Streetscape and Security

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

VI. Marketing and Promotions

- a. Updates & 2024 planning — Jody
 - a. Business community survey

VII. Land Use

VIII. Old Business

- a. Updating vendors and accounts with Officer and Address changes — Jody, Robin, Monte
- b. Discussion about moving to a PBID
- c. Potentially discussion about reaching out to Dan Kalb for help around security — Matt Zimbalist

IX. New Business

Rockridge District Association, a Rockridge Business Improvement District

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com

02/08/2024

1



- a. California College of the Arts (CCA)- 5212 Broadway Oakland- Redevelopment Briefing for RDA
Rebecca Crump, Craig Communications

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.



RDA Meeting Minutes
Thursday, 11-18-2024

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

Absent: Louise Rothman-Reimer

Staff Present: Jody Colley, Chris Jackson

Monte began the meeting 8:33 am noting a Quorum.

- I. The directors approved the agenda by consent. (Robin (M); Monte (S))
- II. The directors approved the Minutes from the November 16, 2023 meeting by consent.

III. Chair's report

- a. Updates from our President — Monte
- b. We obtained a copy of our business license from the City of Oakland for 2024.
- c. We have finished and filed our 2023 Taxes, with the help of Henry Levry.
- d. neighbor Christine Garofoli. She is offering to help us with her skill-set and gifts. She works in customer experience primarily and is eager to see if she might be able to partner with us in helping us to work with merchants around customer experience in their business, as well as possibly help flesh out a larger theme/vibe/experience for our BID.
- e. We will aim to meet for no more than 60 minutes at our stated meetings.
- f. Our schedule for the year of 2024 will be (the 3rd Thursdays of each month).
January 17, February 22, March 21, April 18, May 16, June 20, July 18, August 15, September 19, October 17, November 21, December 19* (usually we don't have a "meeting" meeting in December).
- g. By our February Meeting we will work to have a new accountant and facilitate an audiot of our accounts for the past 2-year period (2022 & 2023).

IV. Treasurer's Report

- h. Robin reported briefly on our current financial situation. See the financial report for more information. Treasury committee update

V. Streetscape and Security

- a. Trees & tree wells — Chris
 - Chris called to our attention a new CA Law that required 20 feet of visibility for crosswalks. This may cause trouble, ie. The elimination of parking spaces along College Avenue.

- Chris asked that we send a thank you note to the RCPC for their help in funding the mosaic-ization of the district trash containers.
- Chris called to our attention the need to address an additional day of street cleaning as our budget permits. This would be helpful in 2024 to clean up our BID streets.
- Chris shared that we also will need to replace approximately 6 trees (roughly \$5,000)

b. Security/safety/unsheltered updates — Chris

- Chris shared that there is a new encampment at Hudson @ Clifton.

VI. Marketing and Promotions

- Jody reported on the survey done by the city of Oakland entitled: “Impact of Crime on Oakland Businesses Impact of Crime on Oakland Businesses”. Some of our BID member business participated.
- We’ll develop a plan for 2024 when we have more concrete budget estimates for what we can invest.
- Jody is going to be promoting what the merchants are doing in Holiday 2023.
- Jody will get info out to folks about the city push for holiday.

VII. Land Use

Nothing really to report.

Highwire is moving into the old Alta Bates space.

Market Hall will expand.

VIII. Old Business

- Collections on Assessments—Jody reported that we have received payment from up to 400 district businesses. This is an improvement as we’ve never had more than 350 pay in the past.
- Jody is working on Band of America to get them to pay their assessment.
- Dryers has paid their assessment of roughly \$5,000. They may ask in the future for a refund on delinquent/late fees.
- We are not aware of what payments have happened since December 2023. We need the city to deliver letters to delinquent or non-paying businesses in the district.

IX. New Business

a. We talked about the what it would take to move to being a Property-Based BID. Matt asked about following up with Stephanie’s husband who had offered to help with that. Chris will inquire with Shifra De Benedictis-Kessner & Eric Simundza of the Economic & Workforce Development Department | City of Oakland about their opinion and potential help from the city.

IX. There was no Public Comment

X. Adjourn

Monte adjourned the meeting at 9:04am

Minutes taken by Monte McClain

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Rockridge District Association

Balance Sheet

As of January 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	92,732.21
Total Bank Accounts	\$93,164.68
Total Current Assets	\$93,164.68
TOTAL ASSETS	\$93,164.68
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestricted Net Assets	50,921.16
Net Income	42,243.52
Total Equity	\$93,164.68
TOTAL LIABILITIES AND EQUITY	\$93,164.68

Rockridge District Association

Profit and Loss

March 2023 - January 2024

	TOTAL	
	MAR 2023 - JAN 2024	MAR 2022 - JAN 2023 (PY)
Income		
BID Revenues		
BID Revenue	206,333.20	243,896.31
Total BID Revenues	206,333.20	243,896.31
Total Income	\$206,333.20	\$243,896.31
GROSS PROFIT	\$206,333.20	\$243,896.31
Expenses		
Bank service charges	1,362.89	1,337.28
Marketing & Promotion Committee		
Advertising & Graphics	3,053.75	12,093.46
Advertising/Promotional		247.95
Events	22.80	3,264.98
Marketing & Materials	270.00	1,393.40
Rock n Stroll	8,000.00	31,149.50
Web Design & Communication	22,873.67	23,381.30
Total Marketing & Promotion Committee	34,220.22	71,530.59
Organization Committee		
Accounting & Legal	3,705.00	3,630.00
Administrative	5,500.00	5,500.00
Insurance	936.00	2,333.00
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	-2,418.38
Professional Administration		
Payroll Service Fees-Prof Admin	1,630.36	1,242.70
Payroll Tax Expense	5,067.69	3,288.30
Wages-Prof Admin	64,806.74	41,546.64
Workers Comp-Prof Admin	809.25	872.75
Total Professional Administration	72,314.04	46,950.39
Total Organization Committee	83,402.81	56,144.91
Streetscape & Security Committee		
Beautification-Streetscape Misc	41,408.38	101,786.51
Total Streetscape & Security Committee	41,408.38	101,786.51
Uncategorized Expense	3,695.38	5,824.84
Total Expenses	\$164,089.68	\$236,624.13
NET OPERATING INCOME	\$42,243.52	\$7,272.18
NET INCOME	\$42,243.52	\$7,272.18

Rockridge District Association

Profit and Loss

January 2023 - January 2024

	TOTAL	
	JAN 2023 - JAN 2024	JAN 2022 - JAN 2023 (PY)
Income		
BID Revenues		
BID Revenue	206,126.95	243,896.31
Total BID Revenues	206,126.95	243,896.31
Total Income	\$206,126.95	\$243,896.31
GROSS PROFIT	\$206,126.95	\$243,896.31
Expenses		
Bank service charges	1,618.86	1,592.07
Marketing & Promotion Committee		
Advertising & Graphics	7,892.64	13,060.96
Advertising/Promotional	-96.02	247.95
Events	242.80	3,264.98
Marketing & Materials	520.00	1,393.40
Rock n Stroll	8,500.00	31,445.40
Web Design & Communication	26,873.67	27,497.30
Total Marketing & Promotion Committee	43,933.09	76,909.99
Organization Committee		
Accounting & Legal	4,365.00	4,290.00
Administrative	6,500.00	6,500.00
Insurance	1,170.00	3,579.00
Office Expense	22.00	338.50
Postage, Copy & Printing	-2,064.59	-2,418.38
Professional Administration		
Insurance-Prof Admin		358.00
Payroll Service Fees-Prof Admin	1,860.34	1,432.30
Payroll Tax Expense	5,879.91	4,885.64
Wages-Prof Admin	72,953.42	59,041.30
Workers Comp-Prof Admin	999.25	1,013.00
Total Professional Administration	81,692.92	66,730.24
Total Organization Committee	91,685.33	79,019.36
Streetscape & Security Committee		
Beautification-Streetscape Misc	46,578.81	106,508.50
Total Streetscape & Security Committee	46,578.81	106,508.50
Uncategorized Expense	3,695.38	10,018.06
Total Expenses	\$187,511.47	\$274,047.98
NET OPERATING INCOME	\$18,615.48	\$ -30,151.67
NET INCOME	\$18,615.48	\$ -30,151.67