



RDA Agenda (Thursday, 3-21-2024)

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. We had 2 great brainstorming sessions regarding marketing led Christine Garofoli 3/7 and 3/8 that involved 17 merchants. More in the marketing report time.
- b. We're working with Kingsley of Talisman Antiques to help him with an exorbitant BID fee from the city.

IV. Treasurer's Report

- a. Treasury committee update
- b. We're switching to our new accountant Robin Rosario in April due to some health issues.

V. Streetscape and Security

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

VI. Marketing and Promotions

- a. Report from the Marketing and Promotions Committee - including report back on ideas gathered from the Brainstorming Sessions led by Christine Garofoli.
- b. Updates & 2024 planning — Jody

VII. Land Use

VIII. Old Business

- a. Follow-up & Evaluation from the communication of 2/23/24 Annual RBID Assessment Due March 1 — for all Rockridge Merchants, Professionals, and Businesses

IX. New Business

- a. Marc Babsin of Craig Communications giving a Redevelopment Briefing on the California College of the Arts (CCA)- 5212 Broadway Oakland- property

Rockridge District Association, a Rockridge Business Improvement District

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com



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.

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03/17/2024



RDA Meeting Minutes
Thursday, 2-15-2024

Members Present: Veronica Bhonsle, Monte McClain, Robert Pennell, Louise Rothman-Reimer, Matt Zimbalist

Absent: Katy Winter

Staff Present: Jody Colley, Chris Jackson

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

- I. The directors approved the agenda by consent. (Louise (M); Veronica (S) unanimous approval.
- II. The directors approved the Minutes from the January 18, 2024 meeting by consent.

III. Chair's report

- a. Update on work/help proposed by Christine Garofoli around customer experience. (Blue Glove Club).
- 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.
- e. Monte wrote a letter in support of Fanus and his efforts to open a bottle shop at 6021 College

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 Robin gave a report about our balance and process of moving our accounting from Henry Levy. Louise shared about our finance meeting on 2/14/24 and the friendly reminder email that's forthcoming...
- c. Dryer's Ice Cream has paid their assessment fees with a waiving of penalties for \$5,000 net

V. Streetscape and Security

- a. Trees & tree wells — Chris
- b. Security/safety/unsheltered updates — Chris
CHP is actually not coming to Rockridge as per what the Mayor had said.
Chris updated on the robbery of the worker from George & Walt's.

VI. Marketing and Promotions

- a. Updates & 2024 planning — Jody
- b. Business community survey
 - a. Discussion about Rock-n-Stroll merchant survey done by Jody. We usually get 30 responses to such a survey. Those merchants who really participate tend to have good experiences with the RnS events. How can we encourage, resource folks to cross-pollinate in marketing/promotions? We talked about different scheduling for the events, the potential role of block ambassadors for communication and building community. Rockridge News is looking to snapshot 2 business a month. How do we reframe and tell our story so that folks re-invest?
- c. We formed a Marketing Promotion Committee to help tell our story and do that through our RnS events. Matt, Monte, Jody. Approved by consent.

VII. Land Use

- a. New business include: gym on Broadway). Remodeling the coffee shop at the end of College. PickelBall Tennis store opening up at College. Highwire will be opening up soon. 2 other large store fronts may be leased. Chris has reached out to Medical One about the Pharmaca.

VIII. Old Business

- a. Updating vendors and accounts with Officer and Address changes — Jody, Robin, Monte
- b. Discussion about moving to a PBID. Chris shared that someone from the city is willing to come out and talk with us about the process and potential change. Matt, Louise, Monte.... To pursue.
- c. Potentially discussion about reaching out to Dan Kalb for help around security — Matt Zimbalist. Matt suggested that we circle back to this.

IX. New Business

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

IX. There was no Public Comment

X. Adjourn

Monte adjourned the meeting at 9:22am

Minutes taken by Monte McClain

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No financials included this month because the RDA is in the middle of switching accountancies during this period. Financials will be included next month.