



RDA Agenda (Thursday, 06-15-2023)

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

Virtual attendance via Zoom: tinyurl.com/2p98t56k

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

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President — Stephanie

IV. Treasurer's Report

- a. Budget updates — Robin, Monte, Veronica
- b. Budget FY 2023-2024 — Robin

V. Streetscape and Security

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

VI. Marketing and Promotions

- a. Rock-N-Stroll / events— Jody

VII. Land Use

VIII. Old Business

- a. Board Elections — Jody / Monte
- b. Letter to the Mayor
- c. Assessments & Disbursements — Jody
- d. Check-in on action/developments since the meeting with OPD and Kalb's office, and the *SF Chronicle* article of May 30, 2023
 - a. "Oakland crime spree has residents and business owners on edge: 'It's shocking a lot of people'"
<https://www.sfchronicle.com/bayarea/article/oakland-rockridge-crime-college-avenue-18117744.php>

IX. 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 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 Minutes 5-18-23

Members Present: Veronica Bhonsle, Monte McClain, Robert Pennell, Andrew Snow, Stephanie Walton, Katy Winter.

Members Absent:

Staff Present: Jody Colley, Chris Jackson

Guests: Matt Zimbalist,

Stephanie began the meeting 8:45am at College Avenue Presbyterian Church (5951 College Ave), noting a Quorum.

I. The directors approved the Agenda
(M) Ver, (S) Andrew; unanimous approval

II. The directors approved the Minutes from the meeting of 4/20/23
(M) Monte (S) Katy; unanimous approval

III. Chair's report

a. Stephanie shared an update on what's been going on with her.

IV. Treasurer's Report

- a. Robing shared a budget update, Budget updates — Robin
- b. \$53 should be coming in the next few weeks as a disbursement
- c. Stephanie and Monte will write to the mayor about our monies, asking for the disbursement.

V. Streetscape and Security

a. Security/safety/unsheltered updates — Chris shared about some of the new and ongoing problems.

- David Kendall has reappeared at TJ, Semus is there too on the side of the former pharmacy
- Auto Burglaries - Dan Kalb is willing to help with signage about cars. We remain unclear if signage will actually help. It's also unclear who and how such signage is approved by the city staff.

Dan Kalb & OPD Meeting, May 12th from 8:30AM to 9:30AM at Golden Squirrel

Report from the event... nearly 50 people present, in person and on zoom.

In discussion we struggle to articulate what we can concretely do as the board of directors and local merchants. After discussion among the board, the directors recognized that what we can impact and effect is policy.

- What do we need to help push to change to deal with problems such as the numerous daily break-ins and car window shatterings?
- Who might we apply pressure to in order to fight for a walking officer along College Avenue?

VI. Marketing and Promotions

a. Rock-N-Stroll / events— Jody

The May event went well, an increase in merchant participation, and merchants promoting the event. Newer businesses are eager to participate. We have themes in 2023 for the events. The June event is more food oriented. July is an Arts Themed Bazar. We have 20 artists signed up to table, that should double.

VII. Land Use

VIII. Old Business

a. Board Nominations & Elections — Monte reported that no postcards were returned from BID members with director nominations for the election. The directors unanimously endorsed the following nomination slate for the class of 2023.

RDA Board of Directors				
Office	Class of 2020	Class of 2021	Class of 2022	Class of 2023
President	Susan Bernosky	Susan Bernosky	Stephanie Walton CAL	Monte McClain CAL
Vice President			Robin Pennell BT	Robin Pennell BT
Treasurer		Susan Bernosky	Susan Bernosky BT	Robin Pennell
Secretary		Monte McClain	Monte McClain CAL	Monte McClain
Directors at Large				
	Andrew Snow		Andrew Snow BT	
		Katy Winter BT		Katy Winter BT
	Veronica Bhonsle		Veronica Bhonsle BT	
				Matt Zimbalist BT
	Monte McClain			
BT- Business Tenant	2 year terms	no less than 2/3 of board		
CAL- Community at Large Member	1 year term	no more than 1/3 of board		

b. Update – Elections / Annual Meeting June 15, 2023. Monte and Jody will send out ballot post cards to all the BID members to then return by June 14th.

c. Assessments and disbursements — Jody

covered earlier in the meeting. Jody is working on the departments to see why assessments are not being made. She's working with various departments to get better assessing done. There are issues at the county level. Each department (city and county) are having break downs. There are challenges between us being a merchant versus a property-based district.

IX. New Business

New Businesses opening in the district include:

- Sfizio
- Love + Chocolate
- New Taco place in Filipino's
- Gentleman's Standard Haircuts
- Germany's Best is opening an art gallery (Selma Arts is taking them over)
- Crepevine has new owners
- Eddy's new owners own a couple other liquor stores and are experienced

IX. Public Comment

There was no public comment.

X. Stephanie adjourned the meeting at 9:50am.

(M) Robin, (S) Veronica, Unanimous Approval

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.

Rockridge District Association

Balance Sheet

As of May 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	98,516.91
Total Bank Accounts	\$98,949.38
Total Current Assets	\$98,949.38
TOTAL ASSETS	\$98,949.38
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	585.91
Total Credit Cards	\$585.91
Total Current Liabilities	\$585.91
Total Liabilities	\$585.91
Equity	
Unrestricted Net Assets	50,921.16
Net Income	47,442.31
Total Equity	\$98,363.47
TOTAL LIABILITIES AND EQUITY	\$98,949.38

Rockridge District Association

Profit and Loss

March - May, 2023

	TOTAL	
	MAR - MAY, 2023	MAR - MAY, 2022 (PY)
Income		
BID Revenues		
BID Revenue	77,785.04	59,080.78
Total BID Revenues	77,785.04	59,080.78
Total Income	\$77,785.04	\$59,080.78
GROSS PROFIT	\$77,785.04	\$59,080.78
Expenses		
Bank service charges	371.39	340.95
Marketing & Promotion Committee		
Advertising & Graphics	64.29	1,338.73
Advertising/Promotional		19.95
Events	976.90	
Rock n Stroll	1,250.00	1,810.00
Web Design & Communication	6,000.00	6,345.70
Total Marketing & Promotion Committee	8,291.19	9,514.38
Organization Committee		
Accounting & Legal	990.00	990.00
Administrative	1,500.00	1,500.00
Insurance	355.81	-77.00
Office Expense	22.00	
Postage, Copy & Printing	445.31	
Professional Administration		
Payroll Service Fees-Prof Admin	376.74	294.40
Payroll Tax Expense	934.84	860.01
Wages-Prof Admin	12,220.02	11,241.99
Workers Comp-Prof Admin	157.00	189.25
Total Professional Administration	13,688.60	12,585.65
Total Organization Committee	17,001.72	14,998.65
Streetscape & Security Committe		
Beautification-Streetscape Misc	4,678.43	16,849.00
Total Streetscape & Security Committe	4,678.43	16,849.00
Uncategorized Expense		1,450.24
Total Expenses	\$30,342.73	\$43,153.22
NET OPERATING INCOME	\$47,442.31	\$15,927.56
NET INCOME	\$47,442.31	\$15,927.56

Rockridge District Association

Profit and Loss May 2022 - May 2023

	TOTAL	
	MAY 2022 - MAY 2023	MAY 2021 - MAY 2022 (PY)
Income		
BID Revenues		
BID Revenue	262,394.32	219,274.62
Total BID Revenues	262,394.32	219,274.62
Total Income	\$262,394.32	\$219,274.62
GROSS PROFIT	\$262,394.32	\$219,274.62
Expenses		
Bank service charges	1,608.31	1,383.62
Marketing & Promotion Committee		
Advertising & Graphics	12,345.75	3,039.25
Advertising/Promotional	151.93	19.95
Events	4,241.88	610.00
Marketing & Materials	1,643.40	-2,448.22
Rock n Stroll	32,894.50	20,231.16
Rock n Stroll Donations		-3,000.00
Web Design & Communication	27,231.59	27,372.58
Total Marketing & Promotion Committee	78,509.05	45,824.72
Organization Committee		
Accounting & Legal	4,290.00	5,490.00
Administrative	6,500.00	3,500.00
Insurance	2,999.81	3,496.00
Office Expense	171.90	235.67
Postage, Copy & Printing	-1,973.07	289.12
Professional Administration		
Insurance-Prof Admin		5,372.00
Payroll Service Fees-Prof Admin	1,534.83	1,270.98
Payroll Tax Expense	4,040.42	4,750.71
Wages-Prof Admin	50,345.34	58,715.29
Workers Comp-Prof Admin	840.50	987.50
Total Professional Administration	56,761.09	71,096.48
Telecommunications		325.27
Total Organization Committee	68,749.73	84,432.54
Streetscape & Security Committee		
Beautification-Streetscape Misc	96,736.37	78,047.46
Total Streetscape & Security Committee	96,736.37	78,047.46
Uncategorized Expense	4,374.60	5,643.46
Total Expenses	\$249,978.06	\$215,331.80
NET OPERATING INCOME	\$12,416.26	\$3,942.82

Rockridge District Association

Profit and Loss

May 2022 - May 2023

	TOTAL	
	MAY 2022 - MAY 2023	MAY 2021 - MAY 2022 (PY)
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	\$12,416.26	\$15,242.82