



RDA Agenda (Thursday, 08-18-2022)

Location: Golden Squirrel 5940 College Avenue

(Zoom available upon request)

Time: 8:30-10am

I. Approve Agenda

II. Approve Minutes

III. Chair's report

a. Updates from our President

IV. Treasurer's Report

a. Updates

V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion)

b. Tree Wells and Maintenance: quote for project (Chris)

VI. Marketing and Promotions

a. August/September Rock-N-Stroll (Jody)

b. Rock-N-Stroll for 2023, especially January, February, March

c. Coming up: Rockridge Guide, Halloween Parade, Holiday Campaigns

VII. Land Use

a. Hank & Frank Bicycles is closing their College Avenue location

VIII. New Business

a.

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 5940 College Avenue, Suite A, 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

5940 College Ave Ste F ▪ Oakland ▪ CA 94618

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RDA Meeting Minutes (Thursday, 07-21-2022)
Location: The Golden Squirrel, 5940 College

START TIME: 8:45AM

BOARD MEMBERS PRESENT: SUSAN, VERONICA, ANDREW, ROBIN

GUESTS: CHRIS JACKSON, JODY COLLEY

I. Approve Agenda

SUSAN MOVED TO APPROVE THE AGENDA, VERONICA SECONDED, PASSED UNANIMOUSLY

II. Approve Minutes

SUSAN MOVED TO APPROVE THE AGENDA, VERONICA SECONDED, PASSED UNANIMOUSLY

III. Chair's report

NO UPDATES FROM THE CHAIR

IV. Treasurer's Report a. Updates

\$130,000 CHECK RECEIVED. \$40,000 DISPARITY ON TOTAL AMOUNT WE ARE GETTING. SUSAN IS WORKING TO RESOLVE THE ISSUE WITH THE CITY OF OAKLAND. ADVISED WE PROCEED WITH CURRENT SPENDING PLANS.

V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion)

UNSHeltered INIVIDUAL WHO IS TYPICALLY AT TRADER JOES IS CAUSING SOME ISSUES. OTHERWISE, NO SIGNIFICANT PROBLEMS.

B. Security

KATY BROUGHT UP ONGOING CAR BREAKINS AND THERE WAS DISCUSSION ABOUT WHAT, IF ANY, ACTIONS THE RDA COULD TAKE TO MITIGATE THE ISSUE. CHRIS BELIEVES THE OPD AND DA HAS BACKED OFF PURSUING THESE CRIMES. WE ARE ALSO SEEING LESS POLICE PRESENCE IN ROCKRIDGE CURRENTLY. OTHER THAN ENCOURAGING MERCHANTS TO REPORT CRIMES AND TALKING TO RCMP, THERE WERE NO ACTION ITEMS RESULTING

FROM THE DISCUSSION, JUST GROWING CONCERN FOR SAFETY AND IMPACT ON OUR BUSINESS ENVIRONMENT.

VI. Marketing and Promotions a. Rock-N-Stroll

A. ROCK-N-STROLL:

DOG-THEMED ROCK-N-STROLL COMING ON AUGUST 13. MORE MERCHANTS THAN EVER PARTICIPATING IN THAT EVENT.

BART DID NOT GIVE US PERMISSION TO USE PLAZA FOR HOSTING VENDORS AND ACTIVITIES OUTSIDE OF OUR CURRENT MUSIC USE. CPAC IS THE ONLY LARGER VENUE WE CURRENTLY HAVE.

IN OUR NEXT BOARD MEETING, NEED TO DECIDE IF WE'RE DOING ROCK-N-STROLL IN JANUARY, FEBRUARY AND MARCH. BANDS NEED TO BE BOOKED FOR 2023 SOON.

B. STREET BANNERS

DESIGNS FOR STREET BANNERS WERE PRESENTED TO THE BOARD FOR FEEDBACK. BANNERS ARE IN FINAL STAGES, WILL GO TO THE PRINTER SOON. QUOTE WILL BE GIVEN TO THE TREASURER PRIOR TO ORDERING. TURN AROUND TIME: BANNERS WILL BE MOUNTED THIS FALL.

VII. Land Use

a. NEW BUSINESSES/ACTIVITY: Market (2022 College), Starter Bakery, 11 RESIDENTIAL UNITS COMING ONLINE. RED CROSS SHOULD BE OPEN SOON.

VIII. New Business

a. NONE

IX. Public Comment

X. Adjourn

SUSAN: MOVE TO ADJOURN, SECONDED BY VERONICA, PASSED UNANIMOUSLY

MEETING ENDED AT 9:27AM

Rockridge District Association

Balance Sheet

As of July 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	39,393.61
Total Bank Accounts	\$39,826.08
Total Current Assets	\$39,826.08
TOTAL ASSETS	\$39,826.08
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	179.53
Total Credit Cards	\$179.53
Total Current Liabilities	\$179.53
Total Liabilities	\$179.53
Equity	
Unrestricted Net Assets	55,424.64
Net Income	-15,778.09
Total Equity	\$39,646.55
TOTAL LIABILITIES AND EQUITY	\$39,826.08

Rockridge District Association

Profit and Loss

March - July, 2022

	TOTAL	
	MAR - JUL, 2022	MAR - JUL, 2021 (PY)
Income		
BID Revenues		
BID Revenue	59,080.78	100,533.58
Total BID Revenues	59,080.78	100,533.58
Total Income	\$59,080.78	\$100,533.58
GROSS PROFIT	\$59,080.78	\$100,533.58
Expenses		
Bank service charges	575.81	152.36
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	1,788.45	156.00
Events	55.00	
Marketing & Materials		137.39
Rock n Stroll	8,522.28	663.60
Web Design & Communication	12,317.16	11,727.38
Total Marketing & Promotion Committee	22,682.89	12,684.37
Organization Committee		
Accounting & Legal	1,650.00	2,900.00
Administrative	1,500.00	
Insurance	-77.00	
Office Expense		47.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	0.00	3,100.00
Payroll Service Fees-Prof Admin	484.00	419.85
Payroll Tax Expense	1,433.35	1,433.35
Wages-Prof Admin	18,736.65	18,736.65
Workers Comp-Prof Admin	503.50	658.00
Total Professional Administration	21,157.50	24,347.85
Telecommunications		325.27
Total Organization Committee	24,230.50	27,909.31
Streetscape & Security Committe		
Beautification-Streetscape Misc	25,919.43	26,527.27
Total Streetscape & Security Committe	25,919.43	26,527.27
Uncategorized Expense	1,450.24	0.00
Total Expenses	\$74,858.87	\$67,279.98
NET OPERATING INCOME	\$ -15,778.09	\$33,253.60
NET INCOME	\$ -15,778.09	\$33,253.60

Rockridge District Association

Profit and Loss July 2021 - July 2022

	TOTAL	
	JUL 2021 - JUL 2022	JUL 2020 - JUL 2021 (PY)
Income		
BID Revenues		83,062.72
BID Revenue	118,991.04	100,533.58
Total BID Revenues	118,991.04	183,596.30
Total Income	\$118,991.04	\$183,596.30
GROSS PROFIT	\$118,991.04	\$183,596.30
Expenses		
Bank service charges	1,598.48	271.36
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	3,488.97	1,753.69
Events	665.00	
Marketing & Materials	-2,585.61	2,787.39
Rock n Stroll	26,693.44	663.60
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	31,594.04	17,677.97
Total Marketing & Promotion Committee	56,855.84	22,882.65
Organization Committee		
Accounting & Legal	4,290.00	5,540.00
Administrative	3,500.00	
Insurance	3,496.00	4,355.07
Office Expense	188.60	993.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	4,132.00	7,785.00
Payroll Service Fees-Prof Admin	1,292.64	1,247.48
Payroll Tax Expense	4,750.71	4,316.46
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	1,201.75	1,528.00
Total Professional Administration	70,092.39	67,092.23
Telecommunications		325.27
Total Organization Committee	81,566.99	78,594.76
Streetscape & Security Committee		
Beautification-Streetscape Misc	69,140.62	65,152.44
Total Streetscape & Security Committee	69,140.62	65,152.44
Uncategorized Expense	5,643.46	5,192.38
Total Expenses	\$214,805.39	\$172,110.24
NET OPERATING INCOME	\$ -95,814.35	\$11,486.06

Rockridge District Association

Profit and Loss
July 2021 - July 2022

	TOTAL	
	JUL 2021 - JUL 2022	JUL 2020 - JUL 2021 (PY)
Other Income		
Other Income	11,300.00	
Total Other Income	\$11,300.00	\$0.00
NET OTHER INCOME	\$11,300.00	\$0.00
NET INCOME	\$ -84,514.35	\$11,486.06