



RDA Agenda (Thursday, 09-15-2022)

Location: College Ave Presbyterian Church 5951 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: received from the City for our April disbursement: \$131,891.88. We are still waiting for our July disbursement \$45,302.06 and then October should be the same.
- b. Discuss and approve new 2023-2024 budget
- c. Annual report to the City is due; Susan will work with Jody on finalizing it

V. Streetscape and Security

- a. Unsheltered (Running Agenda Discussion)
- b. Trees & Tree Wells — Chris Jackson

VI. Marketing and Promotions

- a. Rock-N-Stroll (Sept 10) — Jody Colley
- b. Halloween Parade (Oct 30) — Chris Jackson & Jody Colley

VII. Land Use

- a. New Businesses:
- b. Closed Businesses:

VIII. 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 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 A ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

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Minutes of the RDA Board Meeting of RDA Thursday, 08-18-2022
Location: Golden Squirrel 5940 College Avenue

Stephanie opened the meeting at 8:37am, recognizing a quorum.

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

Absent: Susan Bernosky

Staff: Chris Jackson; Jody Colley

I. Approve Agenda
Stephanie (M), Monte (S), Passed unanimously

II. Approve Minutes
Stephanie (M), Robin (S), Passed unanimously

III. Chair's report

a. Updates from our President
Stephanie expressed gratitude for the board's solidarity with her scheduling.

IV. Treasurer's Report

a. Updates

There was no report as Susan was unable to make the meeting.

IV. Streetscape and Security

a. Unsheltered (Running Agenda Discussion)

Chris is working with OPD regarding David (who is staying/occupying the lower entrance into the Trader Joe's parking lot). He's deemed treatment resistant by the county, OPD is going to talk with him to encourage him to get treatment. Chris developed his initial email report of Board Update 08/13/2022.

b. Tree Wells and Maintenance: quote for project (Chris)
There is a bid for approximately \$10,000 to clean up the tree wells and putting in DG, adding a tree, and watering rings around the new trees. We may need to consider and vote upon it via email.

c. Other items:

Chris is meeting with the alliance today (8/18) about the parameters of the parklets.
The new employee doing the power washing along the avenue is doing a great job.

Auto burglaries are off the hook along the avenue.

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Chris expressed concerns about the departure of business, and empty storefronts. (former café at 6025 College, and the Hank & Frank Bicycles),

VI. Marketing and Promotions

- a. August/September Rock-N-Stroll (Jody)
 - Great success with this September's event. Jody needs to ensure that she has email contacts for all the businesses, as she doesn't.
 - BART and neighbors are not supportive of bands playing near the escalator, so the stage has been set up on the western side of the street/plaza.
 - Stephanie and __ went around to businesses to spoon feed them ideas of what they could do. Block ambassador idea – could help in getting business signed up for participation and to do social media posting, etc. Could we have interns to work with this?
- b. Rock-N-Stroll for 2023, especially January 14, February 11, March 11
 - The event costs roughly \$3,000/month.
 - Jody has lined up about 20 bands (small acoustic) that could set-up within businesses f
 - Jody encouraged us to take the long-view, looking to how this will grow for over the next year and become “established” in our RDA community culture.
 - We recognized the potential power of a monthly theme for the event.
 - Jody will check with Susan on the budget available for Rock-N-Stroll. She'll also send out a list of stroll event ideas to the merchants.
- c. Coming up: Rockridge Guide, Halloween Parade, Holiday Campaigns

VII. Land Use

- a. Hank & Frank Bicycles is closing their College Avenue location, leaving Oakland.
- b. Chris is concerned about the number of vacancies, including the old furniture store.
 - Chris talked of how Oakland is being denigrated by business owners, mentioning:
 - code enforcement (trash) at the Safeway complex not being picked up.
- c. Trader Joe's doesn't address the dying/dead plants in front of their store.
- d. New Businesses: A real estate agency is opening near Safeway. Fort point brewery is putting someone in. a new barber shop is opening, as well as another salon.

VIII. New Business

Jody shared that reporters/journalists are approaching her, looking for positive newsworthy stories about Oakland. If you know of such stories inform Jody so that she can transmit those ideas.

IX. Public Comment - There was no public comment.

X. Stephanie adjourned the meeting 9:17am.

Minutes taken by Monte McClain

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RDA, a Rockridge Business Improvement District
Proposed Budget
March 2023 to February 2024

Proposed

Income

Gross BID Revenue	\$158,400	\$220,000
Capital Projects Carryforward	<u>\$50,000</u>	\$50,000
March/April Carryforward	<u>\$15,000</u>	\$15,000
Total Income	\$223,400	

Expense

Organization	\$77,000	110,000
City of Oakland- Collection Cost	\$2,400	
City of Oakland- Noticing	\$1,100	
Marketing & Promotion	\$37,900	60,000
Streetscape & Security	\$40,000	50000
Capital Projects	<u>\$50,000</u>	50000
Reserves (needed to cover March/April expenses in 2024)	<u>\$15,000</u>	15000
Total Expense	\$223,400	285,000

Rockridge District Association

Balance Sheet As of August 31, 2022

	TOTAL		
	AS OF AUG 31, 2022	AS OF JUL 31, 2022 (PP)	% CHANGE
ASSETS			
Current Assets			
Bank Accounts			
Fremont Bank O&A #0829	432.47	432.47	0.00 %
Fremont Bank Op #0349	144,880.81	39,393.61	267.78 %
Total Bank Accounts	\$145,313.28	\$39,826.08	264.87 %
Total Current Assets	\$145,313.28	\$39,826.08	264.87 %
TOTAL ASSETS	\$145,313.28	\$39,826.08	264.87 %
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
Fremont Bank Credit Card	513.22	179.53	185.87 %
Total Credit Cards	\$513.22	\$179.53	185.87 %
Total Current Liabilities	\$513.22	\$179.53	185.87 %
Total Liabilities	\$513.22	\$179.53	185.87 %
Equity			
Unrestricted Net Assets	55,424.64	55,424.64	0.00 %
Net Income	89,375.42	-15,778.09	666.45 %
Total Equity	\$144,800.06	\$39,646.55	265.23 %
TOTAL LIABILITIES AND EQUITY	\$145,313.28	\$39,826.08	264.87 %

Rockridge District Association

Profit and Loss

March - August, 2022

	TOTAL	
	MAR - AUG, 2022	MAR - AUG, 2021 (PP)
Income		
BID Revenues	131,891.88	
BID Revenue	59,080.78	100,533.58
Total BID Revenues	190,972.66	100,533.58
Total Income	\$190,972.66	\$100,533.58
GROSS PROFIT	\$190,972.66	\$100,533.58
Expenses		
Bank service charges	691.55	268.10
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	2,169.65	246.85
Events	55.00	
Marketing & Materials		137.39
Rock n Stroll	10,847.18	2,999.72
Rock n Stroll Donations		-3,000.00
Web Design & Communication	14,540.48	14,463.12
Total Marketing & Promotion Committee	27,612.31	14,847.08
Organization Committee		
Accounting & Legal	1,980.00	3,230.00
Administrative	2,000.00	
Insurance	-77.00	
Office Expense	149.90	47.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	0.00	3,720.00
Payroll Service Fees-Prof Admin	578.80	503.82
Payroll Tax Expense	1,720.03	1,720.03
Wages-Prof Admin	22,483.98	22,483.98
Workers Comp-Prof Admin	503.50	658.00
Total Professional Administration	25,286.31	29,085.83
Telecommunications		325.27
Total Organization Committee	29,339.21	32,977.29
Streetscape & Security Committe		
Beautification-Streetscape Misc	42,503.93	31,303.27
Total Streetscape & Security Committe	42,503.93	31,303.27
Uncategorized Expense	1,450.24	0.00
Total Expenses	\$101,597.24	\$79,402.41
NET OPERATING INCOME	\$89,375.42	\$21,131.17
NET INCOME	\$89,375.42	\$21,131.17

Rockridge District Association

Profit and Loss

August 2021 - August 2022

	TOTAL	
	AUG 2021 - AUG 2022	AUG 2020 - AUG 2021 (PY)
Income		
BID Revenues	131,891.88	83,062.72
BID Revenue	118,991.04	100,533.58
Total BID Revenues	250,882.92	183,596.30
Total Income	\$250,882.92	\$183,596.30
GROSS PROFIT	\$250,882.92	\$183,596.30
Expenses		
Bank service charges	1,601.86	377.10
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	3,714.17	1,844.54
Events	665.00	
Marketing & Materials	-2,585.61	2,787.39
Rock n Stroll	28,354.74	2,999.72
Rock n Stroll Donations	-3,000.00	-3,000.00
Web Design & Communication	31,384.36	19,413.71
Total Marketing & Promotion Committee	58,532.66	24,045.36
Organization Committee		
Accounting & Legal	4,290.00	5,540.00
Administrative	4,000.00	
Insurance	3,496.00	3,856.36
Office Expense	338.50	993.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	3,512.00	7,840.00
Payroll Service Fees-Prof Admin	1,303.47	1,247.48
Payroll Tax Expense	4,750.73	4,316.48
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	922.25	1,249.75
Total Professional Administration	69,203.74	66,869.00
Telecommunications		325.27
Total Organization Committee	81,328.24	77,872.82
Streetscape & Security Committee		
Beautification-Streetscape Misc	81,575.12	68,222.44
Total Streetscape & Security Committee	81,575.12	68,222.44
Uncategorized Expense	5,643.46	5,192.38
Total Expenses	\$228,681.34	\$175,726.75
NET OPERATING INCOME	\$22,201.58	\$7,869.55

Rockridge District Association

Profit and Loss

August 2021 - August 2022

	TOTAL	
	AUG 2021 - AUG 2022	AUG 2020 - AUG 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	\$33,501.58	\$7,869.55