



RDA Agenda (Thursday, 11-17-2022)

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

a. Explore with the Board a \$5,000 potential gift to a local profit (Youth Alive) with money or using our resources (space, events) /criteria and process for donating funds.

IV. Treasurer's Report

a. Updates: Budget Update

b. Cost of Living Raise/Bonus discussion for the RDA's Operations Manager

V. Streetscape and Security

a. Unsheltered (Running Agenda Discussion) — Chris Jackson

b. Trees & Tree Wells — Chris Jackson

c. Security subcommittee report — Veronica

VI. Marketing and Promotions

a. Rock-N-Stroll (Nov. 12) — Jody Colley

b. Holiday Promotions — Jody Colley

c. Holiday Breakfast (Dec. 8) — Jody Colley

VII. Land Use

a. New Businesses: A Chance of Meatballs (6099 Claremont Ave), The Wardrobe Project (5461 College Avenue)

b. Closed Businesses: Noodle Theory (6099 Claremont Ave)

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

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RDA Agenda (Thursday, 10-20-2022

Location: College Avenue Presbyterian Church, 5951 College Ave.

Time: 8:30-10am

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

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

Staff: Chris Jackson; Jody Colley

I. Approve Agenda

Veronica (M), Monte (S), Passed unanimously

II. Approve Minutes

Veronica (M), Monte (S), Passed unanimously

III. Chair's report

a. Updates from our President

- Stephanie shared about her experience at the last Rock & Stroll.
- She shared that she heard from city employee that the Home Depot project at Pleasant Valley @ Broadway is dead. There are also limitations on that land regarding what can be sold there.
- She shared about the local non-profit Youth Alive and their work with youth as a potential helpee of the RDA.

IV. Treasurer's Report

a. Quick Update:

- \$94,000 in the bank. About \$90,000 owed us for this fiscal year. We have about \$90,000 in arrears from businesses that renewed their business licenses but not their BID licenses. Susan suggested that we be cautious until the money is in the bank.
- Susan suggests the creation of guidelines about how we donate, support and partner with local non-profits, etc., and how that intersects with our policies and mission for the RDA.
- Suggestion to add to the agenda for November to discuss \$5,000 potential gift to a local profit (Youth Alive) with money or using our resources (space, events). (to add to the agenda for the next meeting)
- Susan recommends that we give Chris a cost-of-living raise in function of our bonus structure. (to add to the agenda for the next meeting)
- Susan will send the by-laws to Monte to read about donations.
- Susan and Jody are working on the annual report to present to the city council for our funding.

IV. Streetscape and Security

- a. We recognized the efficacy of Chris sharing updates regularly via email.
- b. Unsheltered (Running Agenda Discussion)
- c. Trees & Tree Wells — Chris Jackson is trying to find a contractor to help install this. The of Walnut Creek is willing to train volunteers to do the work. Chris is looking to ensure our liability protection regarding all of this.
- d. We talked as a board about security and a new infusion of unhoused folks who come into businesses to ask for help/pan-handle. Chris shared that in the past when we brought in security for December the cost was approximately \$22,000.
- e. Veronica, Robbin, and Monte will talk (using resources from Chris) – to work further about security and how to empower our community. Veronica will head up the small group.

VI. Marketing and Promotions

- a. Rock-N-Stroll (Oct 8) — The event went well – with new interest in partnering businesses and noise complaints (usual patterns from our history)
We are planning to continue in the first quarter of winter 2023.
- b. Halloween Parade (Oct 30) — Chris Jackson & Jody Colley
 - The library has music, story-telling, and games.
 - 30 merchants are signed up to pass out candy.
 - We’re doing advertising to local schools and businesses. RCPC has funded a few additional things with their money.
 - DJ Danny Santos is doing 3 hours of Halloween DJ-ing at 5951 College Ave (in front of the church).
- c. Holiday Plans
 - Holiday Breakfast – first Wednesday in December (2nd). This could be a time to share with merchants about Security/Police Training.
 - Rockridge Guide – 24 business are advertising

VII. Land Use

- a. New Businesses:
 - Love + Chocolate (next to Wisteria)
 - Bella Vita is moving into the Golden Bug Shoe Store space.
 - The Golden Bug is moving across the street into 2 stores.
 - JCC has big plans for the former Dreyer’s Building has
 - Hank and Franks storefronts are being remodeled.
 - The real estate office should be opening in the Safeway Plaza.
 - A new woman’s boutique is opening soon. New second hand clothing shop has opened at 5461 College.
Our status hasn’t changed, we’re at just under 98% occupancy rate.
- b. Closed Businesses: No new closures to announce at this meeting.

VIII. New Business

There was no new business.

IX. Miscellaneous

X. Public Comment

There was no public comment.

XI. Stephanie adjourned the meeting 9:33am.

Minutes taken by Monte McClain

Rockridge District Association

Balance Sheet

As of October 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	68,493.98
Total Bank Accounts	\$68,926.45
Total Current Assets	\$68,926.45
TOTAL ASSETS	\$68,926.45
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	1,835.64
Total Credit Cards	\$1,835.64
Total Current Liabilities	\$1,835.64
Total Liabilities	\$1,835.64
Equity	
Unrestricted Net Assets	55,424.64
Net Income	11,666.17
Total Equity	\$67,090.81
TOTAL LIABILITIES AND EQUITY	\$68,926.45

Rockridge District Association

Profit and Loss March - October, 2022

	TOTAL	
	MAR - OCT, 2022	MAR - OCT, 2021 (PY)
Income		
BID Revenues		
BID Revenue	190,972.66	160,443.84
Total BID Revenues	190,972.66	160,443.84
Total Income	\$190,972.66	\$160,443.84
GROSS PROFIT	\$190,972.66	\$160,443.84
Expenses		
Bank service charges	949.70	500.56
Interest		6.67
Marketing & Promotion Committee		
Advertising & Graphics	5,161.78	698.07
Events	129.95	500.00
Marketing & Materials	1,093.40	1,437.39
Rock n Stroll	19,322.18	11,114.34
Rock n Stroll Donations		-3,000.00
Web Design & Communication	18,921.23	19,064.93
Total Marketing & Promotion Committee	44,628.54	29,814.73
Organization Committee		
Accounting & Legal	2,640.00	3,890.00
Administrative	3,000.00	
Insurance	2,333.00	2,327.00
Office Expense	149.90	47.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	0.00	4,960.00
Payroll Service Fees-Prof Admin	808.78	693.42
Payroll Tax Expense	2,293.36	2,293.36
Wages-Prof Admin	29,978.64	29,978.64
Workers Comp-Prof Admin	682.75	936.50
Total Professional Administration	33,763.53	38,861.92
Telecommunications		325.27
Total Organization Committee	41,886.43	45,740.38
Streetscape & Security Committee		
Beautification-Streetscape Misc	90,391.58	46,807.27
Total Streetscape & Security Committee	90,391.58	46,807.27
Uncategorized Expense	1,450.24	0.00
Total Expenses	\$179,306.49	\$122,869.61
NET OPERATING INCOME	\$11,666.17	\$37,574.23

Rockridge District Association

Profit and Loss

March - October, 2022

	TOTAL	
	MAR - OCT, 2022	MAR - OCT, 2021 (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	\$11,666.17	\$48,874.23

Rockridge District Association

Profit and Loss

October 2021 - October 2022

	TOTAL	
	OCT 2021 - OCT 2022	OCT 2020 - OCT 2021 (PY)
Income		
BID Revenues		42,556.36
BID Revenue	250,882.92	160,443.84
Total BID Revenues	250,882.92	203,000.20
Total Income	\$250,882.92	\$203,000.20
GROSS PROFIT	\$250,882.92	\$203,000.20
Expenses		
Bank service charges	1,625.15	589.56
Interest		16.65
Marketing & Promotion Committee		
Advertising & Graphics	6,431.04	2,295.76
Events	739.95	500.00
Marketing & Materials	-1,492.21	4,087.39
Rock n Stroll	30,374.62	11,114.34
Rock n Stroll Donations		-3,000.00
Web Design & Communication	31,029.37	23,015.52
Total Marketing & Promotion Committee	67,082.77	38,013.01
Organization Committee		
Accounting & Legal	4,290.00	5,540.00
Administrative	5,000.00	
Insurance	5,906.00	5,821.00
Office Expense	338.50	993.07
Postage, Copy & Printing		289.12
Professional Administration		
Insurance-Prof Admin	2,272.00	7,950.00
Payroll Service Fees-Prof Admin	1,354.68	1,269.14
Payroll Tax Expense	4,750.71	4,316.46
Wages-Prof Admin	58,715.29	52,215.29
Workers Comp-Prof Admin	1,101.50	1,528.25
Total Professional Administration	68,194.18	67,279.14
Telecommunications		325.27
Total Organization Committee	83,728.68	80,247.60
Streetscape & Security Committee		
Beautification-Streetscape Misc	120,496.77	66,916.44
Total Streetscape & Security Committee	120,496.77	66,916.44
Uncategorized Expense	5,643.46	2,767.60
Total Expenses	\$278,576.83	\$188,550.86
NET OPERATING INCOME	\$ -27,693.91	\$14,449.34

Rockridge District Association

Profit and Loss

October 2021 - October 2022

	TOTAL	
	OCT 2021 - OCT 2022	OCT 2020 - OCT 2021 (PY)
Other Income		
Other Income	11,300.00	11,300.00
Total Other Income	\$11,300.00	\$11,300.00
NET OTHER INCOME	\$11,300.00	\$11,300.00
NET INCOME	\$ -16,393.91	\$25,749.34