



RDA Agenda

Thursday, 04-23-2020 Location: Tele - Conference- for invitation please email susan@strahaninsurance.com
Time: 8:30 am- 10:00 am

Guest

I. Approve Agenda

II. Approve Minutes - Jan 2020/ No Meeting in Feb

III. Chair's report

- a. Safer Rockridge Update
- b. Updates
- c. Elections/Annual Meeting

IV. Treasurer's Report – Jan 2020 (Disbursement Schedule 4/30 | 7/31 | 10/31)

- a. Updates
- b. Social Marketing Budget 2020-2021

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Updates
- b- Out & About and Covid-19

VII. Land Use:

- a- Updates

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 C, 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

▪ Phone 510-604-3125 ▪

chris@rockridgedistrict.com ▪ www.rockridgedistrict.com

RDA Minutes

Thursday, 01-16-2020 Location: 5940 College Avenue Set F Oakland CA 94618

Time: 8:33 am – 09:34 am

Members Present: Susan Bernosky, Anthony Barr, Lauren Field, Louise Rothman-Riemer, Andrew Snow, Veronica Bhonsle, Maggie Klein, Monte McClain, Robin Pennell, Katie Winter

Members Absent: Miles Armstead,

Guest: Valentina Curbelo, Board member Safer Rockridge, they hire private group to escort, two or three patrols, vacation watch, 5 minute response time, patrol 40th to Claremont, have newsletter: what would we see as a benefit? Add merchant patrol? How? Invite as guest next month: Intervention Group IGI.

Action item: Chris and Monte work on proposal for IGI. Susan to email board info. to Valentina, Valentina to speak to IG Group about meeting

- I. Approve Agenda: Louise moved & Maggie Seconded the approval, all in favor
- II. Approve Minutes: Louise moved & Laurie Field seconded the approval all in favor
- III. Chair's Report:
 - a. Invited Safer Rockridge to meeting, as the guest: Collaboration opportunity?
 - b. Updates: report whether or not we receive tax bill
 - c. Elections/Annual Meeting: encourage people to attend meetings if interested in board
 - d. Big shout out to Chris for Board reports
- IV. Treasurer's Report: August 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)
 - a. question on 990, Anthony will report back
 - b. Out and About, no final analysis but appears to be as expected
 - c. Solvent
 - d. Ok to open separate account for Carryover/Capital Expense
- V. Streetscape & Security: Chris Jackson
 - a. Updates: Camera grant structure, review next month
 - b. out of control behavior on the avenue, but elsewhere as well
- VI. Marketing & Promotions
 - a. Updates:
 - b. Revised Budget from Samee, she will be hourly for next fiscal year
 - c. Jody Colley: New proposal for next fiscal year
 - d. action item: Susan send revised marketing budget and Jody proposal to board
- VII. Land Use:
 - a. Hideaway (Formerly Bourbon and Beef) new ownership
- VIII. New Business:
- X. Public Comment:
- XI. Adjourn: 9:34

Rockridge District Association

PROFIT AND LOSS

March 2020

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Advertising & Graphics	117.68
Events	1,133.83
Total Marketing & Promotion Committee	1,251.51
Organization Committee	
Accounting & Legal	778.00
Professional Administration	
Insurance-Prof Admin	565.00
Payroll Service Fees-Prof Admin	83.97
Payroll Tax Expense	286.67
Wages-Prof Admin	3,747.33
Total Professional Administration	4,682.97
Total Organization Committee	5,460.97
Streetscape & Security Committe	
Beautification-Streetscape Misc	7,266.46
Total Streetscape & Security Committe	7,266.46
Total Expenses	\$13,988.94
NET OPERATING INCOME	\$ -13,988.94
NET INCOME	\$ -13,988.94

Rockridge District Association

PROFIT AND LOSS

March 2020

	TOTAL	
	MAR 2020	MAR 2019 (PY)
Income		
Total Income		
GROSS PROFIT	\$0.00	\$0.00
Expenses		
Bank service charges	10.00	10.00
Interest		82.17
Marketing & Promotion Committee		
Advertising & Graphics	117.68	
Events	1,133.83	
Total Marketing & Promotion Committee	1,251.51	
Organization Committee		
Accounting & Legal	778.00	
Professional Administration		
Insurance-Prof Admin	565.00	516.00
Payroll Service Fees-Prof Admin	83.97	79.97
Payroll Tax Expense	286.67	286.67
Wages-Prof Admin	3,747.33	3,747.33
Total Professional Administration	4,682.97	4,629.97
Total Organization Committee	5,460.97	4,629.97
Streetscape & Security Committe		
Beautification-Streetscape Misc	7,266.46	4,340.00
Streetcleaning Wages		2,200.00
Total Streetscape & Security Committe	7,266.46	6,540.00
Total Expenses	\$13,988.94	\$11,262.14
NET OPERATING INCOME	\$ -13,988.94	\$ -11,262.14
NET INCOME	\$ -13,988.94	\$ -11,262.14

Rockridge District Association

BALANCE SHEET

As of March 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	46,613.51
Total Bank Accounts	\$47,045.98
Total Current Assets	\$47,045.98
TOTAL ASSETS	\$47,045.98
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestricted Net Assets	94,188.06
Net Income	-47,142.08
Total Equity	\$47,045.98
TOTAL LIABILITIES AND EQUITY	\$47,045.98

	Board Member Name:	Office	Y	Business:	Business Address:	Phone: (510)	Email Address:	Elected/ Re- Elected
1	Louise Rothman-Riemer		1999	DHR Investment Counse	5435 College A	596-2580	louise@dhrcounsel.com	June-19
2	Veronica Bhonsle		2005	VERO	6052 College A	985-0406	vbhonsle@aol.com	June-19
3	Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College A	450-9050	susan@strahaninsurance.com	June-18
4	Maggie Klein		2013	Oliveto	5655 College A	547-5356	maggie@oliveto.com	June-19
5	Lauren Field	S	2013	Lauren G Field, MFT	5332 College A	658-2525	laurenfield@gmail.com	June-19
6	Robin Pennell	VP	2013	Jarvis Architects	5278 College A	654-6755	rpennell@jarvisarchitects.com	June-19
7	Anthony Barr	T	2017	Henry Levy Group	5940 College A	652-1000	anthony@hglcpa.com	June-19
8	Katy Winter		2017	Vita	6034 College A	917-843-2758	katy@myhealthyvita.com	June-19
9	Andrew Snow		2018	Golden Squirrel	5940 College A	510-735-9220	goldensquirrelpub@gmail.com	June-18
10	Miles Armstead		2019	Fremont Bank	6300 College A	510-709-7917	miles.armstead@fremontbank.com	June-19
11	Monte McClain		2019	College Presbyterian	5951 College A	510-658-3665	montemcclain@gmail.com	June-19