



RDA Agenda

Thursday, 08-15-19 Location: 5940 College Ave Ste F Oakland CA 94618

Time: 8:30 am- 10:00 am

Guest

I. Approve Agenda

II. Approve Minutes (May meeting- no meeting in June or July)

III. Chair's report

- a. Associate Memberships
- b. ACTION : Election of Officers

IV. Treasurer's Report – July 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31) (July meeting)

- a. Updates

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Updates

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

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RDA Minutes

Thursday, 05-16-19 Location: 5940 College Ave Set F Oakland, CA 94618

Call to Order: 8:32am

Establish Quorum: Present: Susan Bernosky, Katy Winter, Maggie Klein, Lauren Field, Andrew Snow, Anthony Barr, Robin Pennell, Miles Armstead, Chris Jackson (RDA Manager)

Absent: Louise Rothman-Riemer, Veronica Bhonsle

Guest: None

I. Approved Agenda: Laurie moved & Miles seconded

II. Approved Minutes - April 25, 2019: Andrew moved and Anthony seconded

III. Chair's report

a. Updates : Per the Rockridge News (2005), Jane Brunner had trees planted and benches installed and the RDA is responsible for upkeep.

b. Assessments: able to get list of who has paid & not paid. June list is coming & Pres. will send a letter. Ten people are not in our district. Notify City of Oakland

c. Louise must decide if she is staying on the Board

d. Sean Jackson, Henry Levy Group: thank you for processing election post cards

e. Per assessment hearing: returned card : John Allen wants more security, less Faire and ess dancing Xmas

Trees

IV. Treasurer's Report - April 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)

a. Updates: solvent, disbursement has been paid, can spend & save as needed

V. Streetscape and Security

a. Updates: unhoused population

b. game store (family oriented shop), hip hop dance studio, coffee shop, plus others

c. shoplifting problematic, Market Hall and district wide

d. Shane Powell discussion

e. Trees

VI. Marketing and Promotions:

a. Updates: Who wants to manage a Holiday Event = \$2,500.00 budget, Chris can do it with Barbara.

b. Chris suggested physical improvements, make avenue more inviting,

VII. Land Use

a. Updates: 51st and Broadway

VIII. New Business

IX. Public Comment

X. Adjourn: 9:22am

Rockridge District Association

BALANCE SHEET

As of July 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	10,826.81
Fremont Bank Op #0349	44,106.82
Mechanics Checking	0.00
Paypal	0.00
Total Bank Accounts	\$54,933.63
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Prepaid Expense	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$54,933.63
TOTAL ASSETS	\$54,933.63
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Credit Cards	
Fremont Bank Credit Card	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
Out & About Payable	0.00
Payroll Liabilities	0.00
Short Term Loan - Strahan	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Long-Term Liabilities	
City of Oakland	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Unrestricted Net Assets	14,284.26
Net Income	40,649.37
Total Equity	\$54,933.63
TOTAL LIABILITIES AND EQUITY	\$54,933.63

Rockridge District Association

PROFIT AND LOSS

July 2019

	TOTAL
Income	
Out & About	5,873.03
Total Income	\$5,873.03
GROSS PROFIT	\$5,873.03
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Marketing & Materials	1,350.00
Web Design & Communication	500.00
Total Marketing & Promotion Committee	1,850.00
Organization Committee	
Accounting & Legal	670.00
Professional Administration	
Insurance-Prof Admin	516.00
Payroll Service Fees-Prof Admin	79.97
Payroll Tax Expense	286.66
Wages-Prof Admin	3,747.33
Workers Comp-Prof Admin	272.25
Total Professional Administration	4,902.21
Total Organization Committee	5,572.21
Streetscape & Security Committe	
Streetcleaning Wages	2,200.00
Total Streetscape & Security Committe	2,200.00
Total Expenses	\$9,632.21
NET OPERATING INCOME	\$ -3,759.18
NET INCOME	\$ -3,759.18

Rockridge District Association

PROFIT AND LOSS

March - July, 2019

	TOTAL		CHANGE
	MAR - JUL, 2019	MAR - JUL, 2018 (PY)	
Income			
BID Revenues			
BID Revenue	82,904.45	75,207.87	7,696.58
Total BID Revenues	82,904.45	75,207.87	7,696.58
Billable Expense Income		500.00	-500.00
Miscellaneous Income			
Marketing Membership Fees		500.00	-500.00
Total Miscellaneous Income		500.00	-500.00
Out & About	10,886.16	5,128.65	5,757.51
Total Income	\$93,790.61	\$81,336.52	\$12,454.09
GROSS PROFIT	\$93,790.61	\$81,336.52	\$12,454.09
Expenses			
Bank service charges	50.00	90.00	-40.00
Computer & Software Expenses	190.00		190.00
Credit card charges		39.00	-39.00
Interest	234.25	114.25	120.00
Marketing & Promotion Committee			
Advertising & Graphics	23.84	621.27	-597.43
Events		500.00	-500.00
Marketing & Materials	1,350.00	2,120.00	-770.00
Professional Services-Marketing	5,000.00		5,000.00
Web Design & Communication	500.00		500.00
Total Marketing & Promotion Committee	6,873.84	3,241.27	3,632.57
Organization Committee			
Accounting & Legal	1,870.00		1,870.00
Board Meeting Expense		366.05	-366.05
Insurance		1,345.00	-1,345.00
Office Expense	388.11	68.37	319.74
Professional Administration			
Insurance-Prof Admin	2,580.00	2,284.00	296.00
Payroll Service Fees-Prof Admin	399.85	456.96	-57.11
Payroll Tax Expense	1,433.35	1,624.60	-191.25
Wages-Prof Admin	18,736.65	21,236.65	-2,500.00
Workers Comp-Prof Admin	645.50	682.16	-36.66
Total Professional Administration	23,795.35	26,284.37	-2,489.02
Telecommunications		240.00	-240.00
Total Organization Committee	26,053.46	28,303.79	-2,250.33
Out & About Expenses	1,075.00	500.00	575.00
Streetscape & Security Committee			
Beautification-Streetscape Misc	6,885.00	4,813.57	2,071.43
Postage, Copying & Printing		53.53	-53.53
Streetcleaning Wages	11,000.00	10,050.00	950.00

	TOTAL		
	MAR - JUL, 2019	MAR - JUL, 2018 (PY)	CHANGE
Total Streetscape & Security Committe	17,885.00	14,917.10	2,967.90
Uncategorized Expense	779.69		779.69
Total Expenses	\$53,141.24	\$47,205.41	\$5,935.83
NET OPERATING INCOME	\$40,649.37	\$34,131.11	\$6,518.26
NET INCOME	\$40,649.37	\$34,131.11	\$6,518.26