



RDA Agenda

Thursday, 01-16-2020 Location: 5940 College Ave Ste F Oakland CA 94618
Time: 8:30 am- 10:00 am

Guest

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Invited Safer Rockridge to meeting
- b. Updates
- c. Elections/Annual Meeting

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

- a. Updates

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Updates
- b- Revised Budget
- c- Jody Colley

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 ▪
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RDA Minutes

Thursday, November 19, 2019 Location: 5940 College Avenue Ste F Oakland CA 94618

Time: 8:33 am

Members Present: Louise Rothman-Riemer, Lauren Field, Susan Bernosky, Andrew Snow, Miles Armstead, Maggie Klein, Katie Winter, Robin Pennell, Veronica Bhonsle: Manager, Chris Jackson.

Members Absent: Monte McClain and Anthony Barr

Guest: none

- I. Approve Agenda: Louise moved & Laurie seconded, All in Favor, None Opposed
- II. Approve Minutes: Louise moved & Miles seconded, All in Favor, None Opposed
- III. Chair's Report:
 - a. RDA Member Assessments Update: Pursuing delinquencies- on hold.
 - b. No meeting in December: send out Holiday Breakfast invitation
- IV. Treasurer's Report: August 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)
 - a. Updates: Creating separate checking account for Capital Projects
- V. Streetscape & Security: Chris Jackson
 - a. Updates: glass was cleaned, the benches must be moved to ensure safety for pedestrians and shoppers, fears of robberies & break ins, decoy, replace DVR issues, holiday lighting, bike share racks = blight issue, renovations permit large
 - b. Recommended, after discussion, to attend the NCPC Meeting at the Rockridge library on December 12 at 7:30 p.m.
 - c. Report any criminal attacks on persons or cars
- VI. Marketing & Promotions
 - a. ACTION: Marketing Manager and print advertising - With our need to cut expenses, is this one to cut for our next fiscal year?
 - b. Survey results
 - c. How do we track efficiency of any marketing program including events
- VII. Land Use
 - a. Updater
- VIII. New Business:
- X. Public Comment:
- XI. Adjourn: 9:27 am

Rockridge District Association

BALANCE SHEET

As of December 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	1,218.06
Fremont Bank Op #0349	93,186.00
Total Bank Accounts	\$94,404.06
Total Current Assets	\$94,404.06
TOTAL ASSETS	\$94,404.06
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	216.00
Total Credit Cards	\$216.00
Total Current Liabilities	\$216.00
Total Liabilities	\$216.00
Equity	
Unrestricted Net Assets	31,780.76
Net Income	62,407.30
Total Equity	\$94,188.06
TOTAL LIABILITIES AND EQUITY	\$94,404.06

Rockridge District Association

PROFIT AND LOSS

January - December 2019

	TOTAL	
	JAN - DEC 2019	JAN - DEC 2018 (PY YTD)
Income		
BID Revenues		
BID Revenue	126,822.68	157,812.37
Total BID Revenues	126,822.68	157,812.37
Billable Expense Income		500.00
Miscellaneous Income		10,000.00
Marketing Membership Fees		1,000.00
Total Miscellaneous Income		11,000.00
Out & About	102,666.50	36,472.66
Total Income	\$229,489.18	\$205,785.03
GROSS PROFIT	\$229,489.18	\$205,785.03
Expenses		
Bank service charges	130.00	190.00
Computer & Software Expenses	190.00	
Credit card charges		78.00
Interest	406.20	204.23
Marketing & Promotion Committee		
Advertising & Graphics	640.98	12,129.46
Events	996.36	2,350.00
Marketing & Materials	1,350.00	3,930.00
Professional Services-Marketing	5,000.00	5,000.00
Web Design & Communication	4,216.00	1,966.00
Total Marketing & Promotion Committee	12,203.34	25,375.46
Organization Committee		
Accounting & Legal	3,580.00	677.26
Board Meeting Expense		521.22
Insurance	3,421.00	3,449.00
Office Expense	388.11	114.27
Professional Administration		
Insurance-Prof Admin	6,841.00	5,800.00
Payroll Service Fees-Prof Admin	1,043.54	1,073.41
Payroll Tax Expense	4,065.30	4,065.30
Wages-Prof Admin	47,467.96	47,467.96
Workers Comp-Prof Admin	1,218.00	1,256.00
Total Professional Administration	60,635.80	59,662.67
Telecommunications		416.16
Total Organization Committee	68,024.91	64,840.58
Out & About Expenses	53,177.76	48,434.07
Streetscape & Security Committe		
Beautification-Streetscape Misc	7,686.49	16,516.37
Postage, Copying & Printing		53.53
Streetcleaning Wages	22,000.00	23,250.00

	TOTAL	
	JAN - DEC 2019	JAN - DEC 2018 (PY YTD)
Total Streetscape & Security Committe	29,686.49	39,819.90
Uncategorized Expense	3,263.18	
Total Expenses	\$167,081.88	\$178,942.24
NET OPERATING INCOME	\$62,407.30	\$26,842.79
NET INCOME	\$62,407.30	\$26,842.79

Rockridge District Association

PROFIT AND LOSS

December 2019

	TOTAL
Income	
Out & About	662.99
Total Income	\$662.99
GROSS PROFIT	\$662.99
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Web Design & Communication	3,216.00
Total Marketing & Promotion Committee	3,216.00
Organization Committee	
Accounting & Legal	330.00
Professional Administration	
Insurance-Prof Admin	565.00
Payroll Service Fees-Prof Admin	155.87
Payroll Tax Expense	477.92
Wages-Prof Admin	6,247.33
Total Professional Administration	7,446.12
Total Organization Committee	7,776.12
Out & About Expenses	930.00
Total Expenses	\$11,932.12
NET OPERATING INCOME	\$ -11,269.13
NET INCOME	\$ -11,269.13

	Board Member Name:	Office rs	OY	Business:	Business Address:	Phone: (510)	Email Address:	Elected/ Re- Elected
1	Louise Rothman-Riemer		1999	DHR Investment Counse	5435 College Ave st	596-258	louise@dhrcounsel.com	June-19
2	Veronica Bhonsle		2005	VERO	6052 College Ave	985-040	vbhonsle@aol.com	June-19
3	Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College Ave	450-905	susan@strahaninsurance.com	June-18
4	Maggie Klein		2013	Oliveto	5655 College Ave	547-535	maggie@oliveto.com	June-19
5	Lauren Field	S	2013	Lauren G Field, MFT	5332 College Ave st	658-252	laurenfield@gmail.com	June-19
6	Robin Pennell	VP	2013	Jarvis Architects	5278 College Ave	654-675	rpennell@jarvisarchitects.com	June-19
7	Anthony Barr	T	2017	Henry Levy Group	5940 College Ave S	652-100	anthony@hglcpa.com	June-19
8	Katy Winter		2017	Vita	6034 College Ave	917-843	katy@myhealthyvita.com	June-19
9	Andrew Snow		2018	Golden Squirrel	5940 College Ave	510-735	goldensquirrelpub@gmail.com	June-18
10	Miles Armstead		2019	Fremont Bank	6300 College Ave S	510-709	miles.armstead@fremontbank.com	June-19
11	Monte McClain		2019	College Presbyterian	5951 College Ave	510-658	montemcclain@gmail.com	June-19

RDA, a Rockridge Business Improvement District
Proposed Budget
March 2020 to February 2021

Income

Gross BID Revenue	\$158,400
Capital Projects Carryforward	<u>\$50,000</u>
Total Income	\$208,400

Expense

Organization	\$77,000
City of Oakland- Collection Cost	\$2,400
City of Oakland- Noticing	\$1,100
Marketing & Promotion	\$37,900
Streetscape & Security	\$40,000
Capital Projects	<u>\$50,000</u>
Total Expense	\$208,400