



RDA Agenda

Thursday, 01-17-19 Location: 5940 College Ave Ste F Oakland CA 94618 Time: 8:30 am- 10:00 am

Call to Order: Establish Quorum: (6 members must be present and/or on the phone)

I. Approve Agenda

II. Approve Minutes – Nov 15, 2018

III. Chair’s report

- a. Update
- b. Membership process- Independent Contractors

IV. Treasurer’s Report – Nov-Dec 2018 (Disbursement Schedule 4/30 | 7/31 | 10/31)

- a. Update

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Holiday Update

VII. Land Use

- a- Update

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 15, 2018

Call to Order: Establish Quorum, 8:33 am

Members Present: Louise Rothman-Riemer, Veronica Bhonsle, Joyce Gardner, Susan Bernosky, Robin Pennell, Anthony Barr, Katy Winter, Andrew Snow, Chris Jackson: Manager

Members Absent: Maggie Klein, Lauren Field

Guests: Steve Tiffin and Samee Roberts

I. Approve Agenda: Louise moved to approve & Anthony seconded- All in favor

II. Approve Minutes: Louise moved to approve & Veronica seconded- All in favor

III. Chair's Report:

- a. College Ave Bike Lane- Chris and Andrew will draw up letter
- b. Street Bench Removal- Louise may have documents and will look for them. Possibly, temporarily remove bench. Keep bench stored until development across from Bica is completed. Good place for bench.
- c. Holiday Breakfast at Oliveto- 1st Wed in Dec- Dec 5th. Who will MC- Joyce volunteered. Louise also willing.

IV. Treasurer's Report:

- a. All good.
- b. Out & About not included in budget as it was not related to assessments. However, easier to manage and more transparent. Include in budget to city next year.

V. Streetscape & Security: Chris Jackson, Report

- a. Robbery Clifton/College
- b. Tree that was recovering at Ben n Nicks, now damaged. Will need replacement
- c. Holiday lighting up- not 100% working yet
- d. Homeless population – still difficult/
- e. Oakland police asking to park in private driveways to monitor area- we see this as very positive
- f. Poor state of cleanliness noted in Downtown- 4 Districts : Downtown/Hotel/Old Oakland/Uptown

VI. Marketing & Promotions

- a. Out & About – Generally positive. Steve and Samee look forward to 2019. Market Hall- No Picnic in the Street in 2019.Final budget numbers attached. 2019 new theme possibly, get more merchant involvement. No complaints from vendors regarding placement. Shorter footprint is easier / better. Eat Real a moving target and potential conflict. Report presented by Steve and Samee.

VII. Land Use

- a. Delays in new business openings due to permitting. City very backed up.

VIII. New Business:

- a. Aliza Gallo is leaving the City of Oakland

X. Public Comment: none

XI. Adjourn: 9:55 am

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12:59 PM

Rockridge District Association

Profit & Loss

01/07/19

November through December 2018

Accrual Basis

	Nov 18	Dec 18
Ordinary Income/Expense		
Income		
Out & About	5,200.00	-5,749.85
Total Income	5,200.00	-5,749.85
Expense		
Out & About Costs	9,314.34	0.00
Organization Committee		
Insurance	0.00	2,104.00
Professional Administration		
Wages-Prof Admin	3,747.33	3,747.33
Insurance-Prof Admin	816.00	816.00
Payroll Tax Expense	317.20	317.20
Payroll Service Fees-Prof Admin	79.97	79.97
Total Professional Administration	4,960.50	4,960.50
Total Organization Committee	4,960.50	7,064.50
Marketing & Promotion Committee		
Advertising & Graphics	1,000.00	1,500.00
Web Design & Communication	735.00	15.00
Marketing & Promotion Committee - Other	0.00	505.22
Total Marketing & Promotion Committee	1,735.00	2,020.22
Streetscape & Security Committe		
Beautification-Streetscape Misc	2,400.00	2,200.00
Streetscape & Security Committe - Other	0.00	747.23
Total Streetscape & Security Committe	2,400.00	2,947.23
Total Expense	18,409.84	12,031.95
Net Ordinary Income	-13,209.84	-17,781.80
Net Income	-13,209.84	-17,781.80

12:59 PM

Rockridge District Association

Profit & Loss

01/07/19

November through December 2018

Accrual Basis

	TOTAL
Ordinary Income/Expense	
Income	
Out & About	-549.85
Total Income	-549.85
Expense	
Out & About Costs	9,314.34
Organization Committee	
Insurance	2,104.00
Professional Administration	
Wages-Prof Admin	7,494.66
Insurance-Prof Admin	1,632.00
Payroll Tax Expense	634.40
Payroll Service Fees-Prof Admin	159.94
Total Professional Administration	9,921.00
Total Organization Committee	12,025.00
Marketing & Promotion Committee	
Advertising & Graphics	2,500.00
Web Design & Communication	750.00
Marketing & Promotion Committee - Other	505.22
Total Marketing & Promotion Committee	3,755.22
Streetscape & Security Committe	
Beautification-Streetscape Misc	4,600.00
Streetscape & Security Committe - Other	747.23
Total Streetscape & Security Committe	5,347.23
Total Expense	30,441.79
Net Ordinary Income	-30,991.64
Net Income	<u>-30,991.64</u>

12:59 PM

Rockridge District Association
Profit & Loss by Class
 November through December 2018

01/07/19

Accrual Basis

	Operating	Out & About
Ordinary Income/Expense		
Income		
Out & About	0.00	-549.85
Total Income	0.00	-549.85
Expense		
Out & About Costs	0.00	9,314.34
Organization Committee		
Insurance	2,104.00	0.00
Professional Administration		
Wages-Prof Admin	7,494.66	0.00
Insurance-Prof Admin	1,632.00	0.00
Payroll Tax Expense	634.40	0.00
Payroll Service Fees-Prof Admin	159.94	0.00
Total Professional Administration	9,921.00	0.00
Total Organization Committee	12,025.00	0.00
Marketing & Promotion Committee		
Advertising & Graphics	2,500.00	0.00
Web Design & Communication	750.00	0.00
Marketing & Promotion Committee - Other	505.22	0.00
Total Marketing & Promotion Committee	3,755.22	0.00
Streetscape & Security Committee		
Beautification-Streetscape Misc	4,600.00	0.00
Streetscape & Security Committee - Other	747.23	0.00
Total Streetscape & Security Committee	5,347.23	0.00
Total Expense	21,127.45	9,314.34
Net Ordinary Income	-21,127.45	-9,864.19
Net Income	-21,127.45	-9,864.19

12:59 PM

Rockridge District Association

01/07/19

Profit & Loss by Class

Accrual Basis

November through December 2018

	TOTAL
Ordinary Income/Expense	
Income	
Out & About	-549.85
Total Income	-549.85
Expense	
Out & About Costs	9,314.34
Organization Committee	
Insurance	2,104.00
Professional Administration	
Wages-Prof Admin	7,494.66
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Payroll Tax Expense	634.40
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Total Streetscape & Security Committe	5,347.23
Total Expense	30,441.79
Net Ordinary Income	-30,991.64
Net Income	<u>-30,991.64</u>

1:00 PM

Rockridge District Association

01/07/19

Balance Sheet

Accrual Basis

As of December 31, 2018

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Fremont Bank O&A #0829	25.97
Fremont Bank Op #0349	35,336.68
Total Checking/Savings	35,362.65
Total Current Assets	35,362.65
TOTAL ASSETS	<u>35,362.65</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	-1.00
Total Other Current Liabilities	-1.00
Total Current Liabilities	-1.00
Total Liabilities	-1.00
Equity	
Unrestricted Net Assets	-5,772.25
Net Income	41,135.90
Total Equity	35,363.65
TOTAL LIABILITIES & EQUITY	<u>35,362.65</u>