



## RDA Agenda

Thursday, 07-15-21 Location: College Ave Presbyterian Church 5951 College Ave

Zoom is also available upon request

Time: 8:30 am- 10:00 am

### I. Approve Agenda

### II. Approve Minutes.

### III. Chair's report

- a. Updates
- b. Delinquent / Missing / New BID accounts
- c. No City Ordinance 25% Retail
- d. ACTION: Election of Officers

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

- a. Updates
- b. Written request for 7/31 disbursement.

### V. Streetscape and Security:

- a. Updates
- b. Unsheltered (Running Agenda Discussion)

### VI. Marketing and Promotions:

- a. Updates – Jody Colley
- b. Out & About 2022- Report out by Katy

### VII. Land Use:

- a. Closed Businesses:
  - a. Great Clips 6300 College Ave Ste 120
- b. New Businesses:
  - a. Planter Day 6004 College 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**

5940 College Ave Ste F ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

chris@rockridgedistrict.com ▪ www.rockridgedistrict.com



Minutes of the RDA Meeting of June 17, 2021  
Minutes

Present: Susan Bernosky, Veronica Bhonsle, Joyce Gardner, Maggie Klein, Faunus Lucas, Monte McClain, Robert Pennell, Andrew Snow, Katy Winter,

Absent: Anthony Barr, Stephanie Walton

Staff: Chris Jackson

8:37am Susan declared a quorum, opening the meeting.

I. We approved today's agenda. Robin (M), Monte (S), Unanimous Approval

II. We approved the minutes from 5.20.2021. Monte (M), Veronica (S) Unanimous Approval

III. Chair's Report

Updates

- a. RR News Article – this was published in May.
- b. CPA Report (which must be done every 2 years). It has been completed and delivered to Micah Hinkle, City of Oakland.
- c. Chris, Jody, & Susan have been working on Delinquent businesses, sending out postcards to those who are delinquent. This year's list from the city is not accurate. Susan sent out the notice of delinquency and annual meeting concurrently. This led to significantly more communication.
- d. Chris reported on OakDOT. The city wants to add 1,000 more parking meters and begin charging 7 days a week parking. You can The Rebel scooters are being canceled as they are not cost effective.

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

- a. The PPP forgiveness has been approved.
- b. The city of Oakland has said that we'll receive \$201,000 in 2021. We don't know the reason for the payment. It could be due to past under-designation of funds.
- c. We voted to allocate additional funds to add another street cleaning day per week (\$1900/month). Monte (M), Maggie (S), Unanimous Approval

V. Streetscape and Security:

- a. Updates. We seem to have a decrease in our unhoused population along the avenue. The city is understaffed in terms of police. Some officers who responded to an incident at 6000 College were heckled by observers. Following much conversation, we recognized that fear of violence and past incidents is impacting the district. De-escalation training could be helpful. *We will revisit this topic around the unhoused population going forward.*
- b. There is no City Ordinance (that has been identified) that requires that 25 % of front space has to be Retail. *We will follow-up with this at our July meeting.*
- c. We have helped Holy Basil to address the Wisteria Tree. We've planted a number of trees, for which Chris is caring. We have repainted the fire hydrants. We are awaiting bids on decomposed granite to level out the tree wells, as well as repainting the gutter cuts out and parking zone indications. Our accomplishments are identified on the district website at <https://www.rockridgedistrict.com/aboutrda>.

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## VI. Marketing and Promotions:

Updates included:

- a. Out & About 2022. Heart of the Town has said that they no longer want to coordinate Out & About going forward. *Katy will update us at the July RDA meeting.*
- b. The RDA voted to approve Jody's Marketing Proposal (which is to increase her workload by 10 hours a week for us, an additional \$2000/month). This is neither a formal commitment or a contract. We can cancel it at any time. This additional paid staff time is intended to help local business work on potential community-engagement activities with marketing and ideas). Monte (M), Joyce (S), Unanimous Approval.

## VII. Land Use:

- a. Closed Businesses:
- b. New Businesses
  - a. TNT Strength at 5255 College Ave replacing BFF Bay Functional Fitness
  - b. Westwind Succulents at 5510 College Ave replacing SaHaira

We received 10 ballots, of which a large majority voted for all of the nominated board members. The newly elected board members include: Joyce Gardner (FIT), Faunus Lucas (Ain't Normal Café), Stephanie Walton (Community at Large).

VIII. There was no new business.

IX. There was no Public Comment.

X. Susan adjourned the meeting at 9:44am.

Minutes taken by Monte McClain

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	Name	Officers	OY	Business:	Business Address:	Phone: (510)	Email Address:	Elected/Re-Elected
1	Veronica Bhonsle		2005	VERO	6052 College Ave	985-0406	<a href="mailto:vbhonsle@aol.com">vbhonsle@aol.com</a>	6/17/2021
2	Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College Ave	450-9050	<a href="mailto:susan@strahaninsurance.com">susan@strahaninsurance.com</a>	6/20/2020
3	Maggie Klein		2013	Oliveto	5655 College Ave	547-5356	<a href="mailto:maggie@oliveto.com">maggie@oliveto.com</a>	6/18/2021
4	Robin Pennell	VP	2013	Jarvis Architects	5278 College Ave	654-6755	<a href="mailto:rpennell@jarvisarchitects.com">rpennell@jarvisarchitects.com</a>	6/17/2021
5	Katy Winter		2017	Vita	6034 College Ave	917-843-2758	<a href="mailto:katy@vitaokland.com">katy@vitaokland.com</a>	6/17/2021
6	Andrew Snow		2018	Golden Squirrel	5940 College Ave	735-9220	<a href="mailto:goldensquirrelpub@gmail.com">goldensquirrelpub@gmail.com</a>	6/18/2020
7	Monte McClain	S	2019	College Presbyterian	5951 College Ave	658-3665	<a href="mailto:montemcclain@gmail.com">montemcclain@gmail.com</a>	6/17/2021
8	Joyce Gardner		2021	FIT	5707 College Ave	923-0784	<a href="mailto:fitclothing@att.net">fitclothing@att.net</a>	6/17/2021
9	Faunus Lucas		2021	Ain't Normal Café	5701 College Ave	520-1242	<a href="mailto:faunus@ain'tnormalcafe.com">faunus@ain'tnormalcafe.com</a>	6/17/2021
10	Stephanie Walton		2021	Community at Large		332-1965	<a href="mailto:steph@stephforoakland.com">steph@stephforoakland.com</a>	6/17/2021