



## RDA Agenda

Thursday, 07-19-18 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)

Introduce guests:

I. Approve Agenda

II. Approve Minutes – May 17, 2018

III. Chair’s report:

- a. Election Results
- b. Assessment Update
- c. ACTION- Vote on Officer

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

- a. Update

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Updates- Out & About
- b- Marketing Budget

VII. Land Use

- a- Updates

VIII. New Business:

IX. Public Comment

X. Adjourn

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**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, May 24, 2018

Call to Order: 8:31 | Establish Quorum, 9:

**Members Present:** Susan Bernosky, Lauren Field, Louise Rothman-Riemer, Anthony Barr, Maggie Klein, Robin Pennell, Aleksey Gurov, Veronica Bhonsle, Joyce Gardner

**Absent:** Katy Winter

**Present:** Chris Jackson, Manager

**Guests:** Andrew Snow

I. Approve Agenda: Louise & Veronica moved & Louise seconded (15 minute closed meeting added and approved)

II. Approve Minutes: Louise moved & Anthony seconded

III. Chair's Report:

- a. election cycle - proxy or alternate - bylaws to be considered
- b. assessments - Sean will take this responsibility from Susan
- c. ACTION –Approved- All in favor Big Belly = responsible, expensive, too much risk. (moved & seconded to ditch Big Belly)
- d. tax transparency – All should review

IV. Treasurer's Report:

- a. have the potential for all things that we propose
- b. in excellent shape, although no excess money
- c. retroactive bonus for 2017 for Chris
- d. ask to approve additional marketing costs

V. Streetscape & Security: Chris Jackson

- a. power washing, power wash trash can & cages \$250.00 to do this, spring & summer
- b. planting of two trees -
- c. ACTION- Approved –All in favor |Peralta - substandard job, bring on Pacific Landscape
- d. Out & About - shopping bags, point of purchase shops (post cards VS brochures VS holiday insert )
- e. banner design

VI. Marketing & Promotions

- a. July Meeting – hammer out holiday details: need Samee
- b. additional funds: 10,000

VII. Land Use

- a. four store fronts up for rent at laundry area
- b. vegan donuts still in the works
- c. beer and wine permit must have "to go" CIDER
- d. Spasso's Coffee- connected to NonProfit- applying for beer and wine
- e. several landlord are not maintaining their property, encouraging them to do so

VIII. New Business:

- a. closed meeting - 15 minutes

X. Public Comment: none

XI. Adjourn: 9:27

2:23 PM  
07/11/18  
Cash Basis

**Rockridge District Association**  
**Profit & Loss**  
March through June 2018

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|  | Mar - Jun 18     |
|--|------------------|
| <b>Ordinary Income/Expense</b>                     |                  |
| <b>Income</b>                                      |                  |
| <b>BID Revenues</b>                                | 75,207.87        |
| <b>Total Income</b>                                | 75,207.87        |
| <b>Expense</b>                                     |                  |
| <b>Interest</b>                                    | 112.50           |
| <b>Unclassified Expenses</b>                       | 1,385.75         |
| <b>Organization Committee</b>                      |                  |
| <b>Accounting &amp; Legal</b>                      | 409.50           |
| <b>Office Expense</b>                              | 12.00            |
| <b>Professional Administration</b>                 |                  |
| <b>Wages-Prof Admin</b>                            | 18,281.83        |
| <b>Insurance-Prof Admin</b>                        | 1,740.00         |
| <b>Workers Comp-Prof Admin</b>                     | 280.57           |
| <b>Total Professional Administration</b>           | 20,302.40        |
| <b>Total Organization Committee</b>                | 20,723.90        |
| <b>Marketing &amp; Promotion Committee</b>         |                  |
| <b>Advertising &amp; Graphics</b>                  | 2,750.00         |
| <b>Events</b>                                      | 2,000.00         |
| <b>Marketing &amp; Promotion Committee - Other</b> | 2,611.29         |
| <b>Total Marketing &amp; Promotion Committee</b>   | 7,361.29         |
| <b>Streetscape &amp; Security Committe</b>         | 11,950.00        |
| <b>Land Use Committee</b>                          |                  |
| <b>Miscellaneous Land Use</b>                      | 915.26           |
| <b>Total Land Use Committee</b>                    | 915.26           |
| <b>Total Expense</b>                               | 42,448.70        |
| <b>Net Ordinary Income</b>                         | 32,759.17        |
| <b>Net Income</b>                                  | <b>32,759.17</b> |

2:24 PM  
07/11/18  
Cash Basis

**Rockridge District Association**  
**Profit & Loss**  
March through June 2018

|   | Mar - Jun 18     | Mar - Jun 17     |
|---|------------------|------------------|
| <b>Ordinary Income/Expense</b>                    |                  |                  |
| <b>Income</b>                                     |                  |                  |
| <b>BID Revenues</b>                               |                  |                  |
| BID Revenue                                       | 75,207.87        | 74,753.63        |
| Legal Noticing-City                               | 0.00             | -1,058.25        |
| <b>Total BID Revenues</b>                         | 75,207.87        | 73,695.38        |
| <b>Miscellaneous Income</b>                       |                  |                  |
| Marketing Membership Fees                         | 0.00             | 980.94           |
| <b>Total Miscellaneous Income</b>                 | 0.00             | 980.94           |
| <b>Total Income</b>                               | 75,207.87        | 74,676.32        |
| <b>Expense</b>                                    |                  |                  |
| Interest  | 112.50           | 0.00             |
| Unclassified Expenses                             | 1,385.75         | 0.00             |
| <b>Organization Committee</b>                     |                  |                  |
| Accounting & Legal                                | 409.50           | 1,307.28         |
| Board Meeting Expense                             | 0.00             | 255.91           |
| Office Expense                                    | 12.00            | 255.16           |
| Postage, Copy & Printing                          | 0.00             | 621.82           |
| <b>Professional Administration</b>                |                  |                  |
| Wages-Prof Admin                                  | 18,281.83        | 14,989.32        |
| Insurance-Prof Admin                              | 1,740.00         | 2,000.00         |
| Payroll Tax Expense                               | 0.00             | 1,146.69         |
| Payroll Service Fees-Prof Admin                   | 0.00             | 290.12           |
| Workers Comp-Prof Admin                           | 280.57           | 271.25           |
| <b>Total Professional Administration</b>          | 20,302.40        | 18,697.38        |
| Telecommunications                                | 0.00             | 132.00           |
| <b>Total Organization Committee</b>               | 20,723.90        | 21,269.55        |
| <b>Marketing &amp; Promotion Committee</b>        |                  |                  |
| Advertising & Graphics                            | 2,750.00         | 0.00             |
| Events  | 2,000.00         | 0.00             |
| Marketing & Materials                             | 0.00             | 8,250.00         |
| Marketing & Promotion Committee - Other           | 2,611.29         | 0.00             |
| <b>Total Marketing &amp; Promotion Committee</b>  | 7,361.29         | 8,250.00         |
| <b>Streetscape &amp; Security Committee</b>       |                  |                  |
| Beautification-Streetscape Misc                   | 0.00             | 30,070.69        |
| Streetscape & Security Committee - Other          | 11,950.00        | 0.00             |
| <b>Total Streetscape &amp; Security Committee</b> | 11,950.00        | 30,070.69        |
| <b>Land Use Committee</b>                         |                  |                  |
| Miscellaneous Land Use                            | 915.26           | 0.00             |
| <b>Total Land Use Committee</b>                   | 915.26           | 0.00             |
| <b>Total Expense</b>                              | 42,448.70        | 59,590.24        |
| <b>Net Ordinary Income</b>                        | 32,759.17        | 15,086.08        |
| <b>Other Income/Expense</b>                       |                  |                  |
| <b>Other Expense</b>                              |                  |                  |
| Conting Fund/Special Projects                     | 0.00             | -1,745.00        |
| <b>Total Other Expense</b>                        | 0.00             | -1,745.00        |
| <b>Net Other Income</b>                           | 0.00             | 1,745.00         |
| <b>Net Income</b>                                 | <b>32,759.17</b> | <b>16,831.08</b> |

2:25 PM  
07/11/18  
Cash Basis

**Rockridge District Association**  
**Balance Sheet**  
As of June 30, 2018

|  | Jun 30, 18              | Jun 30, 17              | \$ Change                |
|--|-------------------------|-------------------------|--------------------------|
| <b>ASSETS</b>                          |                         |                         |                          |
| <b>Current Assets</b>                  |                         |                         |                          |
| <b>Checking/Savings</b>                |                         |                         |                          |
| Fremont Bank                           | 31,552.54               | 44,616.18               | -13,063.64               |
| Mechanics Checking                     | 0.00                    | 10,636.62               | -10,636.62               |
| <b>Total Checking/Savings</b>          | 31,552.54               | 55,252.80               | -23,700.26               |
| <b>Total Current Assets</b>            | 31,552.54               | 55,252.80               | -23,700.26               |
| <b>Fixed Assets</b>                    |                         |                         |                          |
| Furniture and Equipment                | 3,488.00                | 0.00                    | 3,488.00                 |
| <b>Total Fixed Assets</b>              | 3,488.00                | 0.00                    | 3,488.00                 |
| <b>TOTAL ASSETS</b>                    | <b><u>35,040.54</u></b> | <b><u>55,252.80</u></b> | <b><u>-20,212.26</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>        |                         |                         |                          |
| <b>Liabilities</b>                     |                         |                         |                          |
| <b>Current Liabilities</b>             |                         |                         |                          |
| <b>Other Current Liabilities</b>       |                         |                         |                          |
| Out & About Payable                    | -4,114.30               | 360.00                  | -4,474.30                |
| Payroll Liabilities                    | 2,780.58                | 0.00                    | 2,780.58                 |
| <b>Total Other Current Liabilities</b> | -1,333.72               | 360.00                  | -1,693.72                |
| <b>Total Current Liabilities</b>       | -1,333.72               | 360.00                  | -1,693.72                |
| <b>Total Liabilities</b>               | -1,333.72               | 360.00                  | -1,693.72                |
| <b>Equity</b>                          |                         |                         |                          |
| Unrestricted Net Assets                | 3,615.09                | 38,061.72               | -34,446.63               |
| Net Income                             | 32,759.17               | 16,831.08               | 15,928.09                |
| <b>Total Equity</b>                    | 36,374.26               | 54,892.80               | -18,518.54               |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  | <b><u>35,040.54</u></b> | <b><u>55,252.80</u></b> | <b><u>-20,212.26</u></b> |

**Susan Bernosky**

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**From:** Susan Bernosky [susan@strahaninsurance.com]  
**Sent:** Tuesday, July 03, 2018 11:17 PM  
**To:** Aleksey Gurov- Fremont Bank; Andrew | Golden Squirrel; Anthony Barr | Henry Levy Group; Chris- RDA Manager; Joyce- FIT; Katy- VITA; Laurie - Lauren Field MFT; Louise - DHR Counsel; Maggie - Oliveto; Robin - Jarvis Architects; Susan - Strahan Ins; Veronica - VERO  
**Subject:** Election Results - July Board Meeting 7/19/18  
**Attachments:** RDA Agenda June 2018 Election Only.pdf  
  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello everyone,

I hope that you are enjoying the summer. It came to my attention that many board members went to the Election Meeting and I sincerely apologize for the inconvenience. I thought that the agenda made it very clear that there was just a collection of ballots and no meeting. If you could look at the agenda and let me know what else I could have noted or said, I will appreciate the feedback.

There were 9 ballots delivered to the RDA.

8 of the nine ballots chose all- electing Andrew Snow as our newest Board Member and re-electing Joyce and myself.

1 of the ballots noted a vote for Andrew Snow, only.

Congratulations and gratitude are in order as we welcome Andrew Snow from The Golden Squirrel as our newest Board member. Since there were 8 votes for and only 1 vote against Joyce and I , I think that we are still in.

There will be a meeting in July on the 19<sup>th</sup>.

The Board Packet must be delivered to the City of Oakland by Thursday July 12<sup>th</sup>. If you have any items that you wish added to the agenda please let me know. We will need to vote for officers. If you would like to step into or out of an officer role or want to suggest changes, let me know, so that this can be added to the agenda.

Respectfully,

Have A Sandwich Board? Use the RDA Master Encroachment Permit and get a sticker. Don't get hit with a fine from the City of Oakland.

Susan Bernosky  
President,  
RDA a Rockridge Business Improvement District  
<http://www.rockridgedistrict.com>

Strahan Insurance Services, Inc. Principal  
5940 College Ave Ste A  
Oakland CA 94618  
510-450-9050  
[susan@strahaninsurance.com](mailto:susan@strahaninsurance.com)

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## Rockridge District Association 2018-2019 Marketing/Events Budget (Proposed)

| ITEM   | DETAILS  | AMOUNT        | NOTES   | STATUS   |
|--|--|---------------|---|--|
| <b>MARKETING:</b>  |  |               |   |  |
| <b>New Branding</b>  | One-time cost - new visual identity for all district marketing                           | 3,500         | Aspire Visual - balance due on original \$5,000 project fee for 2017-18 branding/design |  |
| <b>Marketing Manager</b>                                   | 100 hours x \$50.00/hour   | 5,000         | Samee Roberts - total amount due for 2018   |  |
| <b>Graphic Designer</b>                                    | 30 hours x \$75/hour to design ads, print materials                                      | 2,000         | Ongoing - project by project basis  |  |
| <b>Diablo Publications</b>                                 | Visit Oakland Guide - annual visitor guide - Oakland area hotels                         | 1,350.00      |   | 2018 edition completed; RDA will be billed in late 2018 for 2019 edition |
| <b>Modern Luxury</b>                                       | Annual City Guide - SF hotels - 1/2 page ad (50% discount)                               | 2,250.00      |   | 2018 edition completed   |
| Modern Luxury  | Oakland Edition - San Francisco Magazine   | 1,900.00      |   | 2018 edition completed   |
| <b>Telegraph Media/Oakland Magazine</b>                    | November/December coop advertisement. RDA subsidizes the page - merchants purchase tiles | 2,000.00      | Winter /Holidays 2018   | Pending  |
| <b>East Bay Express</b>                                    | November/December - subsidize coop ads with merchants                                    | 2,000         | Winter/Holidays 2018  | Pending  |
| <b>Holiday Shopping Bags</b>                               | To reflect new RDA branding  | 4,500.00      | Winter/Holidays 2018  | Pending  |
| <b>SPECIAL EVENTS:</b>                                     |  |               |   |  |
| <b>Out &amp; About - Marketing</b>                         | Annual marketing budget for Out & About.   | 5,000         |   |  |
| <b>Out &amp; About - Cushion</b>                           | Annual street fair sponsorship (could be offset with increased sponsorships)             | 5,000         |   |  |
| <b>Holiday Poster - RCPC</b>                               | Poster for annual Halloween events - partnership with RCPC                               | 200           |   |  |
| <b>Total 2018-19 Marketing/Events</b>                      |  | <b>34,700</b> |   |  |
| <b>On hold until additional funding becomes available:</b> |  |               |   |  |
| WHERE Publications -                                       | Guest Book - annual visitor guide in SF hotels and high rise residential complexes       | 5,000         | 2018-19 edition   | 2018-19 edition publishes July 2018                                      |
| Holiday Activities - 2018                                  | Santa and holiday activities - caroling, etc.  | 5,000         |   |  |



Rockridge District Association 2018-2019 Marketing/Events Budget (Proposed)

|  |   |          |           |         |
|--|---|----------|-----------|---------|
| Holiday Merchant Listing in Rockridge News |   | 2,000    |           |         |
| Street Banners                             | To reflect new RDA branding   | 10,000   |           | Pending |
| RDA Marketing Brochure/Directory           |   | 2,000    |           |         |
|  |   |          |           |         |
| For 2019 - event held every                |   |          |           |         |
| <b>Edible East Bay</b>                     | Kitchen Tour/Out & About ad - in lieu of paying RCPC directly for our ad in its program guide, RDA paid the full amount of the joint RDA/Kitchen Tour ad in Edible East Bay | 1,700.00 | Fall 2018 | Pending |