



RDA Agenda Annual Meeting
 Thursday, 06-17-21 Location: College Ave Presbyterian Church 5951 College Ave
 Time: 8:30 am- 10:00 am

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates
- b. RR News Article-
- c. CPA Report- done and delivered to Micah Hinkle, City of Oakland
- d. Delinquent / Missing / New BID accounts
- e. OakDOT- Chris to report out.

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

- a. Updates

V. Streetscape and Security:

- a. Updates
- b. City Ordinance or not 25 % Retail
- c. Wisteria Tree- Holy Basil- sdjones@oaklandca.gov

VI. Marketing and Promotions:

- a. Updates
- b. Out & About 2022
- c. ACTION VOTE Jody's Marketing Proposal

VII. Land Use:

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

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



RDA Minutes

Thursday, 05-20-21 Location: Zoom Tele/Web Meeting – Email sbernosky@strahaninsurance.com for Location/Password
Time: 8:30 am- 10:00 am

Present: Susan Bernosky, Faunus Lucas, Monte McClain, Robert Pennell, Louise Rothman-Reimer, Andrew Snow, Stephanie Dominguez Walton, Katy Winter

Absent: Anthony Barr, Veronica Bhonsle, Maggie Klein,

Staff: Chris Jackson

8:39am Susan declared a quorum, opening the meeting.

I. We approved the agenda. Robin (M) Monte (S), Unanimous approval.

II. We approved the Minutes from 4-22-2021. Monte (M), Robin (S), Unanimous approval.

III. Chair's report

a. Updates.

- On assessments and forgiveness for those who qualify. There is a wide satisfaction with the support that the RDA provides.
- We're having trouble with the GoDaddy storage being maxed out, so we'll move it to a Microsoft 360 Drive donated by Susan.
- Susan has spoken with Alberto of Fremont Bank which hasn't gotten its Business BID account up to date. This disqualifies him from being on the RDA Board.

b. Annual Meeting / Election / RR News Article

- We have not had an annual meeting in the past years because no one has attended. We have a public spot for returning ballots. That doesn't have any participation. We'll do an annual meeting on June 17th.
- Rockridge News Article. Jody has done a few interviews that will be in the article being submitted today.

c. CPA Report

- This report is required by the city of Oakland every two years. It should be done in the next 15 days pending some draft work.

IV. Treasurer's Report (Disbursement Schedule 4/30 – 50% | 7/31 – 25% | 10/31 – 25%)

a. The city has said that our disbursement will be \$100786.71 as the total collected assessment to be \$201573.41. We've never received that much before. It's unclear why that is. We have sufficient funds to pay Chris and our bills. But we can't make any decisions about big projects as we're unsure of what we'll be receiving.

V. Streetscape and Security:

a. Updates

- Chris is talking with Rebecca Salzman BART Board Member regarding the sanitation of the BART Plaza being used as an outdoor toilet asking for their custodians to clean that up and address shelter options for those folks.
- Chris believes that we are back to pre-pandemic occupancy rates.
- The paving of College Avenue has gone extremely well.

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- b. Frosting or Blocking of Storefront windows
 - The city has an ordinance that if you remove a retail business from a retail space, you have to have 20% -25% of your visible window space be retail. It's unclear if this is required by RCPC or the city. We'll pursue this to see the actual wording and requirements.
- c. Letter to Dan Kalb- Moving Fire Hydrant- 1st version approved via email vote. However, letter was edited after discussion and has been approved via email vote- 6 yes, 3 abstains. Letter is being emailed today. Final attached.

VI. Marketing and Promotions:

- a. Updates
- b. Out & About Sidewalk Sale- Street Closure
- c. Jody's Marketing Proposal
 - Jody's proposal of several monthly events could be a way to attract attention without the risk of Out and About in terms of street closures and large sized groups. It's good to have a "hook" or event to get people's attention.
 - Susan will reach out to Sammy and Steve to ask them to starting planning for Out and About 2022 is on.

VII. Land Use:

- a. Closed Businesses:
 - No new closed business, only new ones opening. These are reported out in our email conversation and being onboarded onto our website.
- b. New Businesses
 - ReUp Refills 6025 College Ave Replacing Eco Cleaner & Alterations

VIII. New Business:

- We discussed fall-out and potential responses to the SF Chronicle's Article of 5.19.21 entitled "Craft beer's #MeToo moment hits ... Bay Area breweries." If Susan is contacted by the Media she'll reach out to the board to help shape a response.
- Coming Elections. Faunus Lucas, Ain't Normal Café, and Stephanie Dominguez Walton, community member, Have accepted to serve on the RDA board to be included on the forthcoming ballot.

IX. Public Comment:

- X. Susan adjourned the meeting at 9:43am.
Minutes taken by Monte McClain

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05-20-2021

Dr. Councilmember Kalb,

We the RDA believe there is room for 2+ parking spaces located at College and Miles due to the reconfiguration and design of the new parklet. This can be easily accomplished by moving the fire hydrant to the corner as the concrete has not been poured for the sidewalk. This must be moved on quickly. This would give us 5 parking spaces in that block along with the loading zone which could be moved to the south end making it easier for trucks to move in and out. The plan as it is now to turn almost 20+ feet into a red zone, this would be shameful.

The Rockridge District, College Avenue has lost so much parking as many as 32 spaces. There are 2 on Miles, 2 on College, and 1 to 2 at College and Harwood due to the addition of a new crosswalk. This includes the bike share station which seems to most likely be a permanent fixture. While the presence of the parklets along College Avenue have also reduced the total amount of parking spaces, these are universally beneficial for our business community members. We are receiving pushback from our second-floor professionals as their clients are having issues finding parking.

Some of our members have been told that to relocate the fire hydrant would be a separate project, done by a separate work crew requiring a later project. This would be highly disruptive to our business community as it would further prolong and complicate the ongoing construction work along College Avenue. We ask that the fire hydrant relocation work be done as soon as possible and be incorporated into the current construction work at Miles and College.

Any cost incurred relocating the fire hydrant would quickly be recovered by parking revenue and certainly amortized over the life of this project. Helping our business owners and Oakland grow and succeed.

Thank you,

Respectfully,

A handwritten signature in black ink that reads "Bernosky".

Susan Bernosky, President

Rockridge District Association, a Rockridge Business Improvement District

sbernosky@strahaninsurance.com

510-757-9081

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Rockridge District Association

Balance Sheet
As of May 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	152,431.06
Total Bank Accounts	\$152,863.53
Total Current Assets	\$152,863.53
TOTAL ASSETS	\$152,863.53
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	50.00
Total Credit Cards	\$50.00
Total Current Liabilities	\$50.00
Long-Term Liabilities	
PPP Loan	11,300.00
Total Long-Term Liabilities	\$11,300.00
Total Liabilities	\$11,350.00
Equity	
Unrestricted Net Assets	78,044.88
Net Income	63,468.65
Total Equity	\$141,513.53
TOTAL LIABILITIES AND EQUITY	\$152,863.53

Rockridge District Association

Profit and Loss

May 2021

	TOTAL
Income	
BID Revenues	
BID Revenue	100,786.71
Total BID Revenues	100,786.71
Total Income	\$100,786.71
GROSS PROFIT	\$100,786.71
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Web Design & Communication	2,000.00
Total Marketing & Promotion Committee	2,000.00
Organization Committee	
Accounting & Legal	1,530.00
Professional Administration	
Insurance-Prof Admin	620.00
Payroll Service Fees-Prof Admin	83.97
Payroll Tax Expense	286.66
Wages-Prof Admin	3,747.33
Workers Comp-Prof Admin	100.00
Total Professional Administration	4,837.96
Total Organization Committee	6,367.96
Streetscape & Security Committe	
Beautification-Streetscape Misc	6,954.60
Total Streetscape & Security Committe	6,954.60
Uncategorized Expense	50.00
Total Expenses	\$15,382.56
NET OPERATING INCOME	\$85,404.15
NET INCOME	\$85,404.15

Rockridge District Association

Balance Sheet As of May 31, 2021

	TOTAL	
	AS OF MAY 31, 2021	AS OF MAY 31, 2020 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Fremont Bank O&A #0829	432.47	432.47
Fremont Bank Op #0349	152,431.06	118,154.10
Total Bank Accounts	\$152,863.53	\$118,586.57
Total Current Assets	\$152,863.53	\$118,586.57
TOTAL ASSETS	\$152,863.53	\$118,586.57
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
Fremont Bank Credit Card	50.00	0.00
Total Credit Cards	\$50.00	\$0.00
Total Current Liabilities	\$50.00	\$0.00
Long-Term Liabilities		
PPP Loan	11,300.00	11,300.00
Total Long-Term Liabilities	\$11,300.00	\$11,300.00
Total Liabilities	\$11,350.00	\$11,300.00
Equity		
Unrestricted Net Assets	78,044.88	61,034.92
Net Income	63,468.65	46,251.65
Total Equity	\$141,513.53	\$107,286.57
TOTAL LIABILITIES AND EQUITY	\$152,863.53	\$118,586.57