



RDA Agenda

Thursday, 05-24-18 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 – April 19, 2018

III. Chair’s report:

- a. Election Cycle / Elect Entity vs Individual
- b. Assessment Update
- c. ACTION- Vote BigBelly
- d. The Tax Fairness, Transparency, and Accountability Act of 2018

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

- a. Update

V. Streetscape and Security:

- a. Updates
- b. Power Washing of Trash Containers \$250
- c. Planting two trees- Osmanthus and Levant
- d. ACTION – Vote Pacific Site Management vs Peralta street cleaning services

VI. Marketing and Promotions:

- a- Updates- Out & About/ Holiday/ Bags/ Lighting Artist \$5K
- b- Banner design- John / Samee/ Sierra Display (Four Colors – keeps price reasonable)

VII. Land Use

- a- Updates

VIII. New Business:

IX. Public Comment

X. Adjourn



RDA Minutes

Thursday, 04-19-18 Location: 5940 College Ave Ste F Oakland CA 94618 Time: 8:30 am- 10:00 am
 Attending: Anthony Barr, Louise Rothman-Riemer, Maggie Klein, Susan Bernosky, Robin Pennell
 Absent: Veronica Bhonsle, Lauren Fields, Katy Winter, Aleksey Gurov, Joyce Gardner

Call to Order: Establish Quorum: 8:56am

Introduce guests: Andrew Snow

I. Approve Agenda Louise moved and Maggie seconded- All in favor

II. Approve Minutes – March 15, 2018 Louise moved and Maggie Seconded- All in favor

III. Chair's report:

- a. Election Cycle- Susan and Chris will get notice mailed by due date
- b. Assessment Update- Sean and Susan to work on this
- c. Artmonth Banners FYI- very dark and hard to read
- d. Reminder- Board Meeting Attendance requirement- Chris Strieter status- off board for now- Change By-laws quorum reqmnt
- e. Add non-profit businesses to assessed members- Exclude Public NP (Schools/Libraries)- In discussion- still have much work on the basics. Many businesses not billed.

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

- a. Update – No concerns

V. Streetscape and Security:

- a. Updates- Chris is working with Dept of Transportation / Bike Stations & more parking spaces | Bike lanes | Repaving College Ave
- b. No Bike Riding on Sidewalk Update – Turned over to RCPC/NCPC
- c. Shane and Gretchen – Stay Away Order- In effect
- d. Security gates- More conversation is in order
- e. New 5150- There is an influx of new folks on the Avenue

VI. Marketing and Promotions:

- a- Updates- Out & About/ Holiday/ - No updates
- b- Banner design- John / Samee/ Sierra Display (Four Colors – keeps price reasonable) No updates

VII. Land Use

- a- Updates

VIII. New Business: None

IX. Public Comment: None

X. Adjourn: 9:18am

Rockridge District Association, a Rockridge Business Improvement District

9:06 AM
05/15/18
Cash Basis

Rockridge District Association
Profit & Loss
April 2018

	Apr 18
Ordinary Income/Expense	
Income	
BID Revenues	75,207.87
Total Income	75,207.87
Expense	
Organization Committee	
Office Expense	12.00
Professional Administration	
Wages-Prof Admin	3,794.17
Insurance-Prof Admin	816.00
Workers Comp-Prof Admin	280.57
Total Professional Administration	4,890.74
Total Organization Committee	4,902.74
Marketing & Promotion Committee	
Advertising & Graphics	500.00
Total Marketing & Promotion Committee	500.00
Streetscape & Security Committe	5,850.00
Total Expense	11,252.74
Net Ordinary Income	63,955.13
Net Income	63,955.13

9:07 AM
05/15/18
Cash Basis

Rockridge District Association
Profit & Loss
April 2018

	Apr 18	Apr 17
Ordinary Income/Expense		
Income		
BID Revenues	75,207.87	0.00
Total Income	75,207.87	0.00
Expense		
Organization Committee		
Accounting & Legal	0.00	267.76
Board Meeting Expense	0.00	75.00
Office Expense	12.00	18.50
Postage, Copy & Printing	0.00	173.12
Professional Administration		
Wages-Prof Admin	3,794.17	3,747.33
Insurance-Prof Admin	816.00	500.00
Payroll Tax Expense	0.00	286.68
Payroll Service Fees-Prof Admin	0.00	72.53
Workers Comp-Prof Admin	280.57	271.25
Total Professional Administration	4,890.74	4,877.79
Total Organization Committee	4,902.74	5,412.17
Marketing & Promotion Committee		
Advertising & Graphics	500.00	0.00
Total Marketing & Promotion Committee	500.00	0.00
Streetscape & Security Committee		
Beautification-Streetscape Misc	0.00	1,300.71
Streetscape & Security Committee - Other	5,850.00	0.00
Total Streetscape & Security Committee	5,850.00	1,300.71
Total Expense	11,252.74	6,712.88
Net Ordinary Income	63,955.13	-6,712.88
Net Income	63,955.13	-6,712.88

9:08 AM
05/15/18
Cash Basis

Rockridge District Association
Balance Sheet
As of April 30, 2018

	Apr 30, 18	Apr 30, 17	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Fremont Bank	71,922.92	0.00	71,922.92
Mechanics Checking	0.00	17,599.52	-17,599.52
Total Checking/Savings	71,922.92	17,599.52	54,323.40
Total Current Assets	71,922.92	17,599.52	54,323.40
TOTAL ASSETS	<u>71,922.92</u>	<u>17,599.52</u>	<u>54,323.40</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
Short Term Loan - Strahan	15,000.00	0.00	15,000.00
Out & About Payable	-4,114.30	-100.00	-4,014.30
Total Other Current Liabilities	10,885.70	-100.00	10,985.70
Total Current Liabilities	10,885.70	-100.00	10,985.70
Total Liabilities	10,885.70	-100.00	10,985.70
Equity			
Unrestricted Net Assets	3,615.09	38,061.72	-34,446.63
Net Income	57,422.13	-20,362.20	77,784.33
Total Equity	61,037.22	17,699.52	43,337.70
TOTAL LIABILITIES & EQUITY	<u>71,922.92</u>	<u>17,599.52</u>	<u>54,323.40</u>

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

ITEM	MEMO	AMOUNT	STATUS	NOTES
MARKETING:				
New Branding	One-time cost - new visual identity for all district marketing	3,500	Aspire Visual - balance due on original \$5,000 project fee for branding/design work for 2017-18 branding work	
Marketing Manager	100 hours x \$50.00/hour	5,000	Samee Roberts - total amount due for 2018	
Graphic Designer	30 hours x \$75/hour to design ads, print materials	2,250		
Diablo Publications	Visit Oakland Guide - annual visitor guide - Oakland area hotels	1,350.00	RDA will be billed in late 2018 for 2019 edition	2018 edition underway.
Modern Luxury	Annual City Guide - SF hotels - 1/2 page ad (50% discount)	2,250.00	2019 edition	2018 edition underway
Modern Luxury	Oakland Edition - San Francisco Magazine	1,900.00	June 2018 edition	
WHERE Publications	Guest Book - annual visitor guide SF hotels, high rise condo/apartment buildings	5,000	2018-19 edition	2018-19 edition publishes July 2018
Telegraph Media/Oakland Magazine	November/December coop advertisement. RDA subsidizes the page - merchants purchase tiles	2,000.00	Winter 2018	November and December 2017 editions
Edible East Bay	Kitchen Tour/Out & About ad	1,700.00	Fall 2018	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
East Bay Express	Advertising Schedule TBD - subsidize coop ads with merchants	2,000	Winter 2018	
SPECIAL EVENTS:				
Out & About	annual sponsorship (could be offset with increased sponsorships)	5,000		
Holiday Activities - 2018	11/25 Santa and 12/19 holiday activities - caroling, etc.	5,000		
Total 2-18-19 Marketing		26,200		

**Rockridge District Association a RBID
Board 2017-2018**

	Board Member Name:	Officers	OY	Business:	Business Address:	Phone: (510)	Email Address:	Elected/Re-Elected
1	Joyce Gardner		2006	FIT	5707 College	923-0784	fitclothing@att.net	2016
2	Louise Rothman-Riemer		1999	DHR Investment Counsel	5435 College Ste 200	596-2580	louise@dhrconsult.com	2017
3	Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College	450-9050	susan@susanbernosky.com	2016
4	Veronica Bhonsle		2005	VERO	6052 College	985-0406	vbhonsle@aol.com	2017
5	Maggie Klein		2013	Oliveto	5655 College	547-5356	maggie@oliveto.com	2017
6	Lauren Field	S	2013	Lauren G Field	5332 College Ste100	658-2525	laurenfield@gmail.com	2017
7	Robin Pennell	VP	2013	Jarvis Architects	5278 College Ave	654-6755	rpennell@jarvisarchitects.com	2017
8	Aleksey Gurov		2017	Fremont Bank	6300 College Ave Ste 160	851-7741	aleksey.gurov@fremontbank.com	2017
9	Anthony Barr	T	2017	Henry Levy Group	5940 College Ave Ste F	652-1000	anthony@hglcpa.com	2017
10	Katy Winter		2017	Vita	6034 College Ave	917-843-2758	katy@myhealthyvita.com	2017