



RDA Agenda

Thursday, 11-15-18 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: Samee Roberts and Steve Tiffin (Heart of the Town Events)

I. Approve Agenda

II. Approve Minutes – Oct 18, 2018

III. Chair's report

- a. Follow up | College Ave Bike Lane
- b. Follow up | Street Bench removal

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

- a. Update

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- Out & About Review

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 ▪
 chris@rockridgedistrict.com ▪ www.rockridgedistrict.com

RDA Minutes

Thursday, October 18, 2018

Call to Order: Establish Quorum, 8:33 am

Members Present: Louise Rothman-Riemer, Joyce Gardner, Susan Bernosky, Maggie Klein, Lauren Field, Robin Pennell, Anthony Barr, Katy Winter, Andrew Snow

Members Absent: Veronica Bhonsle

Guests: Miles Armstead (Fremont Bank), Juliana Uruburu & Andrew Calabesee (Market Hall) Mark Babson & partner (Developers for CCAC location)

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

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

III. Chair's Report:

- a. Final disbursement from City of Oakland received. Total received \$156994.37
- b. New law- Independent contractors- may greatly affect Hair Dressers
- c. ACTION- College Ave Bike Lane- SB to write letter- removal of parking spaces cannot be seen as a positive thing per Andrew parking spaces affect a business CUPC as well.
- d. ACTION- Street bench removal- need more information- where are contracts- SB to investigate.
- e. ACTION- Bike racks- BART memorial- Board will be silent- not a Merchant issue
- f. Annual report sent to City and Disestablishment Postcards mailed. (Postcards must be mailed every 5 years)

IV. Treasurer's Report:

- a. Moved to November meeting

V. Streetscape & Security: Chris Jackson

- a. Market Hall- there are eight separate businesses- Crime up/ Training increased/ How do we work as a community to address the issues and pro-actively implement solutions? This will be an ongoing topic. More meetings needed. Invite people to help us and move forward.

VI. Marketing & Promotions

- a. Out & About review moved to November meeting
- b. ACTION- move to spend \$300 for Dancing Christmas Trees. Robin moved/Louise seconded. All in favor
- c. ACTION- move to commit to monthly expense for website . Andrew moved/Anthony seconded. All in favor

VII. Land Use

- a. Mark Babson and partner presented slide show. Construction not to begin for a few years, still planning. Open space to the community, preserve historic character, family and artist housing, views/shadows. 19 story apartment complex.

VIII. New Business:

- a. New business in Rockridge- Edward Jones :Benjamin Blake, 5330 College Ave. Open House Nov 13, 4:30-6:30
Includes: Canned Food Drive

X. Public Comment: none

XI. Adjourn: 9:44 am

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4:04 PM

Rockridge District Association

Profit & Loss

11/05/18

October 2018

Accrual Basis

	Oct 18	Sep 18
Ordinary Income/Expense		
Income		
BID Revenues		
BID Revenue	44,602.25	0.00
Total BID Revenues	44,602.25	0.00
Out & About	5,454.50	21,438.28
Miscellaneous Income		
Marketing Membership Fees	500.00	0.00
Total Miscellaneous Income	500.00	0.00
Total Income	50,556.75	21,438.28
Expense		
Out & About Costs	9,577.00	26,515.23
Unclassified Expenses	0.00	1,105.00
Organization Committee		
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
Professional Administration - Other	727.49	0.00
Total Professional Administration	5,608.02	4,880.53
Total Organization Committee	5,608.02	4,880.53
Marketing & Promotion Committee		
Advertising & Graphics	300.00	4,150.00
Professional Services-Marketing	5,000.00	0.00
Web Design & Communication	1,000.00	0.00
Total Marketing & Promotion Committee	6,300.00	4,150.00
Streetscape & Security Committe		
Beautification-Streetscape Misc	4,452.41	6,852.41
Total Streetscape & Security Committe	4,452.41	6,852.41
Total Expense	25,937.43	43,503.17
Net Ordinary Income	24,619.32	-22,064.89
Net Income	<u>24,619.32</u>	<u>-22,064.89</u>

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Rockridge District Association

Profit & Loss

11/05/18

March through October 2018

Accrual Basis

	Mar - Oct 18	Mar - Oct 17
Ordinary Income/Expense		
Income		
Unclassified Income	1,140.00	0.00
BID Revenues		
BID Revenue	160,812.37	161,502.25
Legal Noticing-City	0.00	-1,058.25
Total BID Revenues	160,812.37	160,444.00
Out & About	38,219.62	0.00
Miscellaneous Income		
Marketing Membership Fees	500.00	1,480.94
Total Miscellaneous Income	500.00	1,480.94
Total Income	200,671.99	161,924.94
Expense		
Out & About Costs	36,092.23	0.00
Bank service charges	204.53	0.00
Interest	112.50	0.00
Unclassified Expenses	3,544.28	0.00
Organization Committee		
Accounting & Legal	0.00	4,250.56
Board Meeting Expense	0.00	359.63
Insurance	0.00	1,438.00
Office Expense	0.00	693.75
Postage, Copy & Printing	0.00	886.01
Professional Administration		
Wages-Prof Admin	30,688.59	29,978.64
Insurance-Prof Admin	6,528.00	4,000.00
Payroll Tax Expense	2,373.88	2,415.76
Payroll Service Fees-Prof Admin	380.80	594.24
Workers Comp-Prof Admin	410.57	816.75
Professional Administration - Other	727.49	50.00
Total Professional Administration	41,109.33	37,855.39
Telecommunications	0.00	195.00
Total Organization Committee	41,109.33	45,678.34
Marketing & Promotion Committee		
Advertising & Graphics	5,057.50	7,884.00
Events	0.00	7,255.00
Marketing & Materials	1,621.27	10,814.00
Professional Services-Marketing	5,000.00	250.00
Web Design & Communication	1,000.00	0.00
Total Marketing & Promotion Committee	12,678.77	26,203.00
Streetscape & Security Committe		
Beautification-Streetscape Misc	34,802.81	86,328.28
Total Streetscape & Security Committe	34,802.81	86,328.28
Total Expense	128,544.45	158,209.62
Net Ordinary Income	72,127.54	3,715.32
Other Income/Expense		
Other Expense		
Conting Fund/Special Projects	0.00	-1,745.00
Total Other Expense	0.00	-1,745.00
Net Other Income	0.00	1,745.00
Net Income	72,127.54	5,460.32

4:06 PM

Rockridge District Association
Profit & Loss by Class
September through October 2018

11/05/18

Accrual Basis

	Operating	Out & About
Ordinary Income/Expense		
Income		
BID Revenues		
BID Revenue	44,602.25	0.00
Total BID Revenues	44,602.25	0.00
Out & About	0.00	26,892.78
Miscellaneous Income		
Marketing Membership Fees	500.00	0.00
Total Miscellaneous Income	500.00	0.00
Total Income	45,102.25	26,892.78
Expense		
Out & About Costs	0.00	36,092.23
Unclassified Expenses	1,105.00	0.00
Organization Committee		
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
Professional Administration - Other	727.49	0.00
Total Professional Administration	10,488.55	0.00
Total Organization Committee	10,488.55	0.00
Marketing & Promotion Committee		
Advertising & Graphics	4,450.00	0.00
Professional Services-Marketing	5,000.00	0.00
Web Design & Communication	1,000.00	0.00
Total Marketing & Promotion Committee	10,450.00	0.00
Streetscape & Security Committe		
Beautification-Streetscape Misc	11,304.82	0.00
Total Streetscape & Security Committe	11,304.82	0.00
Total Expense	33,348.37	36,092.23
Net Ordinary Income	11,753.88	-9,199.45
Net Income	<u>11,753.88</u>	<u>-9,199.45</u>

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Rockridge District Association

11/05/18

Profit & Loss by Class

Accrual Basis

September through October 2018

	TOTAL
Ordinary Income/Expense	
Income	
BID Revenues	
BID Revenue	44,602.25
Total BID Revenues	44,602.25
Out & About	26,892.78
Miscellaneous Income	
Marketing Membership Fees	500.00
Total Miscellaneous Income	500.00
Total Income	71,995.03
Expense	
Out & About Costs	36,092.23
Unclassified Expenses	1,105.00
Organization Committee	
Professional Administration	
Wages-Prof Admin	7,494.66
Insurance-Prof Admin	1,632.00
Payroll Tax Expense	634.40
Professional Administration - Other	727.49
Total Professional Administration	10,488.55
Total Organization Committee	10,488.55
Marketing & Promotion Committee	
Advertising & Graphics	4,450.00
Professional Services-Marketing	5,000.00
Web Design & Communication	1,000.00
Total Marketing & Promotion Committee	10,450.00
Streetscape & Security Committe	
Beautification-Streetscape Misc	11,304.82
Total Streetscape & Security Committe	11,304.82
Total Expense	69,440.60
Net Ordinary Income	2,554.43
Net Income	<u>2,554.43</u>

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Rockridge District Association

Balance Sheet

11/05/18

As of October 31, 2018

Accrual Basis

	Oct 31, 18	Oct 31, 17
ASSETS		
Current Assets		
Checking/Savings		
Fremont Bank O&A #0829	4,890.16	0.00
Fremont Bank Op #0349	61,464.13	43,445.19
Mechanics Checking	0.00	4,926.62
Total Checking/Savings	66,354.29	48,371.81
Accounts Receivable		
Accounts Receivable	0.00	4,935.40
Total Accounts Receivable	0.00	4,935.40
Total Current Assets	66,354.29	53,307.21
TOTAL ASSETS	66,354.29	53,307.21
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	0.00	14,426.59
Total Accounts Payable	0.00	14,426.59
Other Current Liabilities		
Out & About Payable	0.00	-1,191.42
Payroll Liabilities	-1.00	0.00
Total Other Current Liabilities	-1.00	-1,191.42
Total Current Liabilities	-1.00	13,235.17
Total Liabilities	-1.00	13,235.17
Equity		
Unrestricted Net Assets	-5,772.25	34,611.72
Net Income	72,127.54	5,460.32
Total Equity	66,355.29	40,072.04
TOTAL LIABILITIES & EQUITY	66,354.29	53,307.21