



RDA Agenda

Thursday, 11-21-19 Location: 5940 College Ave Ste F Oakland CA 94618
Time: 8:30 am- 10:00 am

Guest

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. RDA Member Assessments Update
- b. No meeting in December

IV. Treasurer's Report – Aug 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)

- a. Updates

V. Streetscape and Security:

- a. Updates

VI. Marketing and Promotions:

- a- ACTION: Marketing Manager and print advertising- With our need to cut expenses- is this one to cut for our next fiscal year?

VII. Land Use:

- a- Updates

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

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RDA Minutes 10-17-19 Meeting Location 5940 College Ave Ste F Oakland CA 94618

Call to Order: 8:35 am Established Quorum Yes

Present: Louise Rothman-Riemer, Susan Bernosky, Maggie Klein, Andrew Snow, Robin Pennell, Katy Winter, Veronica Bhonsle, Monte McClain, Miles Armstead, Lauren Field & Chris Jackson (RDA Manager)

Absent: Anthony Barr

Guest: Christine Garofoli and Samee Roberts

- I. Approved Agenda: Louise moved and Maggie seconded- All in favor- yes
- II. Approved Minutes: Sept 19, 2019 – Louise moved and Maggie seconded- All in favor- yes
- III. Chair's report
 - a. RDA Member Assessments- Getting updated list of delinquencies, publish and decide if court or collection
 - b. CCC Redevelopment Project (5212 Broadway) Would like to present in Jan2020. What is Council meeting feedback?
 - c. ACTION : Revisit Letter to Landlord \$100 grant per tree well? Postponed for review of ordinance
- IV. Treasurer's Report - July 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)
 - a. All good. Waiting for October disbursement
- V. Streetscape and Security
 - a. Shane had Kay arrested/ crime up/ homeless population down/ indecent exposures- no charges. Attempted and successful bank / savings & loan robberies
- VI. Marketing and Promotions:
 - a. Samee is working on survey, adding to minutes. Put on Next Door?
Louise suggests- short "give us two minutes of your time"
 - b. Temescal does all communication about street fair/ that is why Samee communication to district is light and this has led to misunderstanding
 - c. Sponsorship did well, but it is a struggle.
 - d. Miles would like to do sponsorship outreach and is the liaison for the RDA with Heart of the Town.
 - e. Need dollar figure for Holiday event.
- VII. Land Use
 - a. Trappist will be Four Point Brewing, Cocoon moving across street, CBC store not open last week. Issue with Trader Joe's blowing debris into sidewalk, yet street cleaners are blowing debris back in to sidewalk and businesses. Use Canology, or street vacuum. More money?
- VIII. New Business
 - a. Christine Garofoli is a local resident and is deciding how and where to volunteer her time.
- IX. Public Comment
- X. *Adjourn: 9:40am*

Rockridge District Association Member Survey

Marketing & Events

The Rockridge District Association is seeking input from its membership to help us prioritize our marketing efforts.

Please take a moment to complete this quick survey.
We appreciate your feedback and will share the results.

Please complete the survey **no later than Friday, November 22, 2019**. Thank you!

* How effective do you feel the Out & About Street Fair is in promoting the district?

- Not Effective
- Somewhat Effective
- Effective
- Very Effective

* How would you rate the importance of any public goodwill associated with the Out & About Street Fair?

- Not Important
- Somewhat Important
- Important
- Very important

* Did your business or organization participate in this year's Out & About Street Fair?

Yes

No

If yes, in what way did you participate? (check all that apply)

Booth at the event

Tabling outside my business

Sidewalk sale outside my business

In-store promotion

Participation if coop advertising

Displayed festival promotional poster

Other, please describe

In your view, what should the RDA's marketing priorities be in the coming year? (check all that apply)

Out & About Street Fair

Year-round events in addition to Out & About

Year-round events instead of Out & About

Holiday events

Holiday decorations

Holiday shopping bags for merchants

New banners on light poles

Marketing tips and tools for district businesses (holidays and year-round)

- Coop ads in newspapers and magazines
- Enhanced social media presence for the district
- Print and/or digital ads promoting the district
- More publicity about the district in local news and lifestyle media
- Other, please describe:

Rockridge District Association

BALANCE SHEET

As of October 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	6,207.08
Fremont Bank Op #0349	56,989.32
Total Bank Accounts	\$63,196.40
Total Current Assets	\$63,196.40
TOTAL ASSETS	\$63,196.40
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Unrestricted Net Assets	31,780.76
Net Income	31,415.64
Total Equity	\$63,196.40
TOTAL LIABILITIES AND EQUITY	\$63,196.40

Rockridge District Association

PROFIT AND LOSS

January - October, 2019

	TOTAL	
	JAN - OCT, 2019	JAN - OCT, 2018 (PY)
Income		
BID Revenues		
BID Revenue	126,822.68	157,812.37
Total BID Revenues	126,822.68	157,812.37
Billable Expense Income		500.00
Miscellaneous Income		10,000.00
Marketing Membership Fees		1,000.00
Total Miscellaneous Income		11,000.00
Out & About	43,697.79	34,082.32
Total Income	\$170,520.47	\$203,394.69
GROSS PROFIT	\$170,520.47	\$203,394.69
Expenses		
Bank service charges	110.00	150.00
Computer & Software Expenses	190.00	
Credit card charges		39.00
Interest	406.20	114.25
Marketing & Promotion Committee		
Advertising & Graphics	575.98	4,783.77
Events	996.36	2,050.00
Marketing & Materials	1,350.00	3,900.00
Professional Services-Marketing	5,000.00	5,000.00
Web Design & Communication	1,000.00	1,000.00
Total Marketing & Promotion Committee	8,922.34	16,733.77
Organization Committee		
Accounting & Legal	2,590.00	677.26
Board Meeting Expense		401.48
Insurance	3,421.00	1,345.00
Office Expense	388.11	114.27
Professional Administration		
Insurance-Prof Admin	5,760.00	4,784.00
Payroll Service Fees-Prof Admin	803.70	841.57
Payroll Tax Expense	3,300.70	3,491.95
Wages-Prof Admin	37,473.30	39,973.30
Workers Comp-Prof Admin	1,218.00	1,256.00
Total Professional Administration	48,555.70	50,346.82
Telecommunications		270.00
Total Organization Committee	54,954.81	53,154.83
Out & About Expenses	44,856.36	36,326.22
Streetscape & Security Committee		
Beautification-Streetscape Misc	7,381.00	16,065.04
Postage, Copying & Printing		53.53
Streetcleaning Wages	19,800.00	18,650.00

	TOTAL	
	JAN - OCT, 2019	JAN - OCT, 2018 (PY)
Total Streetscape & Security Committe	27,181.00	34,768.57
Uncategorized Expense	2,484.12	
Total Expenses	\$139,104.83	\$141,286.64
NET OPERATING INCOME	\$31,415.64	\$62,108.05
NET INCOME	\$31,415.64	\$62,108.05

Rockridge District Association

PROFIT AND LOSS

October 2019

	TOTAL
Income	
Out & About	2,683.10
Total Income	\$2,683.10
GROSS PROFIT	\$2,683.10
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Advertising & Graphics	419.08
Total Marketing & Promotion Committee	419.08
Organization Committee	
Insurance	2,176.00
Professional Administration	
Insurance-Prof Admin	516.00
Payroll Service Fees-Prof Admin	83.97
Payroll Tax Expense	286.66
Wages-Prof Admin	3,747.33
Workers Comp-Prof Admin	273.25
Total Professional Administration	4,907.21
Total Organization Committee	7,083.21
Out & About Expenses	13,380.51
Uncategorized Expense	999.43
Total Expenses	\$21,892.23
NET OPERATING INCOME	\$ -19,209.13
NET INCOME	\$ -19,209.13