



RDA Agenda

Thursday, 09-17-2020 Location: Zoom Tele/Web Meeting – Email sbernosky@strahaninsurance.com for Location/Password
Time: 8:30 am- 10:00 am

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates

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

- a. Updates

V. Streetscape and Security:

- a. Updates
- b. Paving on College

VI. Marketing and Promotions:

- a. Updates

VII. Land Use:

- a. Closed Businesses:
- b. New Businesses

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 Meeting Via Zoom
 Thursday, 08-20-2020
 Time: 8:30 am- 10:00 am

Meeting Started at 8:32am

Present: Anthony Barr, Susan Bernosky, Maggie Klein, Monte McClain, Robin Pennell, Louise Rothman-Reimer, Andrew Snow, Katy Winter

Absent: Veronica Bhonsle, Lauren Field, Alberto Mendez

Staff: Chris Jackson

Guest: Dan Kalb

I. Approve Agenda- Item Added: City of Oakland Annual Report due 9/1/2020

M-Robin, S-Louise, unanimous approval

II. Approve Minutes

M-Louise, S Robin, unanimous approval

III. Chair's report

- a. Election results- 7 ballots returned-All on ballot elected. Confirm Alberto's acceptance of position.
- b. ACTION: Officers for new term: Susan Bernosky (Pres) Robin Pennell (VP) Anthony Barr (T) Monte McClain (S) M-Louise, S-Robin, unanimous approval
- c. Laurie is retiring and leaving Board: The board expressed gratitude for Laurie and her service on the board, in particular as her role as secretary.
- d. Annual report is due 9/1/2020. Chris has written up our RDA Accomplishments and we will use our current budget. This report is presented at the Council meeting and is presented for approval of the collection of assessments for the upcoming fiscal year.

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

- a. We should be fine for 2020, next year remains unclear.
- b. We are waiting to see if the PPP loans will be forgiven automatically and at what threshold.
- c. We have not received the 7/31 disbursement check from the City of Oakland

V. Streetscape and Security:

- a. Chris is supplementing street cleaning and the avenue is looking good. All board members acknowledge and understand the labor involved and appreciate the extra effort that Chris always gives
- b. Paving on College- See New Business notes below.

VI. Marketing and Promotions:

- a. The website is being updated. We can't do anything else because of the dynamics of the pandemic.
- b. Louise asked if we might include information about voting and voting booths on our website to inform people as Alameda County is changing things considerably. She will put together an informational sheet, that could also go out on the newsletter.
- c. Louis also noted the importance of being counted in the Census.

VII. Land Use:

- a. Closed: Hawthorne, Right-Way Shor Repair, Bisou Nails, Warm Things, Garden Cleaners, BICA, Ben N Nicks?
- b. New: Ain't Normal Café, Happy Trails
- c. Ben n Nick's will re-open under new ownership. Stauder's is closing but may re-open under new ownership.

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- d. Pop-ups are opening across from Cole Hardware. If they get Oakland License, they will be subject to assessment, if they do not, should the board consider offering an “Associate Membership” Will the City pursue these Pop-ups for a business license? To be added to September agenda.

VIII. New Business: We spoke with guest Councilperson Dan Kalb at 9:05am

- a. There is an ongoing discussion about what nighttime paving means in terms of start times. There is no hard start date. The job is to be completed by Nov 1. Full paving south of Bart and partial paving (no grading) north of Bart. The City is going to assist with take down, storage, re-install of parklets affected by paving. Hopefully the parklets will be re-installed within a few days.

IX. Public Comment: None

X. Adjourn: Susan closed the meeting at 9:22am

Minutes taken by Monte McClain and Susan Bernosky

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Rockridge District Association

PROFIT AND LOSS

August 2020

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Web Design & Communication	1,000.00
Total Marketing & Promotion Committee	1,000.00
Organization Committee	
Accounting & Legal	330.00
Insurance	124.14
Professional Administration	
Insurance-Prof Admin	565.00
Payroll Service Fees-Prof Admin	83.97
Payroll Tax Expense	286.68
Wages-Prof Admin	3,747.33
Total Professional Administration	4,682.98
Total Organization Committee	5,137.12
Streetscape & Security Committee	
Beautification-Streetscape Misc	14,610.00
Total Streetscape & Security Committee	14,610.00
Uncategorized Expense	2,424.78
Total Expenses	\$23,181.90
NET OPERATING INCOME	\$ -23,181.90
NET INCOME	\$ -23,181.90

Rockridge District Association

PROFIT AND LOSS

August 2020

	TOTAL	
	AUG 2020	AUG 2019 (PY)
Income		
BID Revenues		
BID Revenue		43,668.23
Total BID Revenues		43,668.23
Out & About		4,240.03
Total Income	\$0.00	\$47,908.26
GROSS PROFIT	\$0.00	\$47,908.26
Expenses		
Bank service charges	10.00	10.00
Marketing & Promotion Committee		
Advertising & Graphics		133.06
Web Design & Communication	1,000.00	500.00
Total Marketing & Promotion Committee	1,000.00	633.06
Organization Committee		
Accounting & Legal	330.00	330.00
Insurance	124.14	
Professional Administration		
Insurance-Prof Admin	565.00	516.00
Payroll Service Fees-Prof Admin	83.97	79.97
Payroll Tax Expense	286.68	286.68
Wages-Prof Admin	3,747.33	3,747.33
Total Professional Administration	4,682.98	4,629.98
Total Organization Committee	5,137.12	4,959.98
Out & About Expenses		227.75
Streetscape & Security Committe		
Beautification-Streetscape Misc	14,610.00	
Streetcleaning Wages		2,200.00
Total Streetscape & Security Committe	14,610.00	2,200.00
Uncategorized Expense	2,424.78	705.00
Total Expenses	\$23,181.90	\$8,735.79
NET OPERATING INCOME	\$ -23,181.90	\$39,172.47
NET INCOME	\$ -23,181.90	\$39,172.47

Rockridge District Association

BALANCE SHEET As of August 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	78,992.13
Total Bank Accounts	\$79,424.60
Total Current Assets	\$79,424.60
TOTAL ASSETS	\$79,424.60
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
PPP Loan	11,300.00
Total Long-Term Liabilities	\$11,300.00
Total Liabilities	\$11,300.00
Equity	
Unrestricted Net Assets	94,188.06
Net Income	-26,063.46
Total Equity	\$68,124.60
TOTAL LIABILITIES AND EQUITY	\$79,424.60