



## RDA Agenda

Thursday, 09-19-19 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. Delinquency List from the City of Oakland
- b. Request for support 5212 Broadway

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- Samee – Out & About Report and planning document 2020 and beyond

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

▪ Phone 510-604-3125 ▪

chris@rockridgedistrict.com ▪ www.rockridgedistrict.com

## RDA Minutes

Thursday, 08-15-19 Location: 5940 College Ave Set F Oakland, CA 94618

Call to Order: 8:31am                      Established Quorum Yes

Present: Susan Bernosky, Maggie Klein, Andrew Snow, Anthony Barr, Robin Pennell, Miles Armstead, Veronica Bhonsle, Monte McClain and Chris Jackson (RDA Manager)

Absent: Katy Winter, Louise Rothman-Riemer, Lauren Field

Guest: Steve Tiffin of Heart of the Town Events (Out & About Update)

- I.        Approved Agenda: Laurie moved & Miles seconded
- II.       Approved Minutes – May 16, 2019 – Veronica moved and Anthony seconded
- III.      Chair’s report
  - a. ACTION: Election of Officer. Veronica moved to re-elect current slate and Robin seconded. All in Favor- Yes.
  - b. Associate Memberships- businesses outside of RDA boundary- for advertising consideration only. Fee is to be reduced from \$500/ year to \$250/ year.
- IV.      Treasurer’s Report - July 2019 (Disbursement Schedule 4/30 | 7/31 | 10/31)
  - a. Solvent.
  - b. Tax return to be done (extension filed)
- V.       Streetscape and Security
  - a. Trash containers cleaned- Canology- very positive experience
  - b. Brightview can break up tree work into three zones so that we don’t have to pay \$50K at one time.
  - c. Tree Wells- getting quotes for DG work- ranging from \$18-\$26K
  - d. Gretchen- acting out- advised to call OPD
  - e. Waste Management issues.
- VI.      Marketing and Promotions:
  - a. Steve : Brought posters – question about posters printed prior to obtaining sponsorship commitment. Better communication with Shasta and Miles has volunteered to be Liaison. SB to send email invitation
- VII. Land Use
  - a. Safeway temp suspension of liquor license.
- VIII. New Business
- IX.      Public Comment
- X.      *Adjourn: 9:43am*

# Rockridge District Association

## PROFIT AND LOSS

August 2019

	TOTAL
Income	
BID Revenues	
BID Revenue	43,668.23
<b>Total BID Revenues</b>	<b>43,668.23</b>
Out & About	4,240.03
<b>Total Income</b>	<b>\$47,908.26</b>
GROSS PROFIT	<b>\$47,908.26</b>
Expenses	
Bank service charges	10.00
Marketing & Promotion Committee	
Advertising & Graphics	133.06
Web Design & Communication	500.00
<b>Total Marketing &amp; Promotion Committee</b>	<b>633.06</b>
Organization Committee	
Accounting & Legal	330.00
Professional Administration	
Insurance-Prof Admin	516.00
Payroll Service Fees-Prof Admin	79.97
Payroll Tax Expense	286.68
Wages-Prof Admin	3,747.33
<b>Total Professional Administration</b>	<b>4,629.98</b>
<b>Total Organization Committee</b>	<b>4,959.98</b>
Out & About Expenses	227.75
Streetscape & Security Committe	
Streetcleaning Wages	2,200.00
<b>Total Streetscape &amp; Security Committe</b>	<b>2,200.00</b>
Uncategorized Expense	705.00
<b>Total Expenses</b>	<b>\$8,735.79</b>
NET OPERATING INCOME	<b>\$39,172.47</b>
NET INCOME	<b>\$39,172.47</b>

# Rockridge District Association

## PROFIT AND LOSS

January - August, 2019

	TOTAL	
	JAN - AUG, 2019	JAN - AUG, 2018 (PY)
Income		
BID Revenues		
BID Revenue	126,572.68	116,210.12
<b>Total BID Revenues</b>	<b>126,572.68</b>	<b>116,210.12</b>
Billable Expense Income		500.00
Miscellaneous Income		10,000.00
Marketing Membership Fees		500.00
<b>Total Miscellaneous Income</b>		<b>10,500.00</b>
Out & About	15,126.19	7,455.55
<b>Total Income</b>	<b>\$141,698.87</b>	<b>\$134,665.67</b>
<b>GROSS PROFIT</b>	<b>\$141,698.87</b>	<b>\$134,665.67</b>
Expenses		
Ask Client	779.69	
Bank service charges	90.00	130.00
Computer & Software Expenses	190.00	
Credit card charges		39.00
Interest	406.20	114.25
Marketing & Promotion Committee		
Advertising & Graphics	156.90	1,228.77
Events	996.36	2,050.00
Marketing & Materials	1,350.00	1,870.00
Professional Services-Marketing	5,000.00	
Web Design & Communication	1,000.00	
<b>Total Marketing &amp; Promotion Committee</b>	<b>8,503.26</b>	<b>5,148.77</b>
Organization Committee		
Accounting & Legal	2,260.00	677.26
Board Meeting Expense		366.05
Insurance	1,245.00	1,345.00
Office Expense	388.11	114.27
Professional Administration		
Insurance-Prof Admin	4,728.00	3,784.00
Payroll Service Fees-Prof Admin	639.76	685.44
Payroll Tax Expense	2,727.37	2,918.62
Wages-Prof Admin	29,978.64	32,478.64
Workers Comp-Prof Admin	944.75	983.41
<b>Total Professional Administration</b>	<b>39,018.52</b>	<b>40,850.11</b>
Telecommunications		240.00
<b>Total Organization Committee</b>	<b>42,911.63</b>	<b>43,592.69</b>
Out & About Expenses	1,302.75	500.00
Streetscape & Security Committee		
Beautification-Streetscape Misc	6,885.00	6,470.57
Postage, Copying & Printing		53.53

	TOTAL	
	JAN - AUG, 2019	JAN - AUG, 2018 (PY)
Streetcleaning Wages	17,600.00	12,250.00
<b>Total Streetscape &amp; Security Committe</b>	<b>24,485.00</b>	<b>18,774.10</b>
Uncategorized Expense	705.00	
<b>Total Expenses</b>	<b>\$79,373.53</b>	<b>\$68,298.81</b>
NET OPERATING INCOME	<b>\$62,325.34</b>	<b>\$66,366.86</b>
NET INCOME	<b>\$62,325.34</b>	<b>\$66,366.86</b>

# Rockridge District Association

## BALANCE SHEET

As of August 31, 2019

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	14,839.09
Fremont Bank Op #0349	79,267.01
<b>Total Bank Accounts</b>	<b>\$94,106.10</b>
<b>Total Current Assets</b>	<b>\$94,106.10</b>
<b>TOTAL ASSETS</b>	<b>\$94,106.10</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Unrestricted Net Assets	31,780.76
Net Income	62,325.34
<b>Total Equity</b>	<b>\$94,106.10</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$94,106.10</b>

# rockridge OUT and ABOUT

13TH ANNUAL

SEPTEMBER 15, 2019

# EVENT MAP

College Avenue between Claremont and Lawton  
**SUNDAY, SEPTEMBER 15, 2019 • 12-6 PM**

**2019 PRESENTING SPONSORS:**



**Live Performances:**

**Claremont Blues Stage**

1:30 – 5:30  
 West Coast Blues Society

**Harwood Bistro Stage**

1:00 – 3:00  
 Clifton Street Regulars

3:30 – 5:30  
 Grand Avenue Soul  
*Featuring Tia Carroll*

**Chabot Circus Stage**

1:00, 3:00, 5:00  
 Kinetic Arts Center

**Shafter Jazz Stage**

12:30 – 5:30  
 Floyd Pellom's Jazz Showcase

**Lawton Stage**

12:45 – 1:30  
 Kaia  
 2:00 – 5:00  
 Shabnam Dance Company

**LEGEND**

- Stage
- Restroom
- Artists, Non-Profits, and Local Businesses
- Food and Drink Booths



PRESENTS

rockridge

# OUT and ABOUT

13TH ANNUAL

SEPTEMBER 15, 2019

12-6 PM

College Avenue

BETWEEN

Claremont & Lawton

FREE!

SHOP, DINE & EXPLORE  
AT THE ROCKRIDGE DISTRICT'S  
13TH ANNUAL STREET FAIR

Live Music on the Avenue • Jazz • Soul • Reggae • Rock  
Foodie Mecca • Tastings • Craft Beer • Specialty Cocktails  
Kinetic Arts Circus Stage • Carnival Rides • Photo Booth  
Artisan Row • Art • Jewelry • Apparel • Accessories

SPONSORED BY



rockridgeoutandabout.com

Bike parking at Rockridge BART