



## RDA Agenda

Thursday, 09-20-18 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: Monte McClain, Richard Harvey, Jody Colley

### I. Approve Agenda

### II. Approve Minutes – Aug 23, 2018

### III. Chair's report:

- a. Update
- b. Friday Night Meals- Monte McClain and Richard Harvey
- c. Annual report – City of Oakland- due 9/1 extended to 10/1- Need Accomplishments | Budget

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

- a. Update

### V. Streetscape and Security:

- a. Updates
- b. Street Cleaners

### VI. Marketing and Promotions:

- a- Holiday Activities- None this year- cost of banners and holiday décor install/de-install p \$2K
- b- Website presentation Updates done– Jody Colley

### VII. Land Use

- a- Updates

### VIII. New Business: Cider Bar/BoBo Tea- No building sales yes-

### 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](mailto:chris@rockridgedistrict.com) ▪ [www.rockridgedistrict.com](http://www.rockridgedistrict.com)



RDA Minutes

Thursday, 08-23-18 Location: 5940 College Ave Ste F Oakland CA 94618 Time: 8:30 am- 10:00 am

Call to Order: 8:32am

Members present : Veronica Bhonsle, Joyce Gardner, Susan Bernosky, Maggie Klein, Lauren Field, Robin Pennell, Aleksey Gurov, Anthony Barr, Katy Winter, Andrew Snow | Chris Jackson, Manager

Absent : Louise Rothman-Riemer

Guests : Jody Colley and Ryan Schuchard

I. Approve Agenda | Anthony moved, Andrew seconded. All in favor

II. Approve Minutes – July 19, 2018 | Andrew moved, Anthony seconded. All in favor

III. Chair’s report:

- a. Update- Two businesses that did not ever pay assessments are leaving Pretty Penny/Germany’s Auto
- b. Friday Night Meals- Presbyterian Church- Monte McClain will attend Sept Meeting

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

- a. Update | All good

V. Streetscape and Security:

- a. Updates | Officer Jensen pulled to downtown next couple of weeks | Scooters are dangerous- send ltr to City Chris/SB
- b. Another Tree down | Update, the tree is healing
- c. Removal of parking spaces – Presentation done. Controversial report of merchant approval. How do the most affected merchants really feel?
- d. Update street cleaners and gas-powered blowers | Chris is monitoring | Electric blowers are going to be used.

VI. Marketing and Promotions:

- a- Holiday Activities- No discussion
- b- ACTION ITEM- Website webmaster- budget item- Guest Jody Colley **9:00am**  
All in favor- website improvement expense approved.

VII. Land Use

- a- Updates | Wilson’s paying for trees along Market Hall
- b- Multiple buildings for sale on Avenue
- c- Garbage can issues on Claremont. Chris is assisting with resolution

VIII. New Business: None

IX. Public Comment

X. Adjourn 9:47am

3:28 PM

## Rockridge District Association

## Profit &amp; Loss

09/12/18

March through August 2018

Accrual Basis

	Mar - Aug 18	Mar - Aug 17
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Unclassified Income	1,140.00	0.00
<b>BID Revenues</b>		
BID Revenue	116,210.12	121,631.25
Legal Noticing-City	0.00	-1,058.25
<b>Total BID Revenues</b>	116,210.12	120,573.00
<b>Out &amp; About</b>	11,326.84	0.00
<b>Miscellaneous Income</b>		
Marketing Membership Fees	0.00	980.94
<b>Total Miscellaneous Income</b>	0.00	980.94
<b>Total Income</b>	128,676.96	121,553.94
<b>Expense</b>		
Bank service charges	204.53	0.00
Interest	112.50	0.00
Unclassified Expenses	2,439.28	0.00
<b>Organization Committee</b>		
Accounting & Legal	0.00	3,526.04
Board Meeting Expense	0.00	285.91
Insurance	0.00	1,438.00
Office Expense	0.00	433.13
Postage, Copy & Printing	0.00	662.82
<b>Professional Administration</b>		
Wages-Prof Admin	23,193.93	22,483.98
Insurance-Prof Admin	4,896.00	3,000.00
Payroll Tax Expense	1,739.48	1,811.83
Payroll Service Fees-Prof Admin	380.80	439.60
Workers Comp-Prof Admin	410.57	545.50
Professional Administration - Other	0.00	50.00
<b>Total Professional Administration</b>	30,620.78	28,330.91
Telecommunications	0.00	165.00
<b>Total Organization Committee</b>	30,620.78	34,841.81
<b>Marketing &amp; Promotion Committee</b>		
Advertising & Graphics	607.50	6,564.00
Events	0.00	1,430.00
Marketing & Materials	1,621.27	6,000.00
<b>Total Marketing &amp; Promotion Committee</b>	2,228.77	13,994.00
<b>Streetscape &amp; Security Committe</b>		
Beautification-Streetscape Misc	23,497.99	59,536.56
<b>Total Streetscape &amp; Security Committe</b>	23,497.99	59,536.56
<b>Total Expense</b>	59,103.85	108,372.37
<b>Net Ordinary Income</b>	69,573.11	13,181.57
<b>Other Income/Expense</b>		
<b>Other Expense</b>		
Conting Fund/Special Projects	0.00	-1,745.00
<b>Total Other Expense</b>	0.00	-1,745.00
<b>Net Other Income</b>	0.00	1,745.00
<b>Net Income</b>	<b>69,573.11</b>	<b>14,926.57</b>

3:29 PM

## Rockridge District Association

## Profit &amp; Loss by Class

March through August 2018

09/12/18

Accrual Basis

	Operating	Out & About	TOTAL
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Unclassified Income	1,140.00	0.00	1,140.00
<b>BID Revenues</b>			
BID Revenue	116,210.12	0.00	116,210.12
<b>Total BID Revenues</b>	116,210.12	0.00	116,210.12
Out & About	0.00	11,326.84	11,326.84
<b>Total Income</b>	117,350.12	11,326.84	128,676.96
<b>Expense</b>			
Bank service charges	40.00	164.53	204.53
Interest	112.50	0.00	112.50
Unclassified Expenses	2,439.28	0.00	2,439.28
<b>Organization Committee</b>			
<b>Professional Administration</b>			
Wages-Prof Admin	23,193.93	0.00	23,193.93
Insurance-Prof Admin	4,896.00	0.00	4,896.00
Payroll Tax Expense	1,739.48	0.00	1,739.48
Payroll Service Fees-Prof Admin	380.80	0.00	380.80
Workers Comp-Prof Admin	410.57	0.00	410.57
<b>Total Professional Administration</b>	30,620.78	0.00	30,620.78
<b>Total Organization Committee</b>	30,620.78	0.00	30,620.78
<b>Marketing &amp; Promotion Committee</b>			
Advertising & Graphics	607.50	0.00	607.50
Marketing & Materials	1,621.27	0.00	1,621.27
<b>Total Marketing &amp; Promotion Committee</b>	2,228.77	0.00	2,228.77
<b>Streetscape &amp; Security Committe</b>			
Beautification-Streetscape Misc	23,497.99	0.00	23,497.99
<b>Total Streetscape &amp; Security Committe</b>	23,497.99	0.00	23,497.99
<b>Total Expense</b>	58,939.32	164.53	59,103.85
<b>Net Ordinary Income</b>	58,410.80	11,162.31	69,573.11
<b>Net Income</b>	<b>58,410.80</b>	<b>11,162.31</b>	<b>69,573.11</b>

3:30 PM

## Rockridge District Association

## Balance Sheet

09/12/18

As of September 30, 2018

Accrual Basis

	Sep 30, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Fremont Bank O&A #0829	14,089.61
Fremont Bank Op #0349	49,710.25
Total Checking/Savings	63,799.86
Total Current Assets	63,799.86
<b>TOTAL ASSETS</b>	<b><u>63,799.86</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	-1.00
Total Other Current Liabilities	-1.00
Total Current Liabilities	-1.00
Total Liabilities	-1.00
Equity	
Unrestricted Net Assets	-5,772.25
Net Income	69,573.11
Total Equity	63,800.86
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>63,799.86</u></b>



## ACCOMPLISHMENTS 2017

Let me start by saying that the Rockridge District continues to be one of the largest tax revenue generators for the city of Oakland for a district of this kind and that in itself, in this tumultuous time, is an accomplishment.

We were able, after a year and a half of negotiation with the city, for the 1st time to bring lighted holiday decorations to the Avenue. This was no small feat. The district will invest approximately \$40,000 of member's funds to accomplish this. The RDA has been working to make the Avenue a more festive place for holiday shoppers and all of Oakland. This also lays the groundwork for other districts to follow if they feel it's appropriate. We have donated our existing decorations to the KONO district to help bring cheer to Telegraph Avenue.

The RDA continues our ongoing maintenance and upkeep of the Avenue; We had just completed another round of tree trimming of city street trees, we soon will have the decomposed granite replenished in all of the tree wells, We continue to maintain the watering of our newly planted trees to ensure their success, and have replaced several trees that have been damaged by trucks delivering goods to our merchants.

The RDA has purchased 12 PVC trash container liners that will be installed shortly. The reason for this is to help eliminate the unsightly staining of the concrete and odor due to the broken galvanized liners. To further improve cleanliness our board has voted to allocate funds for power washing of the city trash containers.

We continue to work very closely with the Oakland Police Department to help in the reduction of crime to both our members and the community at large. We are grateful to have been assigned a walking officer as well as support from our Community Resource Ofc.

The RDA was very pleased to be able to attract 4 new board members. This was particularly exciting for us as they represent 1st floor businesses, coming from the backgrounds of restaurant, fitness and financial. These folks are a great representation of the young entrepreneurial spirit of Oakland.

We have been working quite closely and partnering with the bike share folks and try to lessen the impact on parking to our district. I'm very happy to say that we worked out an agreement with the city and we were able to take some remaining 12 feet of an existing parking space left over from the bike kiosk and turn it to usable scooter and motorcycle parking. This creates an asset for our district as well as a revenue generator for the city.

The district is looking forward to another successful Out and About street fair coming up September 17. Another accomplishment that will be celebrated by Market Hall is their 30th year here on the Avenue, and it goes without saying what they bring to College Avenue and Oakland.

To summarize, we continue to work with one of the smallest of any BID budgets in the City of Oakland. The RDA is proud to be able to deliver this level of service and improvements to our members and will continue to do so.

***Report by Chris Jackson, Manager***

**Rockridge District Association, a Rockridge Business Improvement District**

---

785 7<sup>th</sup> St ▪ Oakland ▪ CA 94607  
 ▪ Phone 510-604-3125 ▪  
[chris@rockridgedistrict.com](mailto:chris@rockridgedistrict.com) ▪ [www.rockridgedistrict.com](http://www.rockridgedistrict.com)

**RDA, a Rockridge Business Improvement District**  
**Proposed Budget**  
**March 2018 to February 2019**

**Income**

Gross BID Revenue	\$158,400
Capital Projects Carryforward	<u>\$50,000</u>
<b>Total Income</b>	<b>\$208,400</b>

**Expense**

<b>Organization</b>	\$77,000
City of Oakland- Collection Cost	\$2,400
City of Oakland- Noticing	\$1,100
 <b>Marketing &amp; Promotion</b>	 \$37,900
 <b>Streetscape &amp; Security</b>	 \$40,000
<b>Capital Projects</b>	<u>\$50,000</u>
<b>Total Expense</b>	<b>\$208,400</b>

**Rockridge District Association a RBID  
Board 2018 - 2019**

	Board Member Name:	Officers	OY	Business:	Business Address:	Phone: (510)	Email Address:	Elected/Re-Elected
1	Louise Rothman-Riemer		1999	DHR Investment Counsel	5435 College Ste 200	596-2580	<a href="mailto:louise@dhrcounsel.com">louise@dhrcounsel.com</a>	2017
2	Veronica Bhonsle		2005	VERO	6052 College	985-0406	<a href="mailto:vbhonsle@aol.com">vbhonsle@aol.com</a>	2017
3	Joyce Gardner		2006	FIT	5707 College	923-0784	<a href="mailto:fitclothing@att.net">fitclothing@att.net</a>	2018
4	Susan Bernosky	P	2006	Strahan Ins Svcs Inc	5940 College	450-9050	<a href="mailto:susan@susanbernosky.com">susan@susanbernosky.com</a>	2018
5	Maggie Klein		2013	Oliveto	5655 College	547-5356	<a href="mailto:maggie@oliveto.com">maggie@oliveto.com</a>	2017
6	Lauren Field	S	2013	Lauren G Field	5332 College Ste100	658-2525	<a href="mailto:laurenfield@gmail.com">laurenfield@gmail.com</a>	2017
7	Robin Pennell	VP	2013	Jarvis Architects	5278 College Ave	654-6755	<a href="mailto:rpennell@jarvisarchitects.com">rpennell@jarvisarchitects.com</a>	2017
8	Aleksey Gurov		2017	Fremont Bank	6300 College Ave Ste 160	851-7741	<a href="mailto:aleksey.gurov@fremontbank.com">aleksey.gurov@fremontbank.com</a>	2017
9	Anthony Barr	T	2017	Henry Levy Group	5940 College Ave Ste F	652-1000	<a href="mailto:anthony@hglcpa.com">anthony@hglcpa.com</a>	2017
10	Katy Winter		2017	Vita	6034 College Ave	917-843-2758	<a href="mailto:katy@myhealthyvita.com">katy@myhealthyvita.com</a>	2017
11	Andrew Snow		2018	The Golden Squirrel	5940 College Ave	735-9220	<a href="mailto:andrewsnow@gmail.com">andrewsnow@gmail.com</a>	2018