



**RDA Agenda (Thursday, 09-21-2023)**

Meeting location: College Ave Presbyterian Church, 5951 College Avenue, Oakland, CA 94618

Time: 8:30am-10:00am PST

Join via Zoom Meeting

<https://us02web.zoom.us/j/88040772391?pwd=UXR4RE5PN UdUalM2MkZwa3c4RTBaQT09>

Meeting ID: 880 4077 2391

Passcode: 268426

One tap mobile +16699006833,,88040772391# US (San Jose)

+16694449171,,88040772391# US

I. Approve Agenda

II. Approve Minutes

III. Chair's report

- a. Updates from our President — Monte

IV. Treasurer's Report

- a. Proposed Budget to see us through the end of the fiscal year (approved by Treasury sub-committee)

V. Streetscape and Security

- a. Trees & tree wells — Chris
- b. Security/safety/unsheltered updates — Chris

VI. Marketing and Promotions

- a. Rock-N-Stroll September event — Jody

VII. Land Use

VIII. Old Business

- a. Andrew Snow board resignation effective today

IX. 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 5951 College Avenue, 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**

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com



RDA Meeting Minutes  
Thursday, 08-17-2023

Members Present: Veronica Bhonsle, Monte McClain, Robert Pennell, Andrew Snow,

Members Absent: Matt Zimbalist (Re-Up), Katy Winter,

Staff Present: Jody Colley, Chris Jackson

Monte began the meeting 8:42am at College Avenue Presbyterian Church (5951 College Ave), noting a Quorum.

- I. The directors approved the meeting's Agenda by consent.
- II. The directors approved the meeting's Minutes by consent.

III. Chair's report

- Monte reminded the board about the Mayor attending our meeting of September 14th. Jody and Monte will work on Crafting questions for the visit, asking the larger community of the BID for input. The meeting is closed for the Board only.
- Andrew Snow has announced his resignation from the board to be effective on 9-15-2023. Received with consent.

IV. Treasurer's Report

Robin shared that we have \$49,688 in the account as of 7-31-23. We spent roughly \$10,000 in July 2023. We have enough money to pay a deposit instead of a full invoice (10%).1,400 for the Holiday Lighting install for Holidays 2023.

We'll hear specifics about our disbursement at the end of August 2023.

Jody will send a draft of proposed costs for marketing for the remainder of the year in the next 2 weeks. We'll use that information for the Treasury meeting of 9-7-23.

V. Streetscape and Security

- a. Trees & tree wells —
  - a. Our contract with Pacific Landscaping contract to top off, service on the tree wells (for \$4,700) is pending the disbursement scheduled for August. We are up to date in terms of the City's Grant Requirements (scheduled and under contract)
- b. Security/safety/unsheltered updates — Chris
  - a. We are waiting for the disbursement in August to move forward on the camera partnership at Green Copy.

VI. Marketing and Promotions

- a. Rock-N-Stroll August 12 event — Jody shared that the event in August was a Little smaller than the last ones. Merchants doing a good job of promoting them.

## VII. Land Use

- a. Follow-up on landscaping issues with TJs and Claremont MS — Chris
  - TJ has kind of done something.
  - There is a large pile of debris at Claremont MS – Chris has been unable to get them to remove it.

## VIII. Old Business

- a. Assessments & Disbursements — Jody – has a meeting with them on 8/28. Jody says that there might be up to 100 more people to add. Those haven't been added by the city to the BID list. New therapists, new businesses, legacy businesses (Pegasus). Meeting in August is to find out why this isn't happening, why the list isn't being updated by the city. There is money being left on the table by the city - ...

Veronica asked a question about pardoning fees,. Jody shared that there is no “process” – businesses that are retro-charged only have to pay for the current year. (if they complain about never having heard about the assessment before). They have to first make a payment, once they show the confirmation of that, then Jody emails the city and cc-es the owner about forgiveness.

Guestimate of up to \$90,000 waiting for us to come to us.

- b. Monte will get gifts and cards for our our two exciting board members: Stephanie and Andrew —
- c. New business in the district include:
  - Potential deli opening along the avenue.
  - Nail salon
  - Bike shop didn't work out.
  - Ice Cream store – waiting for reservation.
  - Highwire will move eventually to the old Alta Bates space.
  - Possibly a wine shop where Spasso's was.
- d. Exiting businesses:
  - mignon
  - Berkeley Kids room is leaving.
  - Hair Salon Pony – is leaving.

## IX. New Business

OPD is going to have bike officers on Rockridge. )(Office Cooper is returning). Unfortunately OPD has told Christ that our crime statistics in Beat 12Y don't don't justify adding another officer. The statistics are grossly under-representative of the crime in 12Y. This is largely due to the fact that merchants and customers don't take the time, don't see the value in taking the time, to report the crimes via the City phone number and web portal both of which are time-consuming and clunky to use. We need to encourage folks to report crimes in order to have a more representative estimate of crime statistics to justify more police presence.

#### IX. Public Comment

There was no public comment.

X. Monte adjourned the meeting at 9:13am.

#### Minutes taken by Monte McClain

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RDA Proposed Budget through the end of the fiscal year (March 24)					
<b>INCOME</b>					
	Revenues (12/10/22 - 8/28/23)				
		\$159,173.64			
	1st Disbursement Revenues (12/10/22 - 5/11/23)		\$53,621.25		\$53,621.25
	2nd Disbursement Remaining Revenues	\$105,552.39			\$105,552.39
	Admin Fee (1%)	-\$1,055.52			
	Bay Area News Legal Ad (2022)	-\$1,858.01			
		\$102,638.86			
	2nd Disbursement Balance Due		\$102,638.86		
	<b>Total Revenue</b>		<b>\$156,260.11</b>		<b>\$159,173.64</b>
		2022		2023	
<b>EXPENSES</b>		Amount	%	Amount	%
	Organization	110,000	50	78,125	50
	Marketing	60,000	27	42,187	27
	Streetscape	50,000	23	35,938	24
	<b>Total Expenses:</b>	<b>220,000</b>	<b>100</b>	<b>156,250</b>	
<b>Projection through the end of the year (fiscal year April 23-March 24)</b>					
	Current Balance	30,000			
	Expected next disbursement	102,638.88			
	<b>Projected Income through March 24</b>	<b>132,639</b>			
<b>EXPENSES projected through the end of the year**</b>					
	Monthly Expenses (salary bills 10k/month)	80,000			
	Holiday Lights Installation	13,000			
	Safety Grant (tree well improvement)	4,700			
	Marketing Budget (proposed by Jody 9/23)	7,300			
	Holiday Breakfast/Party	0			

	Extra Day of Street Cleaning* (2X/month=additional 2k/month x 8 mos)	16,000		
Projected Expenses		121,000		
Projected Income through March '24		132,639		
Projected Expenses through March '24		-121,000		
Projected surplus (to make into a reserve)		11,639		
<i>*we will see if we can reduce this expense by having the additional cleaning every other week.</i>				
<i>**projections made at the treasury meeting of 9/7/23</i>				
INCOME 2023-24				
	Revenues (12/10/22 - 8/28/23)	\$159,173.64		
	1st Disbursement Revenues (12/10/22 - 5/11/23)		\$53,621.25	\$53,621.25
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	Bay Area News Legal Ad (2022)	-\$1,858.01		
		\$102,638.86		
	2nd Disbursement Balance Due		\$102,638.86	
	<b>Total Revenue</b>		<b>\$156,260.11</b>	<b>\$159,173.64</b>
EXPENSES 2023-24				
		Amount	%	
	Organization	78,125	50	
	Marketing	42,187	27	
	Streetscape	35,938	24	
	<b>Total Expenses:</b>	<b>156,250</b>	<b>100</b>	

# Rockridge District Association

## Balance Sheet

As of August 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	40,527.18
<b>Total Bank Accounts</b>	<b>\$40,959.65</b>
<b>Total Current Assets</b>	<b>\$40,959.65</b>
<b>TOTAL ASSETS</b>	<b>\$40,959.65</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	202.93
<b>Total Credit Cards</b>	<b>\$202.93</b>
<b>Total Current Liabilities</b>	<b>\$202.93</b>
<b>Total Liabilities</b>	<b>\$202.93</b>
Equity	
Unrestricted Net Assets	50,921.16
Net Income	-10,164.44
<b>Total Equity</b>	<b>\$40,756.72</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$40,959.65</b>

# Rockridge District Association

## Profit and Loss

August 2022 - August 2023

	TOTAL	
	AUG 2022 - AUG 2023	AUG 2021 - AUG 2022 (PY)
Income		
BID Revenues		
BID Revenue	262,494.32	250,882.92
<b>Total BID Revenues</b>	<b>262,494.32</b>	<b>250,882.92</b>
<b>Total Income</b>	<b>\$262,494.32</b>	<b>\$250,882.92</b>
GROSS PROFIT	<b>\$262,494.32</b>	<b>\$250,882.92</b>
Expenses		
Bank service charges	1,630.30	1,601.86
Marketing & Promotion Committee		
Advertising & Graphics	11,046.88	4,276.45
Advertising/Promotional	131.98	19.95
Events	4,186.88	665.00
Marketing & Materials	1,643.40	-2,585.61
Rock n Stroll	28,039.50	28,242.46
Rock n Stroll Donations		-3,000.00
Web Design & Communication	24,896.74	29,342.43
<b>Total Marketing &amp; Promotion Committee</b>	<b>69,945.38</b>	<b>56,960.68</b>
Organization Committee		
Accounting & Legal	4,365.00	4,290.00
Administrative	6,000.00	5,000.00
Insurance	3,355.62	3,496.00
Office Expense	171.90	338.50
Postage, Copy & Printing	-2,064.59	571.98
Professional Administration		
Insurance-Prof Admin		3,512.00
Payroll Service Fees-Prof Admin	1,752.75	1,303.47
Payroll Tax Expense	5,645.25	4,750.73
Wages-Prof Admin	71,323.37	58,715.29
Workers Comp-Prof Admin	824.25	922.25
<b>Total Professional Administration</b>	<b>79,545.62</b>	<b>69,203.74</b>
<b>Total Organization Committee</b>	<b>91,373.55</b>	<b>82,900.22</b>
Streetscape & Security Committee		
Beautification-Streetscape Misc	90,364.94	81,575.12
<b>Total Streetscape &amp; Security Committee</b>	<b>90,364.94</b>	<b>81,575.12</b>
Uncategorized Expense	8,069.98	5,643.46
<b>Total Expenses</b>	<b>\$261,384.15</b>	<b>\$228,681.34</b>
NET OPERATING INCOME	<b>\$1,110.17</b>	<b>\$22,201.58</b>



# Rockridge District Association

## Profit and Loss

August 2022 - August 2023

	TOTAL	
	AUG 2022 - AUG 2023	AUG 2021 - AUG 2022 (PY)
Other Income		
Other Income		11,300.00
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$11,300.00</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$11,300.00</b>
NET INCOME	<b>\$1,110.17</b>	<b>\$33,501.58</b>

# Rockridge District Association

## Profit and Loss

March - August, 2023

	TOTAL	
	MAR - AUG, 2023	MAR - AUG, 2022 (PY)
Income		
BID Revenues		
BID Revenue	77,885.04	190,972.66
<b>Total BID Revenues</b>	<b>77,885.04</b>	<b>190,972.66</b>
<b>Total Income</b>	<b>\$77,885.04</b>	<b>\$190,972.66</b>
GROSS PROFIT	<b>\$77,885.04</b>	<b>\$190,972.66</b>
Expenses		
Bank service charges	742.29	691.55
Marketing & Promotion Committee		
Advertising & Graphics	804.15	2,731.93
Advertising/Promotional		19.95
Events	976.90	55.00
Rock n Stroll	4,750.00	10,484.90
Web Design & Communication	10,040.67	12,748.55
<b>Total Marketing &amp; Promotion Committee</b>	<b>16,571.72</b>	<b>26,040.33</b>
Organization Committee		
Accounting & Legal	2,055.00	1,980.00
Administrative	2,500.00	3,000.00
Insurance	711.62	-77.00
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	571.98
Professional Administration		
Payroll Service Fees-Prof Admin	879.06	578.80
Payroll Tax Expense	3,399.67	1,720.03
Wages-Prof Admin	44,440.04	22,483.98
Workers Comp-Prof Admin	455.00	503.50
<b>Total Professional Administration</b>	<b>49,173.77</b>	<b>25,286.31</b>
<b>Total Organization Committee</b>	<b>55,388.16</b>	<b>30,911.19</b>
Streetscape & Security Committe		
Beautification-Streetscape Misc	11,651.93	42,503.93
<b>Total Streetscape &amp; Security Committe</b>	<b>11,651.93</b>	<b>42,503.93</b>
Uncategorized Expense	3,695.38	1,450.24
<b>Total Expenses</b>	<b>\$88,049.48</b>	<b>\$101,597.24</b>
NET OPERATING INCOME	<b>\$ -10,164.44</b>	<b>\$89,375.42</b>
NET INCOME	<b>\$ -10,164.44</b>	<b>\$89,375.42</b>