



RDA Agenda

Minutes from the RDA Zoom Meeting of Thursday, 11-19-2020

Time: 8:30 am- 10:00 am

8:30am Susan declared a quorum, opening the meeting.

Present: Anthony Barr, Susan Bernosky, Veronica Bhonsle, Maggie Klein, Monte McClain, Robert Pennell, Andrew Snow,

Absent: Louise Rothman-Reimer, Katy Winter, Robert Joyner (Fremont Bank – for Alberto Mendez)

Staff: Chris Jackson

I. Approve Agenda

(M) Robert, (S) Monte, Unanimous approval.

II. Approve Minutes

(M) Veronica, (S) Maggie, Unanimous approval.

III. There was no specific chair's report

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

We did receive the final disbursement. We're in a good position cash wise. Conservatively we should end the year with a \$45,000 surplus (with lots of uncertainties). The PPP funds, big disbursements and reduced expenditures have led to this surplus. Anthony reports that we can safely allocate up to \$15,000 to any immediate needs/project.

After discussion about potential uses of such monies to promote the district the board unanimously decided to earmark the \$15,00 for two principal things: \$5,000 for grand reopening future event in the Spring & \$10,000 for whatever seems immediately appropriate between marketing and lighting. This includes the idea of a Lighting Grant program for storefronts.

V. Streetscape and Security:

- a. Shane is back in the avenue.
- b. The Melvin saga continues.
- c. Chris has solved a few other issues.
- d. Chris has been inquiring about who is actually our walking officer.

VI. Marketing and Promotions:

Rockridge District Association, a Rockridge Business Improvement District

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- a. Chris will write something up for a light-granting program.
- b. Some board members will experiment for 2 weeks with solar light strings on the trees to see if/how they work.

VII. Land Use:

- a. Closed Businesses:
 - Rockridge Design has left the Avenue.
- b. New Businesses
 - The Red Cross will move into the Levant Building, making it into a staff/donor area.
 - The 2 Dryers's Spaces have been supposedly been leased.

VIII. New Business:

Susan will write up a letter from the RDA to Council Person Dan Kalb - congratulating him on his win, asking for an extension of the parklettes and a suspension of the paving.

X. Susan closed the meeting at 9:18 am.

Minutes taken by Monte McClain

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