



## RDA Agenda

**Thursday, 01-20-2022** Location: College Ave Presbyterian Church 5951 College Avenue

Zoom is also available upon request

Time: 8:30 am - 10:00 am

### I. Approve Agenda

### II. Approve Minutes

### III. Chair's report

- a. Updates from our President
- b. Maggie is no longer a board member as of 1/1/2022

### IV. Treasurer's Report

- a. Updates
- b. A bonus for Chris Jackson in the amount was approved for January 2022, by vote of the board with 9 members voting "aye" and one member not voting.

### V. Streetscape and Security

- a. Updates - Carol Behr wants to pay to replace a couple of trees with London Plane. Tree expert says it's not a good tree for Rockridge. - Susan Bernosky
- b. Unsheltered (Running Agenda Discussion)

### VI. Marketing and Promotions

- a. Updates – Jody Colley
- b. 2021 Marketing Summary Report and January Marketing Report
- c. Bar codes (QR codes) on posters - Chris Jackson

### VII. Land Use

- a. Closed Businesses: Rikyu Sushi (5335 College Avenue), Oliveto (5655 College Avenue), Filippo's 5400 College Avenue)
- b. New Businesses: Judoku Sushi (5335 College Avenue)

### VIII. New Business

- a. Status of Parklets - Andrew Snow

### 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 A, 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**

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Minutes of the RDA Meeting Thursday, November 18, 2021  
Held at CAOC Presbyterian Church 5951 College Ave & online via Zoom

Present: Susan Bernosky, Veronica Bhonsle, Joyce Gardner, Monte McClain, Robert Pennell, Andrew Snow, Katy Winter, Stephanie Walton, Maggie Klein,

Staff: Chris Jackson; Jody Colley

President Stephanie Watson opened the meeting, recognizing a quorum at 8:41am.

- I. The board approved the agenda by consent. Joyce (M), Katy (S), unanimous
- II. The board approved the Minutes w Addendum- Emailed Marketing Report 10-21--2021 by consent. Joyce (M), Katy (S), unanimous
- III. Chair's report
  - a. Stephanie brought up the discussion of the potential splitting of Rockridge into two different city districts. She's going to talk with Brooke (in the city) about the common feeling among the RDA board that it's better for us to be in one district.
- IV. Treasurer's Report (Disbursement Schedule 4/30 | 7/31 | 10/31)
  - a. The city is helping us to clear up the delinquent accounts. Most folks are happy to pay going forward, once past dues and penalties have been forgiven.
  - b. Susan projects that next year we'll be even better off, with nearly all businesses having a BID account.
- V. Streetscape and Security:
  - a. Chris updated the board. OPD is allocating a walking officer to our district during the holiday season. We'll also have a decoy car set up. They're leaving the community service beat officer in our district. Chris is attending another meeting with them today.
  - b. Unsheltered (Running Agenda Discussion). Monte is trying to connect with organizers via Faith in Action to identify some potential de-escalation training for merchants and residents in conflictual encounters with the unhoused in our district.
  - c. Street Cleaning as of 9/1/2021 – 1 day per week
- VI. Marketing and Promotions:
  - a. Updates – Jody Colley
    - The Halloween Parade was a great success.
    - The printed Rockridge guide should arrive Nov 24<sup>th</sup> and then will be distributed ASAP. The digital version is online. We made some money with 28 participating businesses.
    - There will be live music on Fridays, Saturdays, Sunday afternoons from Thanksgiving to Christmas on the BART Plaza. And also Xmas Carolers 11/26 and a Santa Claus on 11/27 on the two biggest shopping days.
    - Posters are up around town. Chris is paying attention to the string lights along the

- avenue.
- We're being promoted by Visit Oakland, and the city of Oakland.
- b. Holiday breakfast on Dec. 1 at The Golden Squirrel. We only have 8 RSVPs. Jody will do some pushes to boost the numbers of attendees.  
Stephanie will make a welcome by zoom. Chris and Andrew can present the accomplishments of the association during the past year.  
Stephanie to invite Buffy, someone to invite Dan Kalb, & Nancy Skinner.

Dancing Christmas Trees – 11/11 from 12-1:30pm BART Plaza

VII. Land Use:

- a. No new Closed Businesses:
- a. New Businesses:  
Coffee Shop is opening in the former Shadowlands space  
We have a 98% fill rate in our district.

VIII. New Business:

- IX. There was no public comment.
- X. Stephanie closed and adjourned the meeting at 9:31am.

Minutes taken by Monte McClain

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# Rockridge District Association

## Balance Sheet

As of December 31, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	92,900.15
<b>Total Bank Accounts</b>	<b>\$93,332.62</b>
<b>Total Current Assets</b>	<b>\$93,332.62</b>
<b>TOTAL ASSETS</b>	<b>\$93,332.62</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	484.13
<b>Total Credit Cards</b>	<b>\$484.13</b>
<b>Total Current Liabilities</b>	<b>\$484.13</b>
<b>Total Liabilities</b>	<b>\$484.13</b>
Equity	
Unrestricted Net Assets	78,044.88
Net Income	14,803.61
<b>Total Equity</b>	<b>\$92,848.49</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$93,332.62</b>

# Rockridge District Association

## Profit and Loss

December 2021

	TOTAL	
	DEC 2021	DEC 2020 (PY)
Income		
<b>Total Income</b>		
GROSS PROFIT	<b>\$0.00</b>	<b>\$0.00</b>
Expenses		
Bank service charges	179.26	10.00
Marketing & Promotion Committee		
Advertising & Graphics		1,485.69
Marketing & Materials	-100.00	2,650.00
Rock n Stroll	3,215.00	
Web Design & Communication	2,585.95	436.76
<b>Total Marketing &amp; Promotion Committee</b>	<b>5,700.95</b>	<b>4,572.45</b>
Organization Committee		
Accounting & Legal	330.00	330.00
Administrative	1,000.00	
Office Expense		300.00
Professional Administration		
Insurance-Prof Admin	674.00	620.00
Payroll Service Fees-Prof Admin	166.70	239.84
Payroll Tax Expense	286.67	554.42
Wages-Prof Admin	3,747.33	7,247.33
<b>Total Professional Administration</b>	<b>4,874.70</b>	<b>8,661.59</b>
<b>Total Organization Committee</b>	<b>6,204.70</b>	<b>9,291.59</b>
Streetscape & Security Committe		
Beautification-Streetscape Misc	4,150.00	8,920.00
<b>Total Streetscape &amp; Security Committe</b>	<b>4,150.00</b>	<b>8,920.00</b>
Uncategorized Expense		2,767.60
<b>Total Expenses</b>	<b>\$16,234.91</b>	<b>\$25,561.64</b>
NET OPERATING INCOME	<b>\$ -16,234.91</b>	<b>\$ -25,561.64</b>
NET INCOME	<b>\$ -16,234.91</b>	<b>\$ -25,561.64</b>

# Rockridge District Association

Profit and Loss  
March - December, 2021

	TOTAL	
	MAR - DEC, 2021	MAR - DEC, 2020 (PY)
<b>Income</b>		
BID Revenues		83,062.72
BID Revenue	160,443.84	78,752.72
<b>Total BID Revenues</b>	<b>160,443.84</b>	<b>161,815.44</b>
<b>Total Income</b>	<b>\$160,443.84</b>	<b>\$161,815.44</b>
<b>GROSS PROFIT</b>	<b>\$160,443.84</b>	<b>\$161,815.44</b>
<b>Expenses</b>		
Bank service charges	807.88	100.00
Interest	6.67	
<b>Marketing &amp; Promotion Committee</b>		
Advertising & Graphics	733.02	1,753.03
Events	610.00	1,133.83
Marketing & Materials	-2,448.22	2,650.00
Rock n Stroll	18,125.26	
Rock n Stroll Donations	-3,000.00	
Web Design & Communication	24,205.26	6,936.76
<b>Total Marketing &amp; Promotion Committee</b>	<b>38,225.32</b>	<b>12,473.62</b>
<b>Organization Committee</b>		
Accounting & Legal	4,550.00	3,568.00
Administrative	1,000.00	
Insurance	2,327.00	3,109.07
Office Expense	47.07	1,329.28
Postage, Copy & Printing	289.12	251.17
<b>Professional Administration</b>		
Insurance-Prof Admin	6,254.00	5,705.00
Payroll Service Fees-Prof Admin	954.92	995.57
Payroll Tax Expense	2,866.71	3,134.46
Wages-Prof Admin	37,473.30	40,973.30
Workers Comp-Prof Admin	936.50	938.75
<b>Total Professional Administration</b>	<b>48,485.43</b>	<b>51,747.08</b>
Telecommunications	325.27	
<b>Total Organization Committee</b>	<b>57,023.89</b>	<b>60,004.60</b>
<b>Out &amp; About Expenses</b>		500.00
<b>Streetscape &amp; Security Committe</b>		
Beautification-Streetscape Misc	60,876.47	48,059.46
Streetcleaning Wages		
Streetcleaning-Insurance		505.00
<b>Total Streetcleaning Wages</b>		<b>505.00</b>
<b>Total Streetscape &amp; Security Committe</b>	<b>60,876.47</b>	<b>48,564.46</b>
Uncategorized Expense	0.00	5,192.38
<b>Total Expenses</b>	<b>\$156,940.23</b>	<b>\$126,835.06</b>
<b>NET OPERATING INCOME</b>	<b>\$3,503.61</b>	<b>\$34,980.38</b>
<b>Other Income</b>		
Other Income	11,300.00	
<b>Total Other Income</b>	<b>\$11,300.00</b>	<b>\$0.00</b>
<b>NET OTHER INCOME</b>	<b>\$11,300.00</b>	<b>\$0.00</b>
<b>NET INCOME</b>	<b>\$14,803.61</b>	<b>\$34,980.38</b>

## **Marketing Report - RDA Board Meeting January 20, 2021**

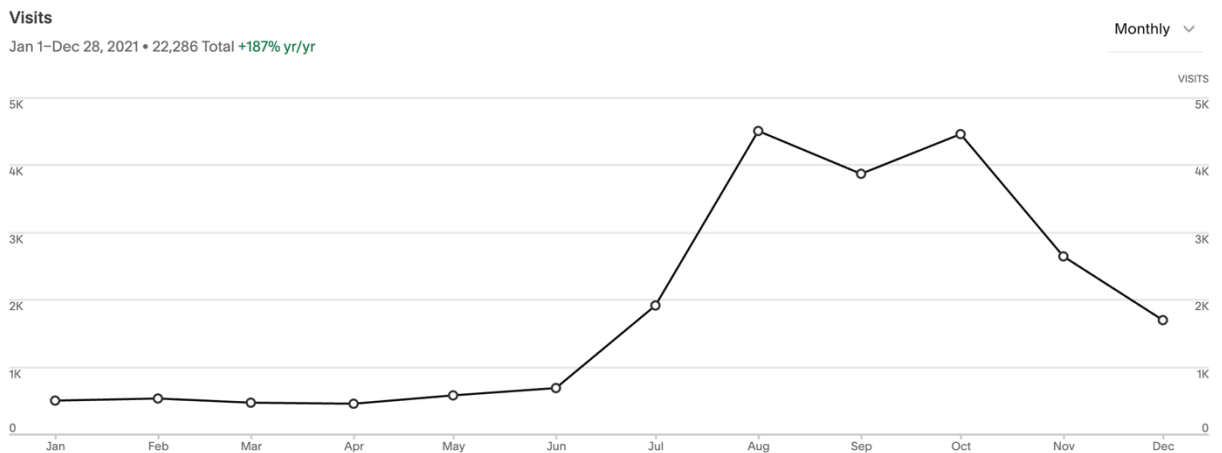
1. Wrapped up the Rock-N-Stroll series which occurred every Friday, Saturday, and Sunday in December leading up to Christmas.
2. Nathan & Co. won a Citywide holiday storefront decoration that we helped promote.
3. Restaurant Week was pushed to March instead of January. Soliciting ideas from our restaurant & beverage industry businesses about a Guide in conjunction with that event.
4. Working with mental health practitioners to create blog content on our website.
5. Updated the website to remove holiday content. Added new business listings and events.
6. Organized shared folders with 2021 original artwork files and band W9s for our accountant.
7. Created a welcome kit for businesses in the RDA footprint.  
[https://issuu.com/rockridgedistrict/docs/guide\\_to\\_the\\_rda](https://issuu.com/rockridgedistrict/docs/guide_to_the_rda)
8. Created a 2021 Marketing Report for the board. Enclosed.
9. Created a donation letter and sent to all our 2021 donors.

# Rockridge District Association Marketing Recap 2021

## 2021 Website Metrics

### Traffic Results:

- 187% increase year over year
- Significant increase in June 2021 with new Marketing position, Rock & Stroll events, advertising, and increases social media use



### Top 5 Visited Website Pages

1. Rock-N-Stroll - 10,300
2. Welcome (Home) - 9168
3. Shopping - 1440
4. Food & Drink - 1176
5. Halloween Parade - 1101

### Top 5 Words Searched on Site

1. Hats
2. Parking
3. Real Estate
4. Vendor
5. Bakery

### Top 5 Ways People Came to Website

1. Typed in our URL/Scanned QR Code
2. Search Engine
3. Facebook
4. Instagram
5. Visit Oakland

### Top 5 Visitor Locations

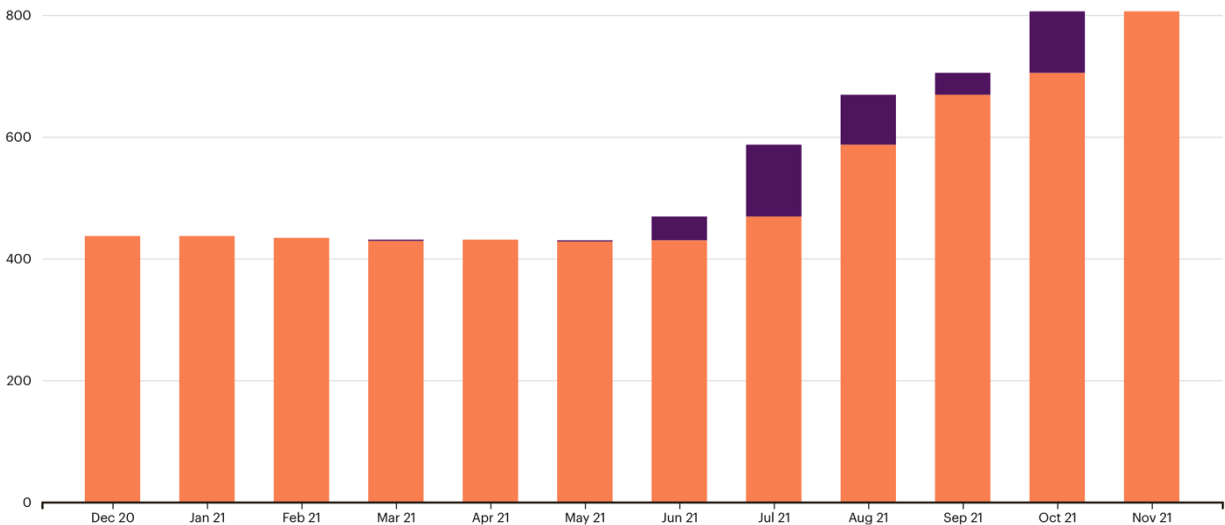
- 1) Oakland
- 2) Berkeley
- 3) San Francisco
- 4) Alameda
- 5) Hayward

Saturday is most active day  
Vast majority visit on cell phone



## Mailchimp Metrics

Audience (Subscribers) this Year Has Doubled



Reasons for Increase in Subscribers:

- Manually adding RDA business contacts
- Addition of Website pop-up solicitations
- Subscribe-to-participate events like Scavenger Hunt
- Social media, events, advertising resulting in increased website traffic

## Summary

With an investment in marketing in 2021, the Rockridge District Association website attracted nearly double the number of visitors than the previous year. In addition, the newly added Rockridge e-Newsletter (for the public) along with manually adding new business owners to our list has helped to double the number of our subscribers.