



Board of Directors Meeting MINUTES for August 6, 2009

Market Hall Executive Offices, 5655 College Avenue, Ste.201

Attendees: Sara Wilson, Susan Bernosky, Beverly Williamson, Hank Levy, Joyce Gardner. Liz Taylor, Thelma Harris

Absent: Bill Chung, Jessica Pitt, Louise Rothman-Riemer, Veronica Bhonsle

Attending Staff: Chris Jackson

1. Approval of June 4th minutes. Board noted that they had agreed not to meet in July.
2. Treasurer's Report
 - a. Financial reports as of July 31st reviewed and accepted
 - b. Hank Levy reported that deficit is due to delay in assessment disbursement. Robin Rosario has been out on medical leave, which is reason for delay in request for the money.
 - c. Out & About income shows \$7000 so far.
 - d. Chart of accounts is now set up by committee
 - e. Hank proposed having budget access online for designated individuals to see at request. Estimated cost of \$50/month. At this point if someone wants to see the budget they can ask Hank to email it to him/her.
3. Administrative Report
 - a. RDA will allocate \$1000 to update content on the current website
4. Promotion and Marketing Report
 - a. Out & About
 - i. Review of income & expenses
 - ii. More need for Helen and Tori to encourage merchant involvement via renting a booth, sponsoring an event or having a sidewalk sale
 - iii. Discussed possible expansion of the street closure to Bryant. Sara and Chris will investigate further. **[ACTION]**
 - b. New banners have been installed on light posts and have added vibrancy and cohesiveness to the district.

rockridge district association

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5. Streetscape and Security Report

- a. Crime activity increase in recent months and less security
 - i. Board members will call Jane Brunner's office to complain about no walking officer covering the street. **[ACTION]**
 - ii. Chris will get a quote from Security Dynamics for a merchant security package to include alarm system installation, monitoring, business security analyses and possible night patrol. **[ACTION]** More participants will lower cost per merchant.
 - iii. Communication of crime activity to RDA members via email will specify the quadrant area of the activity, but not specific businesses unless the business requests to be identified. Four quadrants are: College & Broadway; College & BART; College & Claremont; College & Alcatraz
- b. Parking fees, hours and fines – recent changes by the City of Oakland
 - i. Board supports a petition to rescind the extension of meter patrol hours between 6-8pm. Chris will distribute and collect petitions. Mary will send email communication to members.
- c. Birch St. streetlight installation – Contributions have fallen short about \$800. RDA will ask residents of Birch St. to contribute since it will improve security for their neighborhood. **[ACTION]**

6. Land Use Report

- a. CBD- two more property owners are in agreement; largest property owners support change; letter from opposed property owner reviewed
 - i. Property tax will be based on a budget of \$300,000
 - ii. Issues that are of primary concern to property owners are crime, streetscape and vacancy. CBD tax can be viewed by property owners as a capital investment. Some merchants are concerned with pass-through of costs by landlord.
 - iii. Next meeting Tuesday, August 11, 4 pm at Market Hall. Open to all.
- b. Safeway – next meeting scheduled for August 10
 - i. Need a better survey from the RDA merchant base

Mark Your Calendars:

CBD Steering Committee August 11, 2009 @ 4 pm; Market Hall
 Marketing and Promotion: August 19, 2009 @ 9 am; Rockridge Cafe
 Streetscape and Security: August 18, 2009 @ 8 am; Rockridge Cafe
 Executive Committee: TBD; Market Hall
 Board Meeting: September 3, 2009 @ 8 am; (First Thursdays); Market Hall
 Out & About Steering Committee – Every Monday until further notice; @ 8am Market Hall