



Board of Directors Meeting MINUTES for September 3, 2009

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

Attendees: Sara Wilson, Louise Rothman-Riemer, Hank Levy, Joyce Gardner, Thelma Harris, Veronica Bhonsle, Jessica Pitt

Absent: Susan Bernosky, Beverly Williamson, Liz Taylor

1. Meeting was called to order at 8:10 a.m.
2. Approval of August 6th minutes.
3. Treasurer's Report
 - a. Financial reports as of August 31st reviewed and accepted
 - b. Robin Rosario is back and will pursue request for disbursement from the City, which is late.
 - c. Hank is still looking into getting the financials available online.
4. Administrative Report
 - a. Chris Jackson is on vacation at this time
 - b. Parking petitions – regarding the new hours of operation - still need to be collected and handed to the City Council. Council votes on 9/22. Sara encouraged all Board members to call Jane Brunner's office to voice opposition to the extended meter hours.
5. Promotion and Marketing Report
 - a. Out & About
 - i. Board voted on and approved an expenditure of up to \$35,000 of RDA funds, which would include Oakland Events' fee. Currently approximately \$26,000 has been raised from sponsorships; last year Oakland Events raised a total of \$29,000. In 2008 the RDA spent \$33,000.
 - ii. Helen, of Oakland Events, is looking into adding an Urban Wine Experience area to generate booth income, plus a percentage of sales.
 - iii. Extended street closure was not possible because it's too late.
 - iv. It was suggested that the graphics and signage for this year are used for the next 3 years of festivals to help keep costs down.
 - b. Committee is looking into cooperative advertising campaign with the Chronicle, which would include an SF Gate tie-in. This is slated for November to coincide with the Holiday celebration. The more merchants that participate, the lower the cost per business.

rockridge district association

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- c. Committee is investigating using solar lights for trees to eliminate the problem of finding power sources. A suggestion was made to see if there may be a solar energy business who would donate lights in exchange for advertising. **(ACTION: Chris to investigate potential solar businesses for this request).**
- d. Holiday banners will go up in November.
- e. Shop Rockridge brochure to be updated with a new layout/design and ready for distribution by Out & About. Print version should include "Fall 2009" for reference purposes. Mary and Joyce to work with Mona.

6. Streetscape and Security Report

- a. Crime activity seems to be quieting down.
 - i. District should not expect a walking officer any time soon.
 - ii. Security Dynamics has offered a merchant security package to include alarm system installation, monitoring, business security analyses and possible night patrol. More participants will lower cost per merchant. **Louise & Chris will invite them to make a presentation at the October Board meeting.[ACTION]**
- b. Birch St. streetlight installation – Contributions have fallen short about \$800. RDA has approached Pharmaca and Trader Joes to split the difference. If so, then committee will proceed with repairs.
- c. Sidewalk repair is now a combination of the landlord and City responsibilities. The City's ordinance is due to change in 2010 to put full responsibility on the landlord. RDA will review the ordinance and may draft a letter to the landlord to advise of future liabilities and costs. **Louise to review ordinance: ACTION**
- d. Tree trimming – estimated cost to have all trees trimmed is \$25,000. No action taken at this time.

7. Land Use Report

- a. CBD- Marco LiMandri met with 10 landlords who voted against the CBD. This group doesn't represent the larger landowner base. The pursuit for the CBD may continue.
 - i. Marcos contract has ended; final bill to be paid. Marco has offered to meet with the Board to discuss his perspective on this project.
- b. Safeway – next meeting scheduled for September 19
 - i. At issue is whether or not the RDA Board should be involved. Anyone who wants to discuss this can call Sara.

8. Meeting was adjourned at 9:30 a.m.

Mark Your Calendars:

Marketing and Promotion: September 16, 2009 @ 9 am; Rockridge Cafe
 Streetscape and Security: September 15, 2009 @ 8 am; Rockridge Cafe
 Executive Committee: September 24, 2009; 5:50 pm; Market Hall
 Board Meeting: October 1, 2009 @ 8 am; (First Thursdays); Market Hall
 Out & About Steering Committee – Every Monday until further notice; @ 8am Market Hall