



RDA Agenda (Thursday, 5-16-2024)

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. Approval of the Agenda by consent.

II. Approval of the Minutes of previous meeting.

III. Chair's report

- a. Updates from our President

IV. Treasurer's Report

- Financial Snapshot

V. Streetscape and Security

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

VI. Marketing and Promotions

- a. Spring Mingle Mixer — Jody
- b. Rock-N-Stroll
- c. Video reels for social media
- d. Rockridge News article

VII. Land Use

- a. New business in the district
- b. Vacant/exiting businesses

VIII. Old Business

- a. Annual Assessments status report updates?— Jody
- b. Board Elections

IX. New Business

- a. Hearing from the city of Oakland about converting to a PBID (30 minutes)

IX. Public Comments

X. Adjournment

Rockridge District Association, a Rockridge Business Improvement District

5951 College Avenue ▪ Oakland ▪ CA 94618

▪ Phone 510-604-3125 ▪

info@rockridgedistrict.com ▪ www.rockridgedistrict.com

05/12/2024

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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.

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RDA Meeting Minutes
Thursday, 4-18-2024

Members Present: Veronica Bhonsle, Monte McClain, Robert Pennell, Louise Rothman-Reimer, Matt Zimbalist, Katy Winter, Chistine Garofoli

Staff Present: Jody Colley, Chris Jackson

Guest: Faunus (Ain't Normal Café)

Monte began the meeting 8:35 am noting a Quorum.

I. The directors approved the agenda by consent. Robin (M); Katy (S) unanimous approval.

II. The directors approved the Minutes from the March 21, 2024 meeting; Louise (M); Monte (S).

III. Chair's report

IV. Treasurer's Report

a. Treasury committee update

b. New accountant should be online in May

c. Jody to call Shifra at City of Oakland about our disbursement timing and amount since we have not heard via email correspondences.

V. Streetscape and Security

a. Trees & tree wells — Chris

Chris is getting quotes on abatement. Recommends we discuss next month. Faunus knows an arborist who may volunteer to help or give a competitive bid.

b. Security/safety/unsheltered updates — Chris

Chris updated on unsheltered and issues with public defecation and safety/security; Fresh Juice and Claremont & College have been hotspots for issues. MACRO being contacted, and OPD has been more of a presence onsite

Chris is identifying parklets that he believes may be out of compliance with local and state law. Louise moves we send information to membership, Katy 2nd. Passes unanimously.

VI. Marketing and Promotions

a. Updates & 2024 planning — Jody

b. **Spring Mingle – 15 RSVPs to date from 10 businesses.** May 15 at Saffron: who from RDA should present? Check in/drink tickets? Order appetizers and coordinate w/ venue? CHRISTINE > coordinate w/ Saffron; MONTE > to present; CHRISTINE > check-in / signup / volunteer / block captain / host next mixer

- c. Welcome Packet – Make it more clear that your Money returns to the district minus and admin fee. It’s not a tax; Move trees/etc. above mixers; How we charge people toward the back; ADD MACRO number to the back page; Add your contact info – email and phone..Mail to businesses with elections card.
- d. August 24 for Rock-N-Stroll; date unanimously agreed upon by board.
- e. 2024 Marketing budget approved by unanimous agreement of the board.

VII. Land Use

- a. Storefronts are mostly full; doing good.

VIII. Old Business

IX. New Business

- a. Christine met with someone who brings film shoots to districts; will explore further.
- b. Elections nominating committee determined: Robin, Louise, Monte

IX. There was no Public Comment

X. Adjournment Monte (M); Robin (S) unanimous approval at 9:42am

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Rockridge District Association

Balance Sheet

As of April 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Fremont Bank O&A #0829	432.47
Fremont Bank Op #0349	54,421.69
Total Bank Accounts	\$54,854.16
Total Current Assets	\$54,854.16
TOTAL ASSETS	\$54,854.16
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Fremont Bank Credit Card	118.37
Total Credit Cards	\$118.37
Total Current Liabilities	\$118.37
Total Liabilities	\$118.37
Equity	
Unrestricted Net Assets	77,196.68
Net Income	-22,460.89
Total Equity	\$54,735.79
TOTAL LIABILITIES AND EQUITY	\$54,854.16

Rockridge District Association

Profit and Loss

April 2023 - April 2024

	TOTAL	
	APR 2023 - APR 2024	APR 2022 - APR 2023 (PY)
Income		
BID Revenues		
BID Revenue	181,633.20	268,140.06
Total BID Revenues	181,633.20	268,140.06
Total Income	\$181,633.20	\$268,140.06
GROSS PROFIT	\$181,633.20	\$268,140.06
Expenses		
Bank service charges	1,612.10	1,597.51
Marketing & Promotion Committee		
Advertising & Graphics	3,053.75	12,593.46
Advertising/Promotional		151.93
Events	-23.10	4,241.88
Marketing & Materials	270.00	1,643.40
Rock n Stroll	8,900.00	31,699.50
Web Design & Communication	26,873.67	27,381.30
Total Marketing & Promotion Committee	39,074.32	77,711.47
Organization Committee		
Accounting & Legal	4,219.30	3,960.00
Administrative	6,519.00	6,500.00
Insurance	3,871.08	2,881.21
Office Expense	22.00	149.90
Postage, Copy & Printing	925.77	-2,418.38
Professional Administration		
Payroll Service Fees-Prof Admin	1,902.19	1,504.05
Payroll Tax Expense	5,741.93	4,015.48
Wages-Prof Admin	72,953.42	50,019.33
Workers Comp-Prof Admin	973.50	1,029.75
Total Professional Administration	81,571.04	56,568.61
Total Organization Committee	97,128.19	67,641.34
Streetscape & Security Committe		
Beautification-Streetscape Misc	53,351.45	96,361.87
Total Streetscape & Security Committe	53,351.45	96,361.87
Uncategorized Expense	3,695.38	5,824.84
Total Expenses	\$194,861.44	\$249,137.03
NET OPERATING INCOME	\$ -13,228.24	\$19,003.03
NET INCOME	\$ -13,228.24	\$19,003.03

Rockridge District Association

Profit and Loss March - April, 2024

	TOTAL	
	MAR - APR, 2024	MAR - APR, 2023 (PY)
Income		
BID Revenues		
BID Revenue		24,700.00
Total BID Revenues		24,700.00
Total Income	\$0.00	\$24,700.00
GROSS PROFIT	\$0.00	\$24,700.00
Expenses		
Bank service charges	246.54	246.54
Marketing & Promotion Committee		
Events		976.90
Web Design & Communication	4,000.00	4,000.00
Total Marketing & Promotion Committee	4,000.00	4,976.90
Organization Committee		
Accounting & Legal	455.00	330.00
Administrative	1,000.00	1,000.00
Insurance	236.76	237.21
Professional Administration		
Payroll Service Fees-Prof Admin	264.94	251.16
Payroll Tax Expense	623.22	623.22
Wages-Prof Admin	8,146.68	8,146.68
Workers Comp-Prof Admin	164.25	157.00
Total Professional Administration	9,199.09	9,178.06
Total Organization Committee	10,890.85	10,745.27
Streetscape & Security Committee		
Beautification-Streetscape Misc	7,323.50	29.43
Total Streetscape & Security Committee	7,323.50	29.43
Total Expenses	\$22,460.89	\$15,998.14
NET OPERATING INCOME	\$ -22,460.89	\$8,701.86
NET INCOME	\$ -22,460.89	\$8,701.86