

DIA Meeting Notes March 10, 2011
Dimond Improvement Association
Board meeting minutes, 3/10/11 **Approved**

Board members present: Stan Dodson, Daniel Swafford, Abdo Alawdi, Victoria Wake, Kathleen Russell, Julie Johnson
Absent: Robert Raburn, Karen Schroeder, Tito Tayco, Ashley Rogers

Notes by agenda topic:

Welcome potential new Board members: In attendance as potential new board members were; Tom Rose, Tim Chapman, Rejoyce Stovall-Moss and Fran Donohue
Also in attendance: Amanda Clifford and Lynn Wiggins, (TOLA fellows) and Bruce Stoffmacher of City Council Libby Schaff's office.

February 10, 2011 Board Meeting Minutes. The minutes were approved.

General.

Board Business:

Keep Dimond Clean: There had been previous discussion regarding billing merchants for a litter fee. After assignment with TOLA, this was decided against as it will probably be turned over to DB&PA. Keep Dimond Clean volunteers perform litter pick up in the Dimond on Wednesday and Saturday. Civic Corps (excess Litter Fee) clean once a week. A goal of Keep Dimond Clean (DIA, DB&PA) is to find a way to pay for litter service three times per week which would include MacArthur Blvd. from Lincoln to Canon and Fruitvale Ave. from Safeway to Harold. Also include Dimond Ave. from 580 freeway to just above MacArthur. The total area to be covered is 18 blocks. Kathleen would like pick up days to be Sunday, Monday and Friday. A fee of \$35/quarter per merchant could cover the cost ONLY if all merchants paid. Two bids will be sought. Prospective companies are Peralta Services and First Building Maintenance.

Additional: The old meter poles are in process of being removed. Kiosks will stay. 10 meter poles still have heads on them. Kathleen will test to see if they are functioning or not. Per City: 11 or 12 new meters will be installed. PG&E doors are in process of being repainted. Telephone boxes in front of CVS: a work order is to be placed to have these taken out by CVS. New newspaper stands are in place in front of NAMA, CVS, Cybelles and Post Office.

Oaktoberfest: Daniel announced that Oaktoberfest planning meetings are held every third Wednesday evening. Julie Johnson and Susan Papps will fill the position of volunteer coordinator together. Earp events received the award of the contract again this year. The DIA and Merchants are not committed to investing in the event. The first \$5000.00 earned goes to the DIA and Merchants and will be used as re-seed funds. This helps the event deal with the bills prior to the actual event such as vendor fees which usually are not received until two months out. Earp Events earns the next amount up to \$5000.00. There is an additional bonus to Earp Events based on cash received on the day of the event. If there is \$48,500.00 in cash receipts day of, Earp Events will receive an additional \$5000.00. Daniel is confident we can take in \$55,000.00 on the day of the event. Kathleen stated that the City of Oakland is tightening permitting process. Daniel stated he is partnering with Karen Hester who coordinates other festivals to sit down with City of Oakland staff, Sammy Roberts and Jim MacIlvaine and go over costs/process jointly

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market these events as a summer of free entertainment. Daniel continued that Oakland Fire Department would be included and this could be essentially a one stop shop, that Jim MacIlvaine would spell out clearly what fees are, make the process more user friendly. Daniel states this would make it easier for events to occur in Oakland. Daniel reported the pay go funds from Jean Quan via Libby Schaff's office to be received any day. The DIA and Merchants still could get more proceeds from 2010 as final accounting continues. First \$5,000.00 (roll back into for 2011). Next \$6,000.00 to Earp Events, next \$8,000.00 split with Earp Events and DIA. Earp Events could cap out at \$25,000.00. Net income right now is at \$14,000.00. Increased income from 2010 will lead to a higher quality day of event in 2011. This includes signage, décor, adding touches that have not been affordable in past years events. Kathleen asked for approval of \$200.00 in funding to be used for Montclarion. Daniel made motion to approve 2011 contract with Earp Events, Victoria seconds and all approve.

501(c)(3): The importance is high in gaining 501(c)(3) status. We need this status in order for breweries to donate beer for Oaktobefest. Our fee to Friends of Friends of Oakland Parks and Recreation was \$1,000.00 to cash donation checks due to the fact that we have to pass these checks through their organization. Michael Killian could be available to help us with the process. He is busy now, but could commit to a meeting at the end of March. We need to state clearly our reason for requesting change in status from 501(c)(4) to 501(c)(3). We need to be very clear that our reason is warranted, that it better suits/meets our needs. Question is, do we pay someone to expedite?

April 6 General Meeting: We are dividing up the responsibility of the meetings by assigning 2 Board members to plan a general meeting. April 6th meeting will be "Meet the Dimond" This will be a tableing event. What services/organization shall participate? FODL, FOSC. Fruitvale Presbyterian Church was suggested as well as St. Jarlith, Lincoln Court, Altenheim, Fred Finch, Altenheim, Dimond Rec. Center, Dimond Merchants, Keep Dimond Clean and Oaktobefest Volunteer Coordinators. The Board election will also take place. There will also be a presentation from TOLA as to the demographics in the Dimond. Volunteers will be needed to help that evening. The DIA will announce Volunteer of the Year.

Listserv usage/Membership vote vs. survey: There was discussion regarding Just My Neighbors. The general feeling among board members was that perhaps there could be reciprocity if Just My Neighbors post on the Dimond list serve, and DIA can post on JMN lists.

TOLA/CBD: Amanda Clifford and Lynn Wiggins from TOLA (from the parent organization Tramutola, The Organizing Leadership Academy) spoke about the work they are doing in the Dimond. Their academy is funded through ballot measures/parcel taxes. There are teams of professionals fresh out of college that work on a specific project. The project decided upon for the Dimond is to explore the feasibility of a BID for our district. A newsletter to businesses is being constructed. They are working with DIA, Keep Dimond Clean, Bruce Stoffmacher, Libby Schaff and Aliza Gallo. Assessment of how the BID process will work is being analyzed. We have Amanda and Lynn for six weeks and then they will go to work on another project elsewhere. The work that Amanda and Lynn perform now set the foundation that can be built upon. Shopdimond.com will be discussed with merchants. 38 merchants have paid their annual dues this year. Stan is recognized for his hard work and efforts to engage the merchants. Having a strong relationship with our council office, public works, OPD and other agencies is key. Stan really hopes that other merchants will become more involved by taking on leadership roles such

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as marketing projects. This would lead to the betterment of the business district. There are 100 merchants in the Dimond. Piedmont Ave. has 200 and 16 of those are merchant members.

Brief update on Blockbuster site: Bruce stated that a settlement is possibly going on with Whitehurst and BofA. The State Water Board is in the works for approving a plan for assessment. Bob Rote (sp?) of FOOSC sent a letter to the state asking tough questions regarding the watershed. The outcome from all of this would lead to a certain type of development. Bruce would talk with BofA to keep this in the forefront. The attorney for the owner hopes that the City can bridge the gap. No agreement as of yet. It is hoped that litigation will not continue on for years and that the property will be available for retail activity.

Travel reimbursement for Tito's intern: The amount to be reimbursed to Tito's intern is \$216.40 which covers mileage, toll costs for accounting services (tax filing, Oaktoberfest accounting) performed for the DIA. Daniel provided a motion to agree to paying this amount to the intern, Stan seconds and all were in favor.

Bruce suggested that at subsequent meetings, there be 10 minutes for new business at the end of each meeting.

Meeting was adjourned at 9:10 PM.

DRAFT Minutes submitted by Julie Johnson, May 10, 2011