

DIA Meeting Notes September 8, 2011
Dimond Improvement Association
Board meeting minutes, 9/8/11 **APPROVED**

Board members present: Ashley Rogers, Stan Dodson, Kathleen Russell, Tito Tayco, Karen Marie Schroeder, Chris Harper, Robert Raburn, Fran Donohue, Daniel Swafford, Bruce Stoffmacher, Julie Johnson.

Absent: Abdo Alawdi, Tim Chapman, Rejoyce Moss, Tom Rose, and Victoria Wake.

Notes by agenda topic:

August 11, 2011 Board Meeting Minutes. The minutes passed with a unanimous vote.

General.

Board Business:

Treasurers Report – Tito stated BofA is charging monthly fees of \$10 for online banking and \$15 for account management. This has come to a total of \$125 since April. He was not made aware of these fees, especially the online banking fee, when he signed up for the service. Tito will ask BofA to reimburse these fees back to our checking account. If BofA refuses to reimburse fees, the DIA will close out accounts at BofA and transfer all banking to Citibank which offers us free checking. Tito asked why there was a charge from LMI for an additional \$10 (in addition to the monthly \$40 charge). Robert will check on this additional fee.

Committees:

DIA Website: Robert reported there is ongoing importing of data into the new database. Pat and Robert Raburn spent a day checking information against previous records, testing for errors/duplicates. Missing some data prior to 2008 which Robert feels are valuable records as extended family members might be contacted as potential new DIA members. This is slow going, one half of the records have been checked. There is the potential with new database to generate a script, create mailing labels, and send emails to members for membership. There are training tutorials available on operating the new database, entering data etc. Fran asked whether excel could be used to check records rather than go one by one, but Robert feels his system is best to make sure of accuracy. Household information is being collected and tabulated, capturing all data for best use.

Stan asked how we can get the website up and running. Robert had asked that the website be live at the time of the picnic in July, obviously this did not happen. Robert asked for some support from other DIA members to check on work status with Mattias. Chris will contact Mattias and share DIA's expectations/timeframe to get the website live. It was suggested that Mattias receive a partial payment as incentive. Stan shared that Techliminal will construct LaFarine's website for \$1500.00 with work completed in one months time.

DPA: Farmer Joe's mural is completed. Deborah Koffman and Mandy Lockwood will have a space at Oaktoberfest to sell t-shirts and cards as a fundraising opportunity. There will be no mural celebration at Oaktoberfest. There are two potential dates for the ceremony; October 22nd or October 29th. Ashley would like to make sure of Mayor Quan and council member Libby Schaff's availability before setting the date. Ashley will meet with Jeffrey Lim next week to discuss placement of the letter planters. Julie and Ashley are in contact with Lisa Tonningsen &

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Peter Levine (Blockbuster art installation). The artists will have a photo booth at Oaktoberfest to take photos of the community which will be featured in their art installation.

Fruitvale Alive/Champion St. Plaza: Robert talked with David Ralston recently regarding status. Someone needs to light a fire at Public Works Dept. Bruce volunteered to work with Public Works to keep the project moving forward. There was discussion as to best time for project to begin. All agreed it is best to postpone until after Oaktoberfest due to potential hazardous conditions. Bruce suggested a rendering of the plans/drawings be featured at the DIA booth during Oaktoberfest. These could be laminated and hung for easy viewing.

Keep Dimond Clean: Tom will talk with managers at CVS, BofA and WF regarding litter. Chris suggested that each business be "adopted" by a volunteer. Someone who could follow the turnover of managers which would allow for continuity of communication with their organization. This would assure their ongoing accountability and involvement with the work of Keep Dimond Clean in the district.

501(c)3. No updates.

BID: Stan and Daniel sought the assistance of Alameda County SBA as resource for ongoing research on BID development. Alten Jelks, who worked with Mayor Harris and of Shop Oakland/Oakland Grown fame, has offered to be of assistance. Daniel stated the desire to work with developers for commercial development, draw new businesses. A retail analysis would be helpful. Daniel figuratively asks the questions; is a BID going to bolster the effort of above? Should the DIA and Merchants work with Eliza Gallo and go full steam ahead? Do we start an assessment process? Vote? Do we pay a firm to provide an assessment? Looking to the City for funding not realistic as funding sources seem to be nil. Should funding come from DIA and Merchants Assn.?

There will be a short survey conducted at Oaktoberfest by Head Royce statistic class students. Instructor of the class, Chris Davies, will work with Daniel. There will be 15-20 short questions. Daniel requested board members send him ideas for questions between today and next Wednesday (September 14). Daniel will provide board members a draft of the questions before finalizing. The survey will be used to capture feedback from residents. First need to determine if the person is a relatively local resident, if yes proceed with survey.

NCPC: Stan reported that there have been no more NCPC meetings since our last board meeting. The NCPC committee is seeking to re-launch their website. Stan stated there is desire to keep the momentum going for NCPC progress. There will be a NCPC Steering Committee meeting on September 19. There will be an NCPC general meeting on October 17.

Dimond Gateway: No updates. Waiting to hear from the city.

Farmers Market: Thanks to Bruce and Libby for use of their survey monkey account. The survey went out and responses are coming in. Very positive responses. Outreach for survey was promoted in DIA newsletter, Dimond, Laurel and Glenview listserves. Bruce reported so far 97% of survey respondents request farm produce. There is some wariness of the market by some merchants, feeling that it may compete with their business. Discussion with the merchants needs

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to be ongoing. The desire is to benefit their business by bringing potential customers to the area. This needs to be continually stressed. Stan shared that Whole Foods in Marin offers their parking lot free of charge for a farmers market. They realize that those who attend the farmers market will probably venture into their store for other items. Stan stated that the Dimond Market would bring people into the neighborhood. Would show them how easy the access from the freeway, as well as the ease in parking.

T-shirts: Ashley will update by mail. She is looking for t-shirts made in the USA!

Passport Walk in Dimond: Stan is seeking the help of Jackie Hunter of Kelly's Corner in polling the merchants as to their desire to be involved in the event which is set to happen next spring. Next week is the deadline for the polling results. Stan stated the desire for 25 merchants to be involved in the event. A Lions Club packet will be compiled and there will be a push for merchants to sign up to be included in the event. This is a charity fundraising opportunity for the DIA and merchants. A charity will be picked to receive proceeds. Tickets most likely will be \$20.

Fred Finch Youth Center: Kathy Jacobson-Chief Operating Officer at Fred Finch, Carie Durn-staff member who works closely with Kathy, and Matt Williams- FF Board member, were in attendance at our meeting. Extensive historical information given by Kathy Jacobson of Fred Finch Youth Center and was well received by board members, especially new board members unfamiliar with the great happenings at FF. In 2008 a process of revitalization of the campus had its beginnings. The DIA worked closely with FF and the community to promote cross communication to educate as to the workings of FF and their plans of construction, revitalization and slight change of their youth population. The DIA voted at the March 5, 2008 General Member Meeting to approve language change to 1996 agreement. A written record was not filed. The current vote was to allow a signed written document to be on file with the DIA and Fred Finch. No changes were made at this time. Staff from FF came to our board meeting to address any questions or concerns the board might have and to get a final decision in turning over a copy of the signed agreement. Robert motioned to approve, Karen seconds, and all board members were in favor.

Dimond Architecture and History: Karen reported on the Oakland Heritage Alliance Walking tour of the Dimond led by Dennis Evanosky on August 28, 2011. Karen stated there were 35 in attendance and it was a thoroughly entertaining, informative and enjoyable tour of the Dimond. A colleague of Dennis', involved in the tour, was able to gain access to the Altheim. Participants enjoyed a tour of the dining hall etc. by one of the residents. Dennis will not be available for Oaktobefest. It was suggested that Tim Chapman be on hand to be our local historian. This could be part of the DIA booth. Another name mentioned as a local historian was Eleanor Dunn. Dennis graciously volunteered to be available for a DIA General meeting next year. Julie suggested including Betty Marvin and Jane Powell was another suggestion.

DIA Materials: New brochure presented for feedback previous to the meeting and not much was received. Samples of the new brochure were passed out. There was discussion of the photos used in the brochure. Stan stated all photos would be at 4mb and would be 2x3". The back page of the brochure would have a banner photo wider than the others. It was suggested that the back page be used to showcase Dimond Park. Stan was contacted by Oakland Visitors Bureau for information on the Dimond. Stan supplied photo and particulars regarding the Dimond. Stan will

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see artist's renderings and photos from recent hikes that we may purchase to use in our printed material. Hopes are for the brochures to be ready to hand out to attendees at Oaktoberfest. 2500 will be printed.

Oaktoberfest: Daniel presented posters and cards for board members to post and distribute. Oaktoberfest will be featured on City of Oakland website as part of the fall events. There is a push for more vendors and food vendors. Board members were asked for any leads and to encourage potential commercial participants. Get the word out. There is another push for volunteers, we need more. Julie suggested board members ask their neighbors, co-workers, etc. Karen will oversee DIA booth staffing. Julie will help Karen.

Next General Meeting, October 19: Fran and Julie will chair. "Champions of Block Organizing" as suggested by Stan. There will be a power point presentation by Sol Melendres of the Burlington St. group. Julie will contact officer Yelder to see whether he or another officer would be available to talk about getting their neighborhood group back on track. Fran and Julie will solicit Maxwell Park captain and Laurel walking group as possible participants as suggested by Daniel.

Board Meetings: Meetings will be the second Thursday of every month*. Next board meeting is on October 13 at NAMA at 7PM. Chair: Julie; Secretary: Fran.
Meeting was adjourned at 9:30PM

FINAL Minutes submitted by Julie Johnson, October 25, 2011