

**Dimond Improvement Association
Board Meeting Minutes 8/11/11**

Board members present: Stan Dodson, Fran Donohue, Chris Harper, Julie Johnson, Ashley Rogers, Tom Rose, Kathleen Russell, Karen Marie Schroeder, Robert Raburn, Rejoyce Stovall-Moss

Absent: Abdo Alawdi, Tim Chapman, Tito Tayco, Victoria Wake, Daniel Swafford

Chairperson: Karen Marie

Announcements/General Discussion:

- Last DIA general meeting regarding local trails was well attended and successful. DIA signed up 1 new member and 1 renewal.
- Little Ceasar's Planning Commission notice regarding their proposed change in use was passed around for review.
- Creek to Bay Day is Sept. 17th

Prior meeting minutes (7/14/11):

The changes Daniel previously emailed will be reflected. With those edits, there are no further changes. Motion to approve by Robert; seconded by Stan; unanimous vote to approve (9 board members present at time of vote).

Treasurer's Report: N/A (Tito not present)

Committee Reports: See attached (updated by Kathleen)

- **Fred Finch Center:** Kathy Jacobs offered to attend next board meeting to explain the amendment agreement. Board would prefer she attend the Fred Finch committee meeting, and they can present to the board.
- **DPA:**
 - Blockbuster project – Stan has a key to Blockbuster. Julie will contact the artists (Peter & Lisa) for that project and let them know their art needs to have a notice on the back with contact info in the event the art needs to be removed/relocated.
 - Farmer Joe's mural – Artists (Mandy & Debbie) have a responsibility for ongoing maintenance per their grant proposal. Ashley to draw up a contract regarding maintenance and obtain tax forms from them for Tito's use.
- **Oaktoberfest:** Committee still working to get sponsors. Good meeting today with Bank of America. Three volunteers signed up today in response to Daniel's posting on the list serve. Karen Marie will head/coordinate the DIA table at the event.
- **Fruitvale Alive:** The new plans for the bus shelter were reviewed by City and are out for bid to Ray's Electric. Board prefers not to have the transit plaza under construction during Oaktoberfest due to liability issues. Need to plan either a ground breaking ceremony or ribbon cutting when construction is complete. Brief discussion followed re: how to advertise the plaza at Oaktoberfest – post the plans at DIA table, paint the outline of the new plaza, etc.

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- **Keep Dimond Clean:** Committee plans to have 10 litter banners made; \$350 in funds collected so far. Consider taking donations for banners at the DIA table at Oaktoberfest?
- **501(c)3:** Continued discussion of whether to create a new organization instead of changing the current 501(c)4. A new organization would be an umbrella over DIA. Or we could dissolve the DIA 501(c)4 and create a new 501(c)3 with the same name. Need legal counsel. Robert suggested a name change may be appropriate, but others felt we would lose the name recognition we already have.
- **NCPC:** Internal disagreement among the Steering Committee members regarding the proposed by-laws. Some feel Steering Committee members must be Dimond residents or merchants, which would exclude people associated with local schools, non-profits, or other stakeholders in the community.
- **Architecture:** Julie is promoting the Dimond walk by the Oakland Heritage Alliance on 8/28/11.
- **Dimond Picnic (re-cap):** Good turnout, lots of families. Need to put DIA table in a more prominent location next year. Board would like to have posted in local shop windows next year, as done in 2010. Next year, the Dimond merchants (DBPA) would like to be a co-sponsor with a matching contribution. Definitely want Circus Bella again next year.
- **Dimond Market:** Committee recently met and could not agree on a location. Options include Bienati parking lot, BofA lot, Champion Street, 2 Star Market. Need a highly visible location. Robert suggested that a written proposal be submitted to Giant Burger. Committee is creating an online survey that will be sent out to the community via the list serve to solicit input.
- **T-Shirts:** New print run of the Teppers tees is needed. Stan doesn't like the fit of American Apparel shirts. Ashley to research costs and styles from Alternative Apparel (US made).
- **Restaurant Walk:** "Dimond Passport" – features members of DBPA, planned for mid-April 2012
- **Membership Banner:** Ashley previously sent sample language for a new banner. Motion to spend approximately \$105 on banner made by Kathleen, seconded by Stan, unanimously passed (10 present).

Notes by agenda topic:

- **Website:** Robert presented a re-cap of the web development and board decisions made to date. New website will be an integrated site with CRM (database). Robert currently working with Mattias Thorslund on the site. A test site was presented to illustrate database capabilities – e.g., adding new individuals using only name and email, showing relationships between members, showing which DIA activities members are involved with. Drupal is the website platform and CiviCRM is the database we'll use. Drupal is an open source content manager system (CMS) and CiviCRM is a customer relationship management (CRM) module that we have installed in Drupal. Calendar content could be easily used for website home page. List serve function – posts/ topics would be automatically archived and could be browsed/searched. ETA: imminent.

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- **Google Docs:** Chris proposes the board start using Google Docs for common docs – e.g., committee updates, meeting notes, etc – if the new website doesn't have this capability.
- **House Beautiful:** Rejoyce passed around a draft poster to solicit input on text. This is an award that would be posted in someone's yard for 1-4 months as recognition of how nice their house/yard looks (curb appeal, organic garden, etc), based on community nomination and vote. Award could include a gift basket, gift dinner to local restaurant, or DIA membership. We could put photos of the house on the new DIA website (example: Design Sponge). Suggestion to create a comparable award for businesses.
- **DIA Membership Materials:** Stan, Fran & Robert presented sample materials: tri-fold brochure, history/merchants piece, and return envelope. Considering color printing. Requesting board feedback.
- **October general meeting:** Date changed to Wed 10/19/11 so not to be too close to Oktoberfest. Suggested topics: Neighborhood Watch, CORE, website launch & membership campaign. Julie & Fran to chair.

Next Board meeting: Thursday, Sept 8, 2011, at NAMA; Ashley Rogers, Chair; Julie Johnson, Notetaker.

Notes submitted by Ashley Rogers 9/5/11, revised 9/8/11.

APPROVED BY DIA BOARD 9/8/11.