

Dimond Improvement Association Board Meeting, April 14, 2011  
Nama Restaurant

Julie Johnson chaired this meeting beginning with a welcome to new board members: Rejoyce Stovall/Moss, Fran Donohue, Tom Rose, and Tim Chapman. Chris Harper was absent.

Members who were present: Julie Johnson, Kathleen Russell, Stan Dodson, Victoria Wake, Robert Raburn, Ashley Rogers, Karen Marie Schroeder, and Daniel Swafford. Tito Tayco, Abdo Alawdi were absent.

Kathleen read a thank you note from Marcia Leath, our nominated volunteer of the year.

We discussed the dangerous pedestrian situations: which streets need crosswalks and which crosswalks need walking officer monitoring. Lincoln, Palmetto, and Champion were mentioned. Walking officer wants to know community concerns before he issues citations to drivers.

Another concern is a sign attached by suction pole to the window of the Hewlett Tax preparation office. It sticks out into pedestrian walkway. (Tom Rose)

Bruce Stoffmacher was not present, but had sent an email concerning Blockbuster, graffiti, and Taqueria Jalicense. Julie read this and we discussed it. Stan noted that graffiti removal contractors like Peralta and CiviCorps might be engaged by the merchants to work on the graffiti problem.

LIST SERVER – Tim Chapman noted that membership dues on the website need to be consistent with other appeals.

DIMOND PUBLIC ART – Ashley Rogers reported on the \$20,000 RFP and Jury (Analisa Gooden, Gregory Ross, Steve Huss, Tim Little, Julie Johnson, and Ashley). The Jury selected six finalists and will send followup queries on April 15. Board will select 3 or 4 final projects. Robert Raburn suggested a dedication ceremony.

CHAMPION TRANSIT PLAZA – Victoria Wake reported that the contract agreement was due and that it should next receive Council approval in May. Julie commented that construction by Rays Electric would only take a few weeks. Robert will resend the DIA request to for the City to finalize the DIA maintenance agreement.

STOREFRONT IMPROVEMENTS – Julie met with Betty Marvin to discuss improvements at Los Comales, 2105 MacArthur, and architectural “daylighting” of Dimond Hall and Teppers. A Dimond Heritage subcommittee of Julie, Ashley, Karen Marie Schroeder, and Tim Chapman will explore ways to emphasize architecturally sensitive compliance with codes and promote Dimond’s history.

COMMUNITY BENEFIT DISTRICT –Daniel Swafford reported that TOLA has scheduled an Apr. 27, 2011 meeting at Full Moon Seafood Restaurant that will feature guests Mayor Jean Quan, Councilmember Libby Schaaf. The intention is to organize

merchants and identify \$7,000 to \$10,000 to conduct a CBD feasibility study by a consultant. Establishment of the Dimond CBD would cost between \$30,000 and \$60,000 and require a vote conducted by the City for a parcel fee. Speaking on behalf of the Dimond Business's, Stan Dodson noted that TOLA helped to reinvigorate Piedmont Ave merchants and was involved with Fruitvale merchants in renewing their Business Improvement District. Discussion of the district boundary ensued. The desired outcome of a CBD is a mix of Maintenance/Beautification, Security, and Marketing.

-respectfully submitted by Karen Marie Schroeder & Robert Raburn