

1/13/11 DIA Board Meeting

APPROVED 2/10/11 - unanimous

Chair – Karen

Minutes- Daniel

Attendance – Karen, Daniel, Robert, Stan, Victoria, Kathleen, Tito, Julie

11/11/10 Board Meeting Minutes APPROVED – unanimous

Future meetings/ Events

General meeting 2/2/11, 7PM – Location: Dimond Library

Meeting Chairs – Karen, Julie

- Councilmember Libby Schaaf confirmed she will speak 15 minutes + Q&A
 - able to address DIA priorities, share her goals
- Karen will pass out cards for audience to submit questions
- **ACTION:** Stan, Daniel, Robert to meet with Libby prior to 2/2 to introduce DIA priorities (BID, Blockbuster, CVS façade/renovation)

Meeting promotion

- **ACTION:** Kathleen will set up A-frames and post to list serves
- Kathleen requested reimbursement for tape and paper - \$60 (\$30 Feb '11 meeting & \$30 for meeting calendar). – MOTION: Karen, SECOND: Robert, APPROVED: unanimous

Board Meeting Location/ Announcement

- Karen offered home, when out of town Robert will host at his home
- Kathleen will send Board meeting agenda to membership and list serve with note that meeting is public and to RSVP to Kathleen
- **May Board meeting moved** to 5/11/11, Location: Robert's

Events

- Picnic: Robert to meet with Michelle (Dimond Park Director) to discuss constraints on reaching high standards for food service at Picnic
- Picnic: Entertainment Good
 - **ACTION:** Daniel will add Picnic food service topic to Feb Board agenda
- Fruitvale Alive: Suggestion to plan for project completion celebration
 - **ACTION:** Present idea to Libby
- Oaktoberfest: Steering Committee meets 3rd Wednesday, 6:30 at Nama upstairs

Business Improvement District (BID) for Dimond

- Daniel researched and presented some background, comparisons of other Oakland BIDs. Suggested role of DIA be to catalyze the involvement of merchants to help bring in property owners and determine if a BID is a viable option for Dimond. BID Board can decide on desired services based on costs. Standard procedure is to hire a consultant to conduct a feasibility study and implement formation if property owners vote to approve.
- Concerns expressed by Board: Cost of process and eventual cost to merchants;

alienation of merchants, cost prohibitive to doing business in Dimond; lack of engaged / interested property owners

- Stan encouraged services start with litter, dumping, sidewalk cleaning; if feasible add staff to market district to improve patronage and attract developers/investors
- Kathleen introduces Piedmont Ave. model of voluntary contributions for basic services, clean-up fee
 - May be applied as BID process is reviewed; earliest BID formation will be Fall 2012
- Robert emphasized the need to start with desired outcomes, attract merchant and property owner participation by showing the value of the BID objectives
- **ACTION:** Daniel will ask Aliza Gallo (CEDA) for a district map of properties and owners; Daniel will set up presentation with Aliza, target date mid-Feb., for more information – outreach needed to small group of property owners to attend and determine willingness to come on board with the process

Board Members/By-Laws

- DIA By-Laws stipulate that Board Members will be removed if they miss 3 consecutive meetings
- Question rose of how to accommodate Members with scheduling conflict
 - Change by-laws
 - Discuss with the Board Member ways to improve attendance or willingness to take on a non-voting “friend of the Board” role
- Determine the vision of the Board as the driver of Association business/ Define Board Member expectations
- Tito suggested workshops for Board and work to recruit active/skilled Board members
- **ACTION:** Karen will speak to Abdo to discuss his role

Miscellaneous

- Robert asked Stan to design a button to promote DIA involvement
 - Draft submitted to Board 2/15
- Stan asked that the Board select a Volunteer of the Year for 2011
 - Must be a Member of the DIA (Non-Board)
 - **ACTION: ALL**, bring suggestions to Feb 10 Board meeting