

## **Dimond Improvement Association**

Board of Directors Meeting - 09/09/21

**Board Members Present:** Jay Ashford, Tomasz Finc, Ryan Romaneski, Kevin Whittinghill, JoAnn Tracht-Rawson, Chris Harper, Alex Park, Lindsey Berking, Bret Peterson, David Gross, Erica Perez

**Board Members Absent:** Sara Goldware, Marjorie Jones, Julie Johnson, Zandile Christian, Victoria Wake, Ben Stein-Lobovits on leave

The meeting was convened at 7:00.

### **1. Agenda approval.**

**ACTION:** Approve the meeting agenda as presented. (Motion: Bret second Jay; in favor, unanimous)

### **2. Minutes approval.**

**ACTION:** Approve minutes from August DIA board meeting. (motion: Jay; second Chris 9 yeas, 1 abstention)

**3. Chair's report.** Ryan shares that Marjorie is out so no treasurer's report tonight but we appreciate her efforts to improve the financial literacy of the organization. We heard great news from Councilmember Thao's office; we've received another budget allocation of \$25,000 to support BID feasibility or that can be used for establishment of the BID. This is in addition to the other grant money that we haven't received yet, so we will have them roll that into our other allocation bringing our total to \$50,000. The office has other funding available for public mural projects, which we can approach as part of our existing efforts, or as part of the exterior grant improvement program. Alex wonders how much a feasibility study would cost for the BID. Ryan thinks it depends on what the organizing committee is willing to contribute in terms of boots on the ground, but assuming it's somewhere between 25-50k. The more work we can provide upfront, the less the consultant has to do, so it may be worth seeing if we can use interns for this. We haven't received our own estimate yet.

4. **For the good of the order.** Bret raises that there is a hole in the sidewalk in front of the dry cleaners' by the TMobile location. The hole is part of a PG&E grate. Taylor's had complained about it. Clearly it's a safety issue. Unclear on how to resolve the issue. Chris suggests documenting it with PG&E in writing. Tomasz thanks Kevin for putting out a fire in Dimond Park last week.

5. **Dimond Nights at the Movies Planning.** Bret and Kevin update the board that the Oakland International Film Festival event is happening in Dimond Library parking lot on Monday September 20th. It's BYOC (bring your own chair). It would be nice to have some DIA folks there to help out and show our faces, possibly table. Need volunteers to help promote and staff a membership booth at the event.

8. **Membership Drive Planning.** Jay updates that we are planning to kick off this event on Monday. Hoping to enlist board members, former volunteers, and our membership base to ask folks to message 5-10 people who might be interested in joining DIA. Proposing 3 tablings.

9. **Oaktoberfest Updates.** Ryan thanks everyone who weighed in on the Oaktoberfest contract. The date and location are set. We will be taking over the Bienati lot on October 8-9. It will look very similar to the events in the past with a smaller footprint. There are no health and safety requirements for events of this size so we made the decision to limit capacity and encourage distancing through the sale of tables and encouraging masking, although at an event where there's drinking or eating there are constraints. Alex asks if we have the option to set our own rules. Ryan says yes, because it's a private ticketed event. Alex asks if we want to have rules. Chris weighs in that as a school teacher, he recommends being thoughtful about going down the "rule path" and making sure we know what we want to get out of having the rules. Ryan asks if anyone feels strongly about more rigorous health and safety standards than we are describing. No one raised a hand.

Asking for everyone to do between 4-5 hours of promotion to help get the word out about Oaktoberfest next week. Materials will be sent. Also looking

for roughly 15 volunteers per shift. We'll also be putting this out to all of our regular Oaktobefest volunteers.

**10. Public Safety Survey Update.** Bret updates that we have decent participation in the survey, but we are really looking for more participation particularly with communities of color. Seeking the board's help in recruiting more of these underrepresented community members. Survey is running until September 22nd. Erica suggests Sequoia affinity groups. Ryan suggests Skyline outreach as well. Chris suggests some of the churches and places like the Southern Cafe. Alex suggests tabling.

**11. WIP reports.** *(from verbal and written reports)*

*Beautification:* The major art installation sub-committee met with artist Jeffery Lim to scout out locations for the Printer sign & park installation. They are researching a couple locations and trying to figure out the viability of getting the land owners' permission. Marion Mills organized the mulching of the green area in the Bienati lot. Marion & Julie have been putting together all the content for the Intro and Bios for the Virtual Art Tour; Victoria will be editing and reviewing the content. JoAnn has started building the Virtual Art Tour and needs to incorporate the intro into the website redesign.

*Membership and Outreach:* There will be a newsletter coming out October 15th. Please submit any ideas or stories by October 7th. Iterating on website changes. Working with MetWest coordinator about prospective interns.

*Finance and Administration:* We are working to update our chart of accounts to better support budgeting and planning.

*Public Safety:* We have begun our Public Safety survey and we already have over 165 respondents. We need to increase the number of respondents that are Asian, Hispanic, and Black, as well as respondents under the age of 35. The survey will end September 22nd.

*Head-Royce School:* Head-Royce managed to get the Department of Transportation to close the Potomac Slow Street and DOT will be closing down the rest of slow streets at the end of November. We are witnessing a lot of chaos with the traffic at HRS with queue lines on both sides of Lincoln. Most students are being driven by their parents and not taking public transportation.

**Adjournment** at 8:15 PM. Minutes written by Lindsey Berking

Approved 10/14/21