

**Dimond Improvement Association
Board of Directors meeting minutes, 3/12/20**

Board members present at start of meeting: Jay Ashford, Zandile Christian, Fran Donohue, Tomasz Finc, Chris Harper, Julie Johnson, Marion Mills, Daniel Swafford, Victoria Wake. **Absent:** Robert Raburn, Ryan Romaneski JoAnn Tracht-Rawson. **Guests:** Betsy Baum Block, Paul Epstein

Abbreviations used in minutes: DB&PA (Dimond Business & Professional Association); NC22X (Neighborhood Council 22X); OPD (Oakland Police Department).

Chris convened the meeting at 7:08 p.m.

1. Agenda approval.

ACTION: Approve the agenda as presented. (Motion: Fran; Second: Tomasz; in favor, unanimous)

2. Continuing team-building with Betsy Baum Block. Betsy conducted an exercise to get us in the mindframe to begin developing a strategic plan. The exercise involved small groups coming up with a real or mythical animal that represents the DIA, and then talking about what the creature needs for nourishment and what its challenges are. Following a report-out from each small group, we moved into a brief strategic plan discussion. Next step: Jay and Marion will come up with a “plan to make a plan” proposal for the next meeting.

3. February minutes approval.

ACTION: Approve minutes from the February 13 board meeting. (Motion: Jay; Second: Daniel; in favor, 7; opposed, 0; abstain, 2 [Marion, Zandile])

4. Work in Progress (WIP) reports (from written & verbal reports).

Beautification. Beautiful daffodils are blooming throughout the Dimond District. Tree-well weeding continues. On March 7, volunteers from the local UC San Diego Alumni group weeded tree and more wells on the east side of Champion, and at Bienati Overlook.

Communications. The latest newsletter was published February 24, edited and produced by Carol Lonergan. Tomasz is looking into a new website hosting service, as there are performance issues with GoDaddy. He’s also looking into other membership program plug-ins for the website that might be less problematic.

Dimond Public Art. DB&PA, DIA, and artist Robin Gibson have revived the discussion on the proposed mural for the exterior of the former Dimond Printers building. Ryan has sent out a sample contract, more substantial and specific than the earlier draft, for consideration.

Executive. The committee has been working on the FY21 budget proposal, Oaktobefest 2019 financial reconciliation, and board planning with facilitator Betsy Baum Block.

Grants. Jay and Julie are working with grant recipients to arrange their initial 50-percent payments.

Membership & Volunteer Development. Jay and Chris met to discuss strategy. A tentative meeting with the Communications Committee has been set for March 24.

Public Safety. John Zaro, member of the NC22X's new steering committee, attended the March 9 committee meeting. NC22X will be setting priorities in the beat for OPD, including the assigned Community Resource Officer and the Neighborhood Services Coordinator. One of those priorities is likely to be auto and commercial burglaries. Regarding the placement of the third DIA-initiated security camera system: The camera installation is expected to be at Peet's, but finding a feasible and willing nearby business to host the backend equipment has been a challenge.

Oaktoberfest. Fran completed the calculation of net proceeds for the 2019 event, which are \$31,487 for each of the co-owner organizations, DIA and DB&PA. This is the largest revenue ever!

CVS issues. The planned meeting with representatives from CVS, the City of Oakland, DIA, and the community was held on February 26, with nine people attending. Darrell Larson (CVS regional manager) and Maria Godina (CVS store manager) agreed that CVS would hire the Bay Area Clean Team to do litter pick-up in the CVS and Farmer Joe's parking lots on Sundays, Tuesdays, and Thursdays. In exchange for covering this cost, Farmer Joe's will have its security guard patrol CVS's parking lot as well as its own, about once an hour.

CVS is open to having murals on its building and is willing to discuss sharing the cost. OPD suggested that CVS put up signs warning shoppers not to leave valuables in their cars. Also, OPD, with the help of Amauri Collins-McMurray (District 4 Council office), will plan a "meet & greet" with merchants to introduce current officers in the Dimond area. Daniel discussed the new video camera DIA is working to install at Peet's. David Coleman pointed out cameras that are installed at CVS but not active. Darrell will look into the possibility of reactivating them. Amauri will set up the next meeting of the group, planned for April.

BID feasibility study. Daniel is in touch with Micah Hinkle of the Economic Development Department. The process to release the \$20,000 in city funds for the study will involve preparing a proposal that goes before the City Council for approval. Daniel said it's important to move forward sooner than later, although questions about who in the community should be involved, what role DIA should play, and who will write the proposal all need to be answered.

Board nominations. Ryan and Chris have sent out various electronic recruitment announcements, and some responses have been received. Individual board members have also reached out to invite neighbors and colleagues. Interviews with prospective candidates will take place soon.

April 1 general meeting. The board discussed alternatives to holding the April 1 general meeting, given the COVID-19 pandemic and public health directives not to gather in large groups. The possibility of holding it online was floated but the general feeling was that it wouldn't be successful. If the board election is likewise postponed, it would be possible to appoint new board members at the April board meeting and have them stand for election in June.

ACTION: Postpone the planned April 1 general meeting to June 3, including the presentation of Volunteers of the Year awards and the board election. (Motion: Zandile; Second: Tomasz; in favor, unanimous)

5. FY2021 budget. Chris distributed the proposed budget for the fiscal year beginning April 1. He suggested that the board adopt it as a "working budget," since a strategic planning process over the coming months may lead to needed changes. Daniel suggested that the DB&PA be asked to cost-share a portion of the Accounting Fees line, given that the annual tax preparation includes Oaktoberfest.

ACTION: Approve the FY21 budget proposal as a “working budget,” with a possible increase in the cost-sharing request to DB&PA to cover a portion of the Accounting Fees budget line. (Motion: Daniel; Second: Zandile; in favor, unanimous)

6. June general meeting. No discussion conducted, since the April general meeting program has been postponed to the June 3 date.

7. Filling JoAnn’s and Robert’s shoes. No discussion conducted, as time ran out.

Adjournment. Chris adjourned the meeting at 9:00 p.m.

Next board meeting: April 9, 2020

Minutes submitted by Victoria Wake