

Dimond Improvement Association

Board of Directors Meeting - July 8, 2021

Board Members Present: Jay Ashford, Zandile Christian, Marjorie Jones, Chris Harper, Alex Park, Lindsey Vontz, Bret Peterson, Erica Perez, Victoria Wake, Ryan Romaneski, Kevin Whittinghill, Julie Johnson

Board Members Absent: and Ben Stein-Lobovits (on leave), David Gross, Tomasz Finc, Sara Goldwell, JoAnn Tracht-Rawson

Guests: Matt Napoli

The meeting was convened at 7:04 pm by Ryan Romaneski.

1. Agenda approval.

ACTION: Approve the meeting agenda as presented. (Motion: Victoria second Kevin; in favor, unanimous)

2. Minutes approval.

ACTION: Approve minutes from June DIA board meeting. (Motion: Jay; second Bret; in favor, unanimous)

3. Chair's report. Ryan updates that we did submit our final grant package for BID feasibility - we are awaiting final sign off now. Thanks to Marjorie for facilitating the meeting with DBPA to start to collaborate around promoting our summer events. We also agreed that we're going to collaborate on the merchant survey, so we'll be working to finalize that and collect merchant feedback. Getting ready to kick off the ad-hoc governance committee to review our bylaws and draft fiscal policies for the board. We have a few folks interested but we'd like more - if you're interested let Ryan know. We're also working on an administrative calendar with key dates that impact governance, administrative events and finance. These are things with very specific dates that we need to be aware of. As we've turned over officers there's been some confusion so this will be good to have. Feel free

to add tasks and dates and owners to the shared doc, we will circulate for the next few months.

3. Treasurer's report + Signatories. Marjorie plans on creating a set of financial statements that will be the same every month going forward. Earnings from the year are about \$5400. If you have any questions, let Marjorie know. Alex asked about reserves. Equity section includes some of this information and "retained earnings" are part of this, although incomplete. If we want to include a "carryover reserve" section, we can make that decision, but the board would have to decide on that. Kevin asks what is the difference between the savings account and reserves. Marjorie isn't clear on why we do that historically and invited Kevin (and anyone else) to join the fiscal governance committee to help them determine these types of policies and best practices. Ryan mentions this is a good example of why it will be good to form this committee. Marjorie proposes giving each committee a budget vs actual for each committee so everyone can see how their expenses balance out.

ACTION: Approve a list of signatories for the DIA's bank account (see slide). All of the checks now require two signatures. (Motion: Marjorie; seconded Chris; in favor, unanimous)

4. District 4 update. Matt Napoli from councilmember Thao's office provides updates. DOT informed there are now sideshow deterrents in place on 35th and MacArthur and at High and MacArthur. These are little bumps on the road that deter sideshow activity. There was an effort to try to get some money for MacArthur at Fruitvale and Coolidge but weren't able to yet. Lindsey noted that Boston and MacArthur is also a problem area for sideshows.

Bret asks about approved funding for road striping along MacArthur between Coolidge and Boston as discussed [here](#). Is there a timeline for these bike lane improvements? Matt did not know. Will look into it.

Victoria asked if there had been a resolution to Head-Royce parents driving on Slow-Streets segments of Laguna Ave. and Potomac St. Matt said that

despite all the efforts of the neighborhood, DOT and the Mayor's office are not willing to take action, and the council member's office is left with no recourse.

Kevin asks about Sheng Thao's position on the illegal fireworks. Matt says there's work being done and the biggest concern is the wildfire risk, so they take precautions specifically to mitigate those risks. OPD is working to crack down on the sale of illegal fireworks.

Ryan asked if the BID formation fund made it into the final budget. No, it didn't make it in.

5. For the good of the order. Chris wants to add the date of September 19th to have Circus Bella come to Dimond Park. Most details and decisions are still TBD. Zandile shares that she with the help of KDC volunteers cut the overgrown bush behind Peet's Coffee.

6. KDC Fundraiser Results. Victoria thanks JoAnn, Zandile, Alex, Lindsey, and Karen Marie Schroeder for all their help running the fundraiser. Our fundraising goal was 8K which was already a stretch, and we raised 10K this year. There are also some recurring contributors and we will keep adding to that through the end of the fiscal year. Highlights include a \$1000 donation from Grand Lake Kitchen. Other merchant donors were Little Caesar's and Two Star Market. The remainder came from individual contributors.

7. Dimond Nights Event Planning. Bret updates on the outdoor event happening around the "old new" mural dedication. We are turning that into an event where people can come, spend some money in the Dimond, and enjoy our neighborhood. Date is set for July 24th at 4:30. Promotion is in progress. Popoca will be serving food. Still need to figure out the music - if anyone knows anyone local who might want to participate, let Bret know. Bret needs setup and cleanup help mostly so please sign up to volunteer if you can. Victoria asks about the dedication. Bret says the dedication will be informal, but the artist will be there and he will ask if she wants to say a few

words. Ryan points out that anyone else from the DIA or the DBPA who wants to say a few words of acknowledgement as well would be great.

8. Oaktoberfest Proposal Update. Ryan updates as a continuation of the Dimond Nights event, a series of events under the Oaktoberfest “brand” umbrella. There is potential to slot in the Circus Bella event as the September event, and then a mini Oaktoberfest in the Bianati lot in October. Putting on an event takes a lot of work. Ticket sales, vendor sales, fundraising to cover the cost. The assumption is that we would propose hiring Daniel’s company to organize these events on behalf of the DIA. Ryan adds that we have the budget to pay for one more event right now. We always assumed that any event we do for Oaktoberfest will be break-even. Zandile wants to say Circus Bella is a bit stale, and would like to see if there are any other options. Bret adds that it means so much right now for the residents and community to feel like we’re still a community coming out of this lingering pandemic and the city might be extra accommodating if we need to close off streets (vs going through BofA). Victoria adds that if this does seem like a lot to pull off in 4 months, maybe we take out one of them. Ryan added that Parks and Rec is not interested in contributing, at least financially, to the circus performance. Chris adds that Circus Bella just wanted to know if that date is available so the funding sources aren’t necessarily determined. Also added that the great thing about Circus Bella is an event that’s really for kids and the families. Ryan adds that things will require some sweat equity from the board on various fronts.

9. CARES Grant Recommendation.

Lindsey updates that our plan is to market this grant program to all businesses in the district to try to drum up as much interest as we can - knowing many of these owners and renters are busy small business owners and it may take a while. In addition, we also want to target and outreach specific businesses that we feel are a high priority in terms of improvement of the district. What we’d like to brainstorm today is how we define that need.

How do we define the highest priorities?

Suggestions + Board Votes:

1. Lower “profile” businesses (i.e. not GLK, La Farine) we don’t normally support/have a relationship with - 2 votes
- 2. Most significant physical improvement needs (i.e. paint) - 5 votes**
3. Business we want to support/businesses that need a “leg up” - 3 votes
- 4. Addressing or repair blight - 7 votes**
5. Building restoration - 0 votes
6. Feasibility - 4 votes
7. Size of business (small → large) - 4 votes
8. DB&PA priority - 0 votes
- 9. Speed of project - 5 votes**

10. WIP Reports (*from verbal and written reports*)

Beautification: *KDC fundraiser was a rousing success, thanks to all Board and volunteer participants. More than \$10K raised (budgeted goal was \$8K). Co-chair Victoria has returned from a 3-month leave and Co-chair JoAnn is now on a 2-month leave. Tree-well mulching effort needs more volunteers (Alex). Awaiting word on Keep Oakland Beautiful grant for Bienati Overlook; additional grant-seeking will begin this month (Victoria). Committee expects to make progress on public art tours and art installation projects over the next month (Marion, Julie). Next committee meeting is 7/15.*

Community Care: *7/8, JA: Planning is well underway with the DIA General Meeting (COVID-19 Panel Discussion) event for July 21st at 7pm. Continuing to co-promote with Bret, Kevin for their July 24 event. Details around planning & preparation can be found [here](#)*

Membership and Outreach: 7/8, JA: On the Membership side of M&O, we are currently at 80 active DIA members. I sent personal emails to approx. 10 expired members in June, a few of whom have responded and renewed. Now that KDC is done, we are looking to design and launch a late-summer/early-fall membership drive to (hopefully!) double our current #s. TF: Next newsletter will be going out August 15th. Victoria is coordinating

Economic and Business Development: 7/8, RR: Social media promotion campaign is underway and engagement is strong; currently organizing a July event in the Dimond (Dimond Nights) and making plans for additional events throughout the summer and fall; submitted final materials for the BID feasibility study grant funds

Finance and Administration: 7/8, RR: Preparing to convene the Ad Hoc Governance Committee to begin working on DIA's fiscal policies; pursuing approval for bank account signers tonight.

Public Safety: Continue finalizing the draft of our street safety survey. Plans to work with NCPC 22x to write a letter to Sheng Thao's office to address the illegal fireworks issue in Oakland.

Adjournment at 8:55 PM.

Minutes written by Lindsey Vontz