

**Dimond Improvement Association
Board meeting minutes, 10/13/16**

Board members present: David Coleman, Fran Donohue, Craig Flanery, JoAnn Tracht-Rawson, Jennifer Joey Smith, Daniel Swafford, Victoria Wake. **Absent:** Zandile Christian, Julie Johnson, Marion Mills, Robert Raburn, Tom Rose. **Guests:** Carol Lonergan, Matthew Lonergan, Iowayna Peña

Meeting was convened by Craig at 7:10 p.m.

1. Approval of agenda.

ACTION: Approve agenda as prepared. (Motion: Daniel; Second: Joey; in favor, unanimous)

2. September 15 minutes.

ACTION: Approve minutes from September 15 meeting without changes. (Motion: Daniel; Second: Fran; in favor, unanimous)

3. Chairs' report. No report.

4. Treasurer's report. No report.

5. Work-in-Progress (WIP) reports.

General Meeting, Oct. 5. Everyone agreed that the League of Women Voters presentation on ballot measures pros & cons was superb and that the turnout of some 80 people was impressive. It was suggested that the City of Oakland Revenue Department representative be invited to come back to another general meeting so she can have more time and give a more complete presentation.

December General Meeting. The group discussed ideas for the next general meeting, which has been a family game night the past few years. It was suggested that a joint holiday mixer with the Dimond Business & Professional Association (DB&PA), with the public invited, could make for an interesting evening and jump start some initiatives and energy for the new year. Daniel and Joey will pursue the idea with the DB&PA.

Dimond Business & Professional Assn. Daniel reported that the DB&PA has elected Ruth Villasenor and Brie Dezort as the new co-chairs. The association also named Joey as liaison between DB&PA and DIA.

Commercial Area Trees. Victoria reported that the committee is gathering information and advice from two other Oakland commercial districts that have tree programs, as well as Urban ReLeaf. The committee hopes to have a draft plan and budget for initial work by the November or December board meeting.

Dimond Park Litter Walk. David reported that the park needs more trash cans. He will look into the situation and have more information at the next board meeting.

Homeless and Panhandling. David reported that the homeless camp at the I-580 park & ride lot was dismantled this day by Caltrans.

6. New District 4 City Council liaison. Iowayna Peña introduced herself. Her background includes working in education advocacy, and as a secondary- and college-level teacher. She provided the following updates:

- The new Community Resource Officer (OPD) for 22x is Reynaldo Aguilar.
- Annie's e-newsletter will come out the second and fourth weeks of the month and Iowayna is happy to include announcements from DIA.
- The Champion Fire House purchase is going to the City Council with the staff recommendation to award Cosecha (restaurant) the bid. Cosecha also has a location in Old Oakland.
- Adam Simons (Annie's chief of staff) has taken on the CN-1 zoning issue.
- No specific update on Caltrans, although David reiterated the issues with urine and car break-ins at the park & ride lot, suggesting that Caltrans may need to be encouraged to hire a private company to do regular clean-up.

7. Website funding request. JoAnn reported on progress with the new website. She will be sending around a link for review. She explained the need for back-up software that mirrors the website on a separate server.

ACTION: Allocate up to \$75 to purchase back-up software for the DIA website. (Motion: Victoria; Second: Fran; in favor, unanimous)

8. Oaktoberfest post-event report. Daniel and Matthew reported on the very successful event. Compared to last year, ticket sales were up about 11 percent and vendor booth sales were up about 22 percent. Sponsorships were down about 4 percent, in part due to some corporate personnel turnover. The advertising partnership with Saag's Artisanal Meats represented a new direction in event support that Daniel and Matthew see expanding in the future, potentially becoming more significant than direct sponsorships.

Daniel pointed out that Oaktoberfest will celebrate its 10th year in 2017, which presents special opportunities. He also encouraged the board and DB&PA to work with the Oaktoberfest organizing committee to develop revenue goals in advance and tie them to specific community initiatives to fund and publicize.

9. Recruitment of new members and board members. Joey led the discussion, pointing out that we have three vacancies on the board now. She encouraged the group to start identifying and talking to potentially interested individuals to join the board next year, ideally bringing on some younger members. In terms of general membership recruitment, Joey volunteered to begin development of a "welcome wagon"-type program whereby DIA welcome bags would be assembled and delivered to new homeowners in the Dimond.

10. NCPC 22X. David made a report on behalf of Zandile. New leadership in the NCPC is intending to focus the group's efforts on the root causes of crime and racial inequality. It is unclear if and how the traditional NCPC activities, including working with assigned police officers (e.g., Community Resource Officer, Walking Officer) to identify, investigate, and reduce criminal activity, will be handled. JoAnn will attend the next NCPC meeting and will report back at the next board meeting.

11. **Economic development.** No report.

12. **New business.** Victoria raised the issue of continued window breakage at the library and suggested that the DIA might help with the installation of security cameras. The group hoped that this, or other effective security measures, would be part of the larger library remodel getting underway later this year.

Adjournment. The meeting was adjourned by Craig at 9:05 p.m.

Next board meeting: November 10, 2016

Minutes submitted by Victoria Wake