

**Dimond Improvement Association  
Board of Directors meeting minutes, 11/9/17**

**Board members present at start of meeting:** Julie Johnson, Katherine Kott, Marion Mills, Ryan Romaneski, Jennifer Joey Smith, Victoria Wake. **Arriving later:** Daniel Swafford. **Absent:** Ahmad Anderson, Zandile Christian, Fran Donohue, Robert Raburn, JoAnn Tracht-Rawson. **Guest:** Robin Anderson

**Abbreviations used in minutes:** (DB&PA) Dimond Business & Professional Association; (FOSC) Friends of Sausal Creek

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Joey convened the meeting at 7:05 p.m.

1. **Approval of agenda.** Due to lack of a quorum at the beginning of the meeting, the agenda was not formally approved.
2. **October minutes.** Several board members noted the need for clarifications and additions to the draft minutes, and Victoria noted the need to put into the usual format. It was agreed that Fran and Victoria would bring back a revised version to the December meeting for approval.
3. **Co-Chairs' report.** Joey suggested that the December board meeting be expanded to 6:30 p.m.—9:30 p.m., spending 45 minutes on January retreat preparations, 1 hr. 45 mins. on the regular agenda, and 30 minutes for holiday socializing. Everyone agreed.
4. **New co-chair.**  
ACTION: Appoint Victoria as the new co-chair to replace Craig Flanery. (Motion: Joey; Second: Marion; in favor, unanimous)
5. **Council District 4 report.** Iowayna Peña from Annie Campbell-Washington's office could not attend. She reported via email that Annie is actively working on the concerns raised at her recent meeting with DIA's Panhandling Committee.
6. **Treasurer's report.** The next quarterly report will be generated in January. Meanwhile, Julie and Jenny (bookkeeper) are incorporating the suggestions made at the last meeting on presentation of Oaktobertfest financials within the report. It was also noted that the approved \$300 donation to Friends of Dimond Park could now be made because membership and donation revenue has exceeded the required \$800 threshold.

**7. Work in Progress (WIP) reports.**

*Dimond Public Art.* The committee and others are making extensive preparations for the Dimond Lights Artisan Markets to be held in the old Dimond Printers space December 9, 10, 16, and 17, noon to 6:00 p.m. each day. The Dimond Lights celebration and special activities will follow on December 16 from 6:00-9:00 p.m. DIA is covered by DB&PA's insurance from November 1 through January 31. Food, wine and beer, live music, Santa, and activities for teens and kids (including a makerspace and a portable planetarium) will be featured along with the artisans.

*Beautification.* Victoria reported that the committee is moving forward with phase 2 of tree-well mulching, working with Trees for Oakland Flatlands to plant more trees during the wet season,

and continuing to improve landscapes at Woodbine Corner, Bienati Creek Overlook, and Champion Transit Plaza. The committee is also researching watering services. Marion and volunteers will plant 200 daffodil bulbs from the Keep Oakland Beautiful program at various public places in the Dimond during the coming week.

*Economic Development.* Joey gave updates on commercial space. The old Full Moon Seafood space and the old Citibank space are close to being leased, both to restaurants. Dimond Slice Pizza had some permit hurdles, but should be opening soon. EBMUD is leasing the old Blockbuster site for six months for equipment storage and staging while efforts continue to find a buyer. Cannapy will submit its application for a city operating license later this month.

*Communications.* Victoria is putting together the next e-newsletter, which should go out the middle of next week. JoAnn has installed the new membership plug-in on the website and it is performing well.

*Public Safety.* Daniel reported that the committee is aiming to have the first security camera installed by the end of the year at Cybelle's. The committee will present details and a request for budget allocation at the December meeting.

*Oaktoberfest.* Daniel reported that the 2017 event financials are being finalized and the net revenue may be about \$75,000. The volunteer appreciation event will at Degrees Plato on November 12. Marion requested that the remaining booth numbers painted on the sidewalk be removed. Daniel said a power washing was done but he'll check into any that were missed.

*February 7 General Meeting.* Joey volunteered to be on the Ad Hoc Committee. She will send a request to the full board for two more people to join the committee. The subject will be disaster preparedness.

**8. Panhandling Committee activities.** Marion reported on the meeting that she, Stan Dodson, Tom Rose, and David Coleman had with Annie Campbell-Washington on November 3. The committee asked for more city action on aggressive panhandling, homeless encampments, and blight at CVS. Annie pledged to communicate with city and business owners on these matters. The committee also asked for her assistance in getting a response from the City Attorney's office on our request for clarification on related city ordinances.

Marion announced that Keep Dimond Clean will no longer pick up trash at the I-580 off-ramp, an area frequented by panhandlers. Marion has spoken with one of the panhandlers, requesting that they take care of litter in the area.

Marion also reported that she had contacted the Neighborhood Council 22X leadership about organizing a street team to engage with homeless and panhandlers to help connect them with available social services, but hasn't heard back yet.

On the CVS situation, JoAnn contacted Allan Walsh, the CVS regional manager, with a stern message and Diana Tam of Farmer Joe's is also trying to get traction with CVS on the issues. It was agreed to put the topic on the December agenda, and Victoria will contact John Zaro, the community member who activated neighbors to register complaints, to invite him to the meeting.

**9. Budget allocation request for planter program.** Victoria described Kathy and Phil Caskey's long-standing, excellent work with the many large-pot planters in the commercial area. They purchase plants, mulch, and other supplies, and DIA has reimbursed them in the past. They also ensure that the planters are being watered.

**ACTION:** Approve the allocation of up to \$500 from the Beautification budget to reimburse the Caskeys for expenses related to the large-pot planters in the commercial area. (Motion: Victoria; Second: Daniel; in favor, unanimous)

**10. Sequoia School & DIA.** Robin Anderson, a Sequoia parent, talked about ways she would like to see the school reestablish a neighborhood identity and connect with DIA. An immediate opportunity is the school’s artSPARK student art show on December 2. Dimond Public Art committee members will attend the event and select pieces to feature at the Dimond Lights Artisan Market the following two weekends. Robin and Julie will look into booking student musical performers at the market as well. Robin also welcomes board members to attend “Sequoia Sings” student performances on the first Wednesday of each month, 8:30 a.m. to 9:00 a.m.

**11. DIA mission and purpose statements.** Victoria presented draft language for an official mission statement, motto, and description. Marion suggested a modification to the mission statement, which was incorporated. Victoria will distribute the amended draft to the board for discussion and possible adoption at the December meeting.

**12. Announcements.** Katherine has applied for an Oaklandish Innovator Award on behalf of DIA’s developing youth engagement program. She is also exploring with the store manager the possibility of a DIA-sponsored gift wrap station on Plaid Friday (November 24), with all donations going to the youth program.

**Adjournment.** Joey adjourned the meeting at 9:00 p.m.

**Next board meeting:** December 14, 2017

*Minutes submitted by Victoria Wake*