

Dimond Improvement Association
Board meeting minutes, 5/14/15

Board members present: Zandile Christian, David Coleman, Fran Donohue, Craig Flanery, Chris Harper, Julie Johnson, Marion Mills, Robert Raburn, Tom Rose, Joey Smith, Daniel Swafford, JoAnn Tract-Rawson, Victoria Wake. **Absent:** None

Guests: Adam Simons (Council District 4), Jordan Collins (OSA student), Stan Dodson, Merrilee Mitchell (Woodminster Summer Musicals)

April 9 Minutes. Minutes were approved without changes (Motion: Craig; Second: Robert)

Treasurer's Report. No Treasurer's report was given. At another point in the meeting, Craig moved (and JoAnn seconded) that up to \$500 be allocated for Julie to purchase a new computer to better execute her Treasurer's role and track Oakttoberfest finances. The allocation was approved unanimously.

Trailhead Update. Stan gave an update on the "Trailhead" film project. AT&T will sponsor the premiere at the Chabot Space & Science Center in July or September. The film will show every half-hour at the free community event. Trailhead is now an entity beyond the film that will take on related projects, the first of which is to install durable trail markers in Dimond Canyon. Stan brought a sample of what will be 11 mosaic and concrete markers, embedded in the ground at various points on the trail. They are designed for durability, and graffiti and theft resistance. Stan requested a letter of support from DIA to the Oakland Parks & Recreation Advisory Board to help gain Public Works' approval for the installation. Motion was made (Marion), seconded (David), and passed unanimously for a letter to be sent. Chris will write the letter.

"Infinity" Film Project. Jordan Collins, Oakland School for the Arts student, presented his project to produce a film and music CD about suicide awareness, geared to youth and young adults. The objective is to have the 45-minute film shown widely in the Bay Area, including theaters, schools, libraries, etc., and make a positive impact in the cause of suicide prevention. Proceeds from admission would go to PEERS (Peers Envisioning and Engaging in Recovery Services), the group that presented at the DIA's general meeting in April. Zandile is an advisor on the project. Jordan requested \$500 in support from DIA to complete filming and marketing, and production of the CD. In discussion, Daniel commented that OSA has given a number of free performances at Oakttoberfest and supporting the film project would be a good gesture in return. Motion was made (Zandile), seconded (Craig), and approved unanimously to provide \$250 up front and \$250 upon completion of the film. DIA and Oakttoberfest will receive acknowledgement in the film credits and other publicity.

WIP Reports.

Website. The Drupal security upgrade has been accomplished. The CiviCRM upgrade will happen soon, having been delayed due to a requirement that the server that houses the site have a newer version of php. LMI suggested the website be moved to another server, which has been done. Jack Ha will confirm when upgrade is complete.

June General Meeting. Joey is coordinating various commercial area updates to present. She'll also check with Campbell-Washington's office about her attending, as tentatively planned some months ago.

Dimond Night Out. JoAnn produced passports and posters. Daniel passed out packets of 10 passports to each Board member to sell. All proceeds go to Keep Dimond Clean. Marion will coordinate tabling outside La Farine on one or more weekend days to sell passports.

22X NCPC. JoAnn and Stan gave the update. The City now has 10 additional crime technicians, who do some level of investigatory work and therefore free up police officers to be in the field more. Captain Hamilton is the new Area 3 Captain, replacing Captain Orozco. Stan continues to actively report and work with police on suspect vehicles, homelessness, and park safety.

Dimond Public Art. JoAnn reported on the latest steps to get approval for utility box art near Wells Fargo. The initial outlay for the project, including production and the artist's time, has increased by \$80, since the DIA decided to have artwork done on the second utility box at the site. Chris will approve this amount within his discretionary spending authority. It was also noted that the City requires that the sponsor (DIA) pledge an amount equal to the production costs to be available for future maintenance. These adjustments to the budget now bring it to: \$1,600 (artist's time) + \$1,677.50 (production and installation, including anti-graffiti lamination) + \$1,677.50 (maintenance reserves) = \$4,955.00.

Oaktoberfest Report. Daniel distributed the Oaktoberfest 2014 Executive Summary and Event Review, noting that while the total revenue was the biggest ever, the net return to DIA was lower than last year at \$8,764. The 2015 Oaktoberfest Finance Committee was identified as Chris, Julie, Fran, and JoAnn. Next steps include preparing contract for event planner.

Goals and Ideas from Retreat. Victoria proposed a process to delineate 2015 goals for the organization, using discussion and notes from the January retreat as a starting point. She suggested identifying goal categories and then one to several goals within each. Preliminary categories suggested included economic development, DBPA/DIA relationship, Membership, Financial, and Organizational (e.g., 501c3). The discussion during the time allotted focused on the DBPA/DIA relationship. A committee of Craig (lead), JoAnn, Julie, and Stan will work on this effort. Victoria will continue the goals discussion via email in advance of the next meeting.

CN-1 Zoning. The Rockridge Community Planning Council (RCPC) is coordinating an initial stakeholder meeting on May 27 for community representatives from the four areas of Oakland with CN-1 zoning. Joey and Robert will attend on behalf of the DIA. A topic of key importance is the provision under CN-1 zoning that conditional use permits pass to subsequent businesses at a property rather than expiring or coming under review. Groups such as RCPC and DIA may want to seek modification of this provision in order to give the community more say in the uses of commercial spaces.

Woodminster Summer Musicals. Merrilee Mitchell, of the Woodminster Advisory Board, talked about the upcoming season and the opportunity for DIA to advertise in the program. Given that the Board could not act in timely fashion because the item was not on the agenda, Daniel said that Oaktoberfest would look at taking out an ad as part of his event marketing.

Adjournment. Robert motioned, Marion seconded, and all were in favor to adjourn.

Next Board meeting: June 11, 2015

Minutes submitted by Victoria Wake