

**Dimond Improvement Association
Board meeting minutes, 6/9/16**

Board members present at start of meeting: David Coleman, Craig Flanery, Marion Mills, Robert Raburn, Tom Rose, Jennifer Joey Smith, Daniel Swafford, JoAnn Tract-Rawson, Victoria Wake. **Arriving approximately 7:20pm & 730pm, respectively:** Fran Donohue, Zandile Christian. **Absent:** Julie Johnson. **Guests:** Stan Dodson, Leslie Ann Jones, Carol & Matthew Lonergan, Nayeli Maxson, Kathleen Russell, Karen Marie Schroeder

Meeting was convened by Craig at 7:15 p.m.

1. March 10 and May 12 minutes.

The draft March 10 minutes were not available at the meeting; they will be reviewed and approved at the July meeting.

ACTION: Approve minutes from May 12 meeting, with chair's modification to item #10. (Motion: Joey; Second: Robert; in favor, 6 [Craig, Joey, David, Robert, Tom, JoAnn]; opposed, 2 [Victoria, Marion]; abstain, 2 [Daniel, Fran])

2. Treasurer's report. Report was not presented due to Julie's absence.

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

Insurance. Daniel reported that directors & officers, liability, and Oaktobefest insurance has been secured for a \$1,550 annual cost from United Liability Insurance. He confirmed that costs for any defense in a claim would not be deducted from the coverage maximums.

Fundraising. Victoria distributed and reported on the results of the ad hoc committee's look into legal concerns about fundraising for specific programs such as Keep Dimond Clean (KDC). She presented a summary of consensus points:

- Fundraising for specific, board-approved DIA programs (such as KDC) is legal and the funds thus received are considered "temporarily restricted" to expenditure on the specific program.
- Program-specific donations do not include membership in DIA, which requires a separate payment of dues.
- If KDC fundraising brings in more funds than are needed to run the program in a given year, the excess funds are applied to the following year's program.
- Current protocol for soliciting, handling, recording, and acknowledging donations is clear and sound, and should continue. (Note: Two proposed adjustments to the protocol were not acceptable to key KDC committee members, so they will be discussed further; see #7 below for related item)
- The 2016 KDC fundraising campaign should resume immediately following the June 9 DIA board meeting.

Art in the Street. JoAnn gave an update on the next event scheduled for June 12. Because an encroachment permit to close Champion Street can only be secured twice in a year (without City Council approval), this month's event will take place in the Wells Fargo parking lot.

Dimond Park Picnic. Robert gave a rundown on plans for the July 17 event, including a 9:00am nature walk led by Friends of Sausal Creek, 10:00am ceremony with speakers to celebrate the completion of the creek restoration project, and 12:00pm Circus Bella performance. Michelle Doppelt, Marilyn Miller, and Robert are working together on the day's activities.

General Meeting, August 3. Robert is pulling together plans for the transportation-focused meeting. Invited participants will include the city's Public Works Agency, Caltrans, AC Transit, and City CarShare. As another topic of interest for the meeting, Daniel shared that an electric vehicle charging station (with surveillance camera) will be installed in the Bienati parking lot in the fall.

Dimond Business & Professional Association. Stan gave an update. Merchants are in the process of renewing their memberships for 2016, after which the membership will vote on new bylaws.

NCPC 22X. Steering committee co-chair Leslie Ann Jones gave an update on NCPC activities, including the recent general meeting about police accountability and the recent selection of steering committee members. An NCPC representative will regularly attend DIA board meetings in the future.

City Council Update. Nayeli gave updates on the three priority areas of endeavor requested by DIA:

- Bids on the Champion firehouse property will soon be submitted--along with the Community & Economic Development Agency's award recommendation--to the city council for closed session consideration;
- The councilmember has requested a meeting with Scott Miller in the city's zoning division to discuss conditional use permit provisions in the C1N1 zoning ordinance;
- Caltrans has recently cleared the homeless encampment in the park & ride lot and will apply a spray to eliminate the heavy urine odor. Nayeli will check further into progress towards the promised improvements and tree-planting.

JoAnn noted that the councilmember has successfully brokered a resolution of the issues between Head Royce School and the Neighborhood Steering Committee regarding the school's conditional use permit.

4. Board officer election. Craig postponed this item until the July meeting.

5. Oaktoberfest 2016 proposal & contract. JoAnn reported that Daniel's event-organizer proposal was submitted to the Oaktoberfest finance committee and that it is the same proposal as in 2015. The contract with Daniel will be drafted, sent to the full board for review, and brought to the July meeting for approval. At the same meeting, the committee will present its financial report on the 2015 event.

ACTION: Approve Oaktoberfest 2016 event-organizer proposal and defer contract approval until July meeting. (Motion: Fran; Second: JoAnn; in favor, unanimous)

6. Website redevelopment proposal. JoAnn presented the proposal from Wild WordPress Women for building a new DIA website, which includes a membership management plug-in and website-hosting services. JoAnn will shepherd the project and

provide graphics and photo elements. The timeframe for building the new site is about eight weeks.

ACTION: Approve website redevelopment proposal submitted by WWPW and allocate up to \$2,000 for the project. (Motion: JoAnn; Second: Daniel; in favor, unanimous)

7. Keep Dimond Clean (KDC). Zandile read a statement (attached per Zandile and Kathleen's request) about KDC program history and fundraising, making the following points:

- The KDC fundraiser has operated within 501(c)(3) and IRS guidelines since 2013.
- Due to a board member's objection at the May meeting, the 2016 KDC fundraiser was put on hold while an ad hoc committee looked into the questions raised. The committee confirmed that the fundraiser is legal and adheres to IRS guidelines and legal practices.
- The committee proposed two adjustments: Include a DIA membership envelope in thank you letters to donors and provide donor information for the DIA contact database.
- KDC fundraisers will agree to these adjustments only if all DIA fundraisers follow the same practice.

Zandile concluded with a motion that contact information for DIA members and general donors, KDC donors, and Oaktoberfest donors be made generally available for purposes of outreach and cross-solicitation. Craig requested that the matter be tabled and a smaller group convene to further discuss and report back at the next board meeting. He will initiate the formation of this group. Meanwhile, the 2016 KDC fundraiser can resume without adjustments.

8. Dimond News Group content guidelines. Kathleen and Carol presented draft guidelines for the board's consideration. Daniel suggested that a term other than "District 4" be used to describe the area within which for-profit enterprises can make monetary solicitations via the listserve.

ACTION: Approve the guidelines with the exception that a new term replacing "District 4" be determined by discussion among interested parties. (Motion: Joey; Second: Zandile; in favor, unanimous)

9. City ordinance re: mobile food businesses. Stan briefed the board on a proposed citywide ordinance that would allow food trucks and similar businesses to set up operations in neighborhoods throughout the city. He described how the ordinance would be harmful to commercial areas like the Dimond. Joey asked Stan to draft a letter that the board could consider sending to relevant city staff and officials.

Adjournment. The meeting was adjourned by Craig at 9:30 p.m.

Next board meeting: July 14, 2016

Minutes submitted by Victoria Wake

Attachment to DIA Board minutes of 6/9/16

Update and Summary of the 2016 Keep Dimond Clean (KDC) Fundraiser

Prepared by Zandile Christian (DIA board member/KDC Chair)
and Kathleen Russell (KDC fundraiser for DIA/KDC co-founder)

Submitted for DIA board meeting minutes on June 9, 2016; available for public review

1. The KDC Fundraiser program of the DIA has operated within IRS and 501(c)(3) regulations since it began in 2013.* This fundraiser has been successful on many levels: outreach about litter in the neighborhood; highlighting the significant and continuing contribution of KDC volunteers; and, the specific purpose of raising funds for the Dimond merchant area maintenance. The KDC Program is a unique effort in Oakland and has been featured in numerous press articles since 2010.
2. KDC 2016 Fundraiser Summary:
2016 fund's raised by the KDC fundraiser to date (from the community) total \$3790 (as of 6/4/16) **. An additional \$3000 has been pledged by the DB&PA (merchant association) for 2016. The DIA contributed \$3000 by board vote at the December 2015 board meeting.
3. The 2016 KDC fundraiser has been interrupted due to objections by a DIA board member. However no evidence has been demonstrated that the KDC fundraiser is out of order with IRS regulations.
4. KDC DIA Board Member/Chair Zandile Christian and KDC Fundraiser for DIA Kathleen Russell have discussed the "Adjustments" made by the "Fundraising Committee". If the Committee makes requests to one DIA fundraiser, the same must apply to all DIA fundraisers.
 - ◆ *We (Zandile & Kathleen) have discussed the adjustments and we will agree to accept the adjustments if there is an equitable agreement that KDC would receive Membership, Oaktoberfest, and Art in the Street donor contact information emails, names and addresses this year so that we too can solicit for KDC donation.*
5. The following phrase will be added to the KDC website (in response to a concern raised by a DIA board member): "All donations made to the DIA for the Keep Dimond Clean program are designated funds to be used solely for Dimond merchant area maintenance and related expenses. DIA annual membership is not included with a donation to the Dimond Improvement Association (DIA) supporting the Keep Dimond Clean program."
6. The KDC website will continue to be available for public viewing and donations at <https://keepdimondclean.com> Currently there is not an active fundraising effort.

Notes:

*2013 and 2014: fiscal sponsor: Friends of Oakland Parks and Rec.

2016: donations made to DIA (KDC fundraiser is a program of the DIA).

**Funds continue to be donated to the KDC fundraiser due to prior promotion