

**Dimond Improvement Association  
Board of Directors meeting minutes, 6/8/17**

**Board members present at start of meeting:** Zandile Christian, Fran Donohue, Craig Flanery, Katherine Kott, Marion Mills, Robert Raburn, Ryan Romaneski, Jennifer Joey Smith, JoAnn Tracht-Rawson, **Arriving later:** Julie Johnson, Daniel Swafford. **Absent:** Farouq Alawdi, Ahmad Anderson, Victoria Wake. **Guests:** Stan Dodson, Chris Harper, Carol Lonergan (arriving later).

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Craig convened the meeting at 7:08 p.m.

**1. Approval of agenda.**

**ACTION:** Amend agenda by moving Letter to Bank of America from the DIA to become the last agenda item. (Motion: Marion; Second: Joey; in favor, unanimous)

**2. May minutes.**

**ACTION:** Approve minutes from May 11 board meeting. (Motion: Robert; Second: Ryan; in favor, 7; opposed, 0; abstain, 2 [Marion, Joey])

**3. Co-chairs' report.** None.

**4. Work-in-Progress (WIP) reports.**

*Dimond Public Art (DPA).* Julie reported that planning for Art in the Park is moving forward. The Dimond Printers sign was moved. After Art in the Park, the group needs to make a push for that project. There was a question about cash flow for food trucks in the park. Julie responded that DPA needs to work with Michelle Doppelt on these arrangements. All agreed that DIA should be making money on the event rather than subsidizing the food trucks.

*Beautification.* Marion reported that the committee held its first meeting and decided on a statement of purpose and goals. Several projects are planned. Robert added that the committee will not be doing all the work themselves but will be coordinating with community members.

*Community Life.* Katherine reported that she and Ahmad had met and will be co-chairing the committee. The first initiative is an effort to launch a youth engagement program around a 3-D printer and other technology OPL could provide. A larger group including representatives from the Library, Parks and Recreation, the City, and Art Vale met and identified the need for space as highest priority. The group is working on a prospectus to take to potential donors of space and/or funds.

*Finance.* According to Fran, the committee will meet on Sunday to review Oaktobfest 2016 financials. They have also met with a potential bookkeeper who looks promising. The committee will make a decision about the hiring and bookkeeper duties and framework(s) for bookkeeping at the meeting on Sunday.

*Membership & Volunteer Development.* Robert provided a report. The group met on June 5<sup>th</sup> and reviewed the basic membership structure. JoAnn shared membership statistics: There are 11 new members with a total membership of 79. There are also 78 people whose memberships have expired in the system. Another 10 people who are not members have signed up for the newsletter. The first membership recruitment task is to contact people whose memberships have expired to see if they will re-join. Ryan added that we are thinking of ways to recruit, starting with people who have engaged (e.g., subscribed to the newsletter).

Julie asked how she could tell what portion of a payment to DIA was for membership and what was a donation. This prompted a discussion about what information could be generated by the system and by PayPal.

TO DO: The people with needs for information to be structured a specific way (Julie for Finance and Robert for Membership) and the people who know something about the systems and what they can do (JoAnn and Stan) will meet to sort out the options.

*Communications.* JoAnn reported that she, Victoria, and Katherine met. We talked about the newsletter and proposed a quarterly publication schedule with the next issue scheduled to come out in August. The quarterly schedule will allow each issue to be focused on a big event. Mid-July will be the deadline for submission for the August issue, which will focus on Oaktobefest. The committee will produce a handout listing DIA events to have available at the DIA table at the picnic. JoAnn also has made a video that can be shown at the table. Katherine added that Communications will create a template/checklist that other committees can use as they plan events, etc. The template will include suggested timelines and outlets for communication.

Kathleen Russell suggested making space on the website for an *in memorium* section. JoAnn will look for a place. There was a suggestion that it would be a good idea to check with families of the deceased first to make sure posting information would be OK with them.

*Dimond Picnic, July 23.* Robert reporting. This is the Picnic at Dimond Park that will be held from 11am to 4:15pm. The last swimming event ends at 4:15 but everything else will wind up by 3. The picnic will include Dimond Public Art, food trucks, kickoff of Prescott Circus and Circus Bella for 1 hour starting at 1pm. The Circus Bella performance theme is Bay City Rhapsody. DIA will solicit membership and ask for membership and support for Friends of Dimond Park when Circus Bella is introduced. Public Art will be on display from 11-3. Julie added that a lot of devoted artists are already excited about the event. Robert is making posters and postcards for the membership drive. There will be many opportunities for photos.

**5. Treasurer's report.** (moved after WIP to give Julie a chance to catch her breath after arrival.) Julie distributed bank statement summaries and statements of activities from April 1 to June 8, 2017. Several people were confused about the relationship between the reports and did not think they could carry out their fiduciary responsibilities as board members due to lack of understanding about what the reports represent.

One element of the confusion is the separation of Oaktobefest financials from DIA financials in Quickbooks. The goal is to integrate both into Quickbooks when the new bookkeeper comes on board.

Two suggestions were put on the table, but only one was agreed upon as an action item.

1. Go to quarterly rather than monthly reports.
2. Take a board “retreat” or hold an open/expanded finance committee meeting to review financial procedures and reports (especially Oaktoberfest/DIA flows, once Oaktoberfest financials are in Quickbooks).

TO DO: Julie will send out financial reports QUARTERLY when the statements are generated at the end of the month. This will give board members time to review the statements before the meetings.

**6. DIA 65-year celebration.** Julie brought the ideas of a 65-year celebration to the group from Hoang Banh, who is interested in being involved in planning for an event. There was a lively discussion about whether DIA can manage an additional event, which would highlight the importance of the event, or should combine the celebration with another event such as Picnic in the Park or Oaktoberfest. Craig asked for a volunteer task force to consider options and make recommendation (separate or combined event, etc.) Members of the task force are: Julie, Zandile, Hoang, and Robert.

**7. Letter to community on panhandling.** Marion had sent a letter to the community out for board members to read before the meeting. After a lively discussion, the second paragraph was edited to read, “We ask that you do not give money to panhandlers. Doing so can perpetuate illegal behavior in our neighborhood.”

ACTION: Send panhandling letter, as amended, out to the various community listservs. (Motion: Marion; Second: Joey; in favor, 9; opposed, 2 [Robert, Katherine])

**8. Head Royce redux.** Robert reviewed some of the background from the 2014 Head Royce expansion to take over Lincoln Child Center to plans for a future expansion. On May 29<sup>th</sup>, JoAnn, Craig, and Robert met with the Neighborhood Steering Committee, a group with concerns about general Head Royce expansion without a plan, despite the fact that Head Royce had promised to generate and share a master plan.

Robert followed up by talking with Adam Simons in Annie Campbell-Washington’s office. Robert also met with a Head Royce Board member who planned to bring the master plan question up at the next board meeting. Chris Harper added some perspective from his position as a Head Royce “insider” and a DIA advocate. Even so, there was concern among members of the board that the DIA should take a more activist position than Robert’s recommended “sit and monitor” stance.

TO DO: Put what Robert said to Adam Simons in a formal letter to Annie Campbell-Washington's office asking that the DIA be part of the discussion between Head Royce and the NSC. (JoAnn, Robert, and Craig will collaborate.)

Unresolved questions: What concerns might there be about having city staff from the planning department on the Head Royce board? Does the neighborhood committee represent the neighborhood or has Head Royce had undue influence on the membership of the committee? Has

Head Royce formed their own NSC with the intention of replacing the existing NSC? Are any of these questions DIA concerns?

Another separate set of Head Royce questions has arisen through a series of emails about student volunteers and community engagement. These remain unresolved but will be taken up by the Membership and Volunteer Development Committee. Chris Harper encouraged the DIA to build a bridge to the community engagement folks at Head Royce to tap into a group of young people who are enthusiastic and want to contribute to the community.

**9. Tree mulching project.** Marion had sent out a proposal for review in advance of the meeting, including a bid from certified arborist Chris Sheppard to weed, reduce soil level, and mulch 17 tree wells on Fruitvale Ave. between MacArthur Blvd. and Coloma St.

**ACTION:** Approve \$680 to hire Chris Sheppard to prepare and mulch 17 tree wells as proposed. (Motion: Marion; Second: [not recalled]; in favor, unanimous)

**10. Robin Goodfellow youth art and music fund.** Daniel explained that in response to Robin's passing, Michelle Doppelt suggested the DIA set up a scholarship in Robin's name. This would be a DIA account administered by Dimond Public Art. Any expense associated with the account could be taken from the fund. The proceeds would be used to fund opportunities for youth—art and music programming, materials, classes, musical instruments, etc. After some discussion (concern about DIA capacity to administer such a program) a vote was taken.

**ACTION:** Establish a Robin Goodfellow youth art and music scholarship fund. (Motion: Daniel; Second: Joey; in favor, unanimous)

**11. DIA calendar.** Per the email Kathleen Russell had sent out about the value of continuing the DIA calendar, the Communications Committee discussed. Kathleen is willing to keep it up, if others are willing to contribute and it is better integrated into the website and other DIA communications such as the newsletter. Kathleen is going to talk to Mike Dobson about putting Oaktobfest dates such as calls for sponsors and volunteers on in. The calendar would be most useful if it included regular activities such as Keep Dimond Clean. The events page (which highlights special DIA events but does not list everything) will have a link to the full calendar of monthly events. Kathleen will provide the Communications Committee with instructions to update the calendar.

**12. Sale of Blockbuster Video and Letter to Bank of America** (combined item).

Joey reported that the Blockbuster Video property is coming on the market on June 15, 2017, for \$1.7 million. At Keller Williams Realty, Joey is handling the community side of the transaction and Angelina Leeds is handling the business side. Robert and Joey are coming up with a plan to communicate to get highest and best use of the site.

The Bank of America property surrounds the Blockbuster site. Combined, the properties equal a full acre of property—an extremely rare find in such a developed area. Several parties hope to influence BofA to consider putting the BofA property on the market. The DIA is taking the community role, Angelina is taking the real estate role, and Annie Campbell-Washington's office is taking the city government role. Joey wrote a letter to BofA, which she sent for review today—in advance of the meeting—for members to review.

**ACTION:** Send the proposed letter to Bank of America encouraging them to consider selling their property. (Motion: Joey; Second: Fran; in favor, 10; abstain, 2 [JoAnn, Zandile, who did not have time to read the letter before the meeting])

Daniel suggested asking Keith Carson and Nate Miley (Alameda County Board of Supervisors) to also write a letter, which Joey agreed to do. The goal is to get BofA to the table.

**Note:** There was an item in the May meeting notes about past statements of mission, purpose, vision, etc., that Victoria had gleaned from the archives. The item suggested there would be a discussion of this material at the June meeting. Will this agenda item be carried forward to July?

**Adjournment.** Craig adjourned the meeting at 9:10 p.m.

**Next board meeting:** July 13, 2017, at Joey's house.

*Minutes submitted by Katherine Kott*