

**Dimond Improvement Association  
Board of Directors meeting minutes, 7/13/17**

**Board members present at start of meeting:** Farouq Alawdi, Fran Donohue, Katherine Kott, Marion Mills, Jennifer Joey Smith, Daniel Swafford, JoAnn Tracht-Rawson, Victoria Wake.

**Arriving later:** Ahmad Anderson, Robert Raburn. **Absent:** Zandile Christian, Craig Flanery, Julie Johnson, Ryan Romaneski. **Guests:** Stan Dodson, Chris Harper.

**Abbreviations used in minutes:** DB&PA (Dimond Business & Professional Association)

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Joey convened the meeting at 7:10 p.m.

**1. Approval of agenda.**

ACTION: Approve agenda with the addition of “tree-mulching project (action)” to item #5 (Motion: Joey; Second: Fran; in favor, 7; opposed, 0; abstain, 1 [Daniel])

**2. June minutes.**

ACTION: Approve minutes from June 8 board meeting. (Motion: Marion; Second: Fran; in favor, 6; opposed, 0; abstain, 2 [Farouq, Victoria])

**3. Co-chairs’ report.** Joey reported on various real estate activities in the commercial district.

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

*Dimond Public Art.* JoAnn reported that DB&PA has paid for a banner for Art in the Park at the July 23 picnic. The banner will be installed in the median at Fruitvale and Montana.

*Beautification.* The committee reported on the July 1 site visit with Zandile and Friends of Sausal Creek (FOSC) at the Bienati/Dimond creek overlook. Joint plans are being developed to remove ivy, inspect trees, replace and possibly reduce fencing, plant natives, and install signage and/or artwork. The city and the county will need to be involved as well.

*Economic Development.* Joey and Daniel reported on the progress of Cosecha’s contract for the firehouse through the city planning commission. If the contract is approved, the deadline for the new owner to open would be the end of 2018.

*Community Life.* Katherine updated the board on the committee’s effort to create a makerspace for youth, working with other groups and agencies. She and Ahmad have developed a program prospectus, which was distributed to the board in advance of the meeting. The big immediate challenge is finding a location. Various suggestions were offered for the committee to pursue, including setting up a container in the parking lot behind the post office.

*Finance.* Fran reported that Jenny Maxwell is now onboard as our bookkeeper. The Oaktoberfest 2017 contract has been sent to Daniel for review, after which it will go to DB&PA. Reconciliation of Oaktoberfest 2016 expenses and proceeds is still in process.

A discussion then followed touching on the DIA budget, expenditure approval and reimbursement procedures, and DB&PA cost-sharing. JoAnn will send out forms used in the past for requesting payments and the committee will develop expense approval and payment procedures to distribute. Daniel made the point that committees should be developing their goals and spending plans. Stan requested time on the next meeting's agenda to talk about DIA's budget.

*Communications.* Victoria reviewed the "DIA Events Publicity Checklist" that the committee developed and distributed in advance of the meeting. The intention is to help us be more timely and consistent in getting as much publicity—and therefore attendance—as possible for our meetings and events. The suggestion is that as soon as ad hoc committees are formed they meet and assign someone (or divvy up) the publicity tasks. The committee is happy to advise and help as needed. Also, Marion suggested that we work on recruiting volunteers to help put out A-frames in the future, since it is quite time-consuming.

*Oaktoberfest.* Daniel noted that we're only ten weeks away. All systems are go, and although the two-day event means more volunteer hours are needed, it also means that volunteers can work one day and fully enjoy the event the other day.

*Keep Dimond Clean.* Fran reported that although the 2017 fundraising campaign fell short of the \$6,000 goal, the KDC account has sufficient funds to cover expenses through July 2018.

*Public Safety.* Daniel reported that the OPD community resource officer and the walking officer did a commercial area walkthrough with committee members to identify locations where security cameras would be of most value. Two or three locations are nearly finalized and should cost less than \$2,000 to install and set up the backend monitoring system.

*Dimond Picnic, July 23.* Robert and JoAnn gave updates on event plans and publicity. Stan asked if the food trucks were paying for their own permits. (*Note: Following the meeting, JoAnn confirmed that they are.*)

*General Meeting, August 2.* Joey is pulling together the speakers for the program, which will focus on economic development in the commercial area. She will connect with Katherine and Ryan, also on the ad hoc committee. Victoria reported that the library community room has been reserved.

**5. Beautification Committee budget allocation requests.** Victoria summarized the two requests.

*Woodbine:* Tom Rose initiated a committee project to clean up and restore the Woodbine Corner area, a rock garden/native plant beautification project supported by DIA and Friends of Sausal Creek (FOSC) some years ago. The committee and FOSC did a site visit on July 1; FOSC arranged for Team Oakland youth to do major weeding in the area; and Tom researched the purchase of rocks to replenish the rock garden. A work party will be scheduled to place the new rock.

**ACTION:** Allocate up to \$225 from the Beautification budget to purchase replacement rocks for the Woodbine Corner rock garden. (Motion: Victoria; Second: Katherine; in favor, unanimous)

*Tree-well mulching:* In June, the Board approved \$680 to prepare and mulch an initial 17 tree wells in the commercial district. Chris Sheppard has completed the wells and the committee is ready to move forward with another 25 wells.

**ACTION:** Allocate \$1,000 from the Beautification budget to prepare and mulch another 25 tree wells in the commercial area using the services of Chris Sheppard, certified arborist. (Motion: Victoria; Second: Fran; in favor, unanimous)

**6. Website developer invoices.** JoAnn reviewed the final invoices from the web developer (\$1,300) and the database developer (\$400). Along with the initial payment of \$935, the total cost comes to \$2,635. The original allocation was \$2,000, approved in June of the previous fiscal year. Everyone agreed that this is money well spent for a very good outcome.

**ACTION:** Approve the additional expense of \$635 to be covered in the Outreach & Membership budget category. (Motion: JoAnn; Second: Joey; in favor, unanimous)

**7. Upcoming events planning.** Three events were discussed:

*Oaktobefest (DIA presence):* Ad hoc committee of Victoria, Joey, and Chris Harper was determined.

*October 4 general meeting:* Ad hoc committee of Marion, Ahmad, and Katherine was determined. The program will address homelessness, panhandling, and community life, possibly with a panel of speakers.

*December event:* Determination of ad hoc committee, date, venue, and event scope will be discussed at the next board meeting.

**8. Panhandling.** Marion reported that the letter approved at the last meeting, was sent out on the Dimond, Oakmore, and Glenview list serves. The letter discourages giving to panhandlers and encourages reporting illegal activity. A couple of responses were received expressing concern that involving the police would be punitive. The complexity and sensitivity of the issue, and approaches to resolving it, will be explored at the October general meeting.

**9. Discussion of past statements of mission and purpose.** This item was postponed until the next meeting due to lack of time. Board members are encouraged to read and mark up the compilation sent by Victoria, indicating which elements and language they feel should be carried forward in a revised statement, and noting new elements and language that might be added.

**10. Volunteer program development.** Katherine reported that she and Robert have spoken but requested that this item be postponed until the next meeting to allow adequate time to discuss.

**11. Caltrans park & ride renovation dedication.** Robert reported that the work should be completed in August, including the planting of 29 trees and about 100 plants. He will be in touch with Caltrans to plan a dedication event, possibly in September.

**12. Head Royce expansion.** JoAnn and Robert updated the board on the ad hoc committee's recent discussions. They and Craig will schedule a meeting with the head of school, Crystal Land. Chris Harper would also like to attend. The committee will encourage the school to release a draft updated master plan and proceed to public review and comment, rather than seek to implement changes incrementally without adequate public involvement.

**Adjournment.** Joey adjourned the meeting at 9:05 p.m.

**Next board meeting:** August 10, 2017

*Minutes submitted by Victoria Wake*