March 13, 2025
DIA Board Meeting

Members Present: Kevin Whittinghill; Chris Harper; Maria Rincon; Bret Peterson; David Gross; Victoria Wake; Zandile Christian; May Seto-Wasem; Judy Klinger

Members Absent: Alex Park; Jaime Watson

Guests: Craig Johnson; John Jacobs, Rolfe Kasling

1. Approval of Agenda and Minutes

MOTION: March agenda is APPROVED by acclamation.

MOTION February minutes, as amended, are APPROVED by acclamation.

2. Recent Accomplishments

- Volunteer & paid crews picked up 148 bags of litter during January
- Published March newsletter
- Economic and Business Development Committee has issued another reimbursement for broken windows (Saigon Nails)

4. Treasurer's Report

FY2025 Account Balances as of 3/13/25

BofA Checking: $95,726.72
BofA Savings: $5,196.14
BofA Total: $100,920.86 ($80,224.86)**

**Less Restricted Funds: $11,646 (FODP)
$1,550 (Judy S)
$7,500 (DMA)

WF Checking: $114,246.17
WF Savings: $3,067.98

WF Total: **$117,314.15**

Budget to Actuals as of 3/13/25:

Revenue
Budgeted: $92,196.41
As of 2/13/25: $79,205.45 (85% of budgeted)

Expenses
Budget: $106,650.00
As of 3/13/25: $48,520 (45% of budgeted)

Beautification Committee
as of 03/12/25

Project	Actual	Budget
Keep Dimond Clean	$26,756.99	$33,150
Dimond Public Art	$0	$16,900
Trees & Landscape	$758	$2,700
Dimond Shine 2025	$374	$5,000
General Ops	$11.52	0
TOTAL	**$27,891.75**	**$57,750**
52% REMAINING		

Economic and Business Development
as of 03/12/25

Project	Actual	Budget

Reimbursement Program for Merchants (still awaiting 2 applications)	$3694.68	$5,000
TOTAL	**$3,694.68**	**$5,000**
26% REMAINING		

Finance and Administration
as of 03/12/25

Project	Actual	Budget
Board Recruitment	$0	$250
Board Development	$819.02	$1,500
General Ops	$4,065.50	$4,600
TOTAL	**$4,912.02**	**$6,350**
30% REMAINING		

Public Safety
as of 03/12/25

Project	Actual	Budget
Increase Traffic Safety	$24.57	$1,000
Enhance security camera inventory	$744.59	$6,000
Printing + Postage	$64	$0
TOTAL	**$833.16**	**$7000**
83% REMAINING		

5. Discussion: Farmer Joe's Infocase

Board discusses refurbishing the info case on Fruitvale Ave, just outside the Farmer Joe's parking lot, which has fallen into disrepair. MAY got a quote for $6,000 to refurbish it. The discussion centers around the intended purpose for the case, and the actual work needed to bring it back into service.

General consensus is that the DMA (through MAY) will work on getting the art design, and the DIA (through DAVE / Beautification Committee) will assist in a plan for basic refurbishment (painting, plexiglass replacement, etc.) ZANDILE offers to manage the infocase going forward.

6. Discussion: Circus Bella

Circus Bella has performed in Dimond Park in the past, partly helped through DIA donations. They are asking now for direct financial help and assistance fundraising for a future performance date.

- Should the DIA contribute and how much?
- Are there board members interested in spearheading a fundraiser to bring Circus Bella to the Dimond?

- Current estimate for a show in Dimond Park is around $18,000, with approx. $10,000 needed from fundraising.

The date of a proposed 2025 event is June 15. Several members speak in support of pursuing the project, and VICTORIA suggests that one of the incoming Board members who has fundraising experience might be the ideal candidate to spearhead the fundraising. Members also discuss seeking contributions from other organizations such as Friends of Dimond Park and the Dimond Merchants Association.

7. Action: Volunteer of the Year

Board nominates Heather Harris and Don Foote to receive Volunteer of the Year awards for 2025. We will present certificates of appreciation plus a small gift at the General Meeting on March 26th.

8. Discussion: Board Elections

Current Board members proposed for the 2025-26 slate:

Zandile Christian
David Gross
Chris Harper
Judy Klinger
Maria Rincón
May Seto Wasem
Victoria Wake
Jaime Watson

New candidates proposed for 2025-26 slate:

Erin Brown
John Jacobs
Craig Johnson
Marjorie Jones
Rolfe Kasling

[The guests exit in order to allow the Board to deliberate in private]

MOTION: CHRIS moves fully approve the slate of candidates as presented. DAVE seconds. Motion is **APPROVED** unanimously.

[Guests return]

VICTORIA informs them of the results of the vote, invites them to attend the upcoming General Meeting where the general membership will vote on the entire slate of candidates. CHRIS reminds everyone to pay their dues before the March 26 General Meeting and come prepared to give a very brief speech introducing themselves.

General discussion ensues about the logistics of the General Meeting, specifically the election, and assigning people specific volunteer tasks.

9. <u>Discussion: 2025-26 Budget</u>

KEVIN updates the Board on the proposed Budget, discussing options on how to increase a "rainy day" fund and seed money for next year's Oaktoberfest. One option is to cap the restricted public art fund and move funds above a set amount to the operating budget. VICTORIA responds that the Beautification Committee has agreed to cap the fund at $25,000, and to forgo any contributions to the art fund from Oaktoberfest, unless the balance in the fund at the end of a fiscal year has dropped below $25,000, in which case the fund would receive up to 15% of DIA's portion of Oaktoberfest profits from the previous year's event. KEVIN states that his preference would be to cap the fund at $15,000

MOTION: Zandile moves to cap the public art fund at $25,000 *going forward* (but to retain the current fund amount at $33,000); and, for future years, to forgo the 15% annual funding from Oaktoberfest to the public art fund, as long as we have at least $25,000 in the public art fund at the end of the fiscal year. MOTION **passes** by a vote of 5-3.

VICTORIA suggests to put $1,000 into two different categories of Economic and Business Development: (i) retail space promotion and (ii) marketing, and that these expenses be shared between DIA and DMA.

MOTION: KEVIN moves to approve the budget, as modified. DAVE seconds. MOTION **passes** unanimously.

Meeting adjourned @ 9:15 p.m.
Minutes prepared by David Gross