April 10, 2025
DIA Board Meeting

Members Present: David Gross, May Seto-Wasem; Erin Brown (Zoom); Victoria Wake, Zandile Christian; Judy Klinger; Maria Rincon; Marjorie Jones

Members Absent: Rolfe Kasling, John Jacobs, Craig Johnson, Jaime Watson, Chris Harper
Guests: Rebecca Dean (District 4), Heather Siglin (affiliated with Daniel Swafford and Montclair, Laurel BIDs)

Meeting convened at 7:05 pm

1. Approval of April Agenda

MOTION by acclamation to **APPROVE** the April Agenda. Motion is approved.

2. Approval of March Minutes

MOTION by acclamation to **APPROVE** the January meeting minutes with comments. No opposition. January minutes are approved.

3. DIA Accomplishments

- Newsletter published
- 4th Annual Dimond Shine Event
- Seven community grants awarded
- General Meeting with League of Women Voters presentation on ranked choice voting
- collected approximately 160 bags of litter during March
- Volunteer of the Year awards presented to Heather Harris and Don Foote

4. **Treasurer's Report**

Bank Account Balances as of 04/10/25:

Bank of America
Checking: $88,189.85
Savings: $ 5,460.78

Wells Fargo
Checking: $114,096.17
Savings: $ 3,218.01

DIA Budget vs. Actuals Extremely Preliminary			
April 2024 - March 2025			
	TOTAL		
	Actual	**Budget**	**Remaining**
Revenue			
4100 Membership Dues	1,200.00	2,000.00	800.00
4110 Oaktoberfest Income	336,943.66	27,076.41	-309,867.25
4130 General Donations	2,428.30	1,500.00	-928.30
4150 Grant Income	25,000.00	25,000.00	0.00
4170 Fiscal Sponsor	19,267.92		-19,267.92
4200 Interest Income	0.70		-0.70
Restricted Donations			0.00
4140 KDC Donations	13,588.00	12,000.00	-1,588.00
4180 Restricted Grants	888.50	10,000.00	9,111.50
4190 KDC - DB&PA Co-Share Funds	13,705.00	14,620.00	915.00
5420 Julie Johnson Public Art fund		27,400.00	27,400.00

Total Restricted Donations	**$28,181.50**	**$64,020.00**	**$35,838.50**
Total Revenue	**$413,022.08**	**$119,596.41**	**-$293,425.67**
Gross Profit	**$413,022.08**	**$119,596.41**	**-$293,425.67**
Expenditures			
5100 Salaries and Contracts	196,085.79	49,700.00	-146,385.79
5150 Grants to other organizations / individuals	7,370.38	10,000.00	2,629.62
5200 Supplies + Materials	49,329.87	14,800.00	-34,529.87
5300 Printing + Postage	4,355.09	450.00	-3,905.09
5400 Fees + Licenses	3,817.59	550.00	-3,267.59
5450 PayPal Fees	1,363.59		-1,363.59
5500 Marketing + Advertising	4,752.29	8,350.00	3,597.71
5600 Technology	1,400.46	10,400.00	8,999.54
5700 Rentals	60,346.82		-60,346.82
5800 Other Expenses	5,368.18	12,400.00	7,031.82
5801 Share of OAKT Proceeds	36,747.45		-36,747.45
Unapplied Cash Bill Payment Expense	0.00		0.00
Total Expenditures	**$370,937.51**	**$106,650.00**	**-$264,287.51**

Net Operating Revenue	**$42,084.57**	**$12,946.41**	**-$29,138.16**
Net Revenue	**$42,084.57**	**$12,946.41**	**-$29,138.16**
Thursday, Apr 10, 2025 08:33:38 AM GMT-7 - Cash Basis			

5. <u>Dimond Shine Recap</u>

Congratulations to everyone on a successful 4th annual Dimond Shine, a neighborhood cleanup event focusing on the Dimond Business District.

<u>Objectives</u>:

- Bring out volunteers
- Raise awareness of the DIA and our continuing volunteer opportunities (KDC/ greening)
- Make visible, significant physical improvements

<u>Background</u>:

- DIA's fourth annual commercial-district clean-up event
- **Key elements of planning:** Marketing & publicity; Volunteer recruitment; Work project development; Equipment and supplies; Registration & communication; Refreshments

***<u>Participants</u>*:**

107 pre-registered showed up (63% show rate)*
37 registered on site

_____
143 participants total*

Comparison to 2024:

98 pre-registered showed up (57% show rate)
37 registered on site

_____
135 participants total
***increase of 6% over last year**

***<u>Results</u>*:**

- Collected 30 bags of litter
- Collected 50 bags of green waste
- Removed graffiti, tags, and stickers in about 75 locations
- Weeded and mulched 46 tree wells
- Cleaned 20 mosaics
- Cleaned and painted two sections of fence in the Bienati Parking Lot
- Weeded and mulched the Gateway Garden, Bienati Overlook, and the Bienati Parking Lot
- Repaired and painted information kiosks at Champion Transit Plaza and Farmer Joe's Fruitvale entrance
- Touched up St. Louis Veterinary Clinic's postcard mural to fix graffiti, removed graffiti from the windows, and repaired a damaged portion of the sign
- Touched up copper paint on 8 large planters
- In the days before and after the event, paid crews: Weeded the Champion Plaza and power washed 6 blocks of sidewalks in the commercial district
- In partnership with a local Girl Scout Troop, painted the Champion travel Plaza kiosk and the Dimond Merchants Association kiosk in Farmer Joe's parking lot.

6. <u>Fred Finch Letter of Support</u>

Fred Finch Youth and Family Services and Kaiser Permanente are launching a Specialty Crisis Stabilization Program for children with Autism Spectrum Disorder (ASD) and co-occurring intellectual and behavioral health disabilities. This program will offer short-term residential treatment with integrated behavioral and mental health interventions to stabilize youth and support their safe return home.

The proposed project involves:

- Constructing an 8-bed, 7,790 square foot crisis residential facility and recreation center on Fred Finch's Oakland campus, replacing the existing gymnasium.
- Completing construction and starting services within 18 months.
- Expanding crisis residential services for Kaiser beneficiaries with ASD or similar disorders.
- Providing comprehensive care that integrates behavioral and mental health support for effective
- stabilization and timely reintegration into home environments.

They have asked us for a letter of support for the project. *After a general discussion, the Board recommends to ask Fred Finch to provide us with a sample letter.*

7. <u>Circus Bella</u>

Circus Bella has performed in Dimond Park in the past, partly helped through DIA donations. They are asking now for both financial help as well as assistance fundraising for a future performance date. The current ask is $10,000 to fund a performance this summer.

ERIN gives a summary of the status of the project and her efforts thus far. She has worked with VICTORIA, other community members from Friends of Dimond Library, Friends of Dimond Park, some private donors, and the circus fellows themselves. We were able to get the funding — we had a lot of engagement. However, the City park supervisor tells us the timeline for these projects tends to be closer to six to 12 months. So, there is not enough time to get approval before June or July, when Circus Bella is available. It looks like we could do it 2026.

We're also planning to write a playbook, not just for Diamond Park in our community, but also across Oakland, so that anyone who wants to put on an event somewhere can do it effectively and more easily.

8. <u>District 4 Report</u>

REBECCA: We're quickly approaching the city budget cycle to approve new two-year budget or fiscal year 25 to 27. The council members have already shared their top priorities for the budget with the city administrator.

CM Ramachandran's number one priority is public safety, so maintaining funding for police, fire, and crime prevention. Regarding our office's efforts to reopen fire stations, we can report that the stations will reopen in May, and no other stations will be closed at least until then of June.

The acting mayor will propose a budget by May 1st. At that point, the council members will all be hosting town hall, time and date to be announced. We'll invite constituents to attend, and after that, each council member will put together their proposals. By June 30th, the final budget will be approved.

Rebecca reports that some projects are not funded because the City has not sold the bonds the voters authorized them to sell to raise funds. The City claims the market is too volatile. CM Ramachandran is pushing for the City to sell bonds.

ZANDILE asks Rebecca about the abandoned trailer on Champion St. The office has received a lot of calls on this. Members also discuss the recent rash of illegal dumping and side shows, particularly the police.

9. <u>Good of the Order</u>

ZANDILE suggests we think about our check-signing process to make it easier. MARJORIE advises that the treasurer should not be a signor. Also, banks normally don't enforce the two (2) signature rule.

One solution is to pay with electronic checks, which would avoid the fraud / embezzlement issues inherent with Zelle, and would eliminate the hassle of writing paper checks.

10. <u>Officer Elections</u>

Board members voted on the officers for 2025-26. The results are:

Chair:	David Gross
Treasurer:	Marjorie Jones
Recorder:	Judy Klinger

Meeting adjourned @ 9:03 p.m.
Minutes prepared by David Gross

ZC
JJ
CH
MR