September 11, 2025
Dimond Improvement Association
Board of Directors Meeting

Members Present: David Gross, Chris Harper, Maria Rincon, Rolfe Kasling, Zandile Christian, Victoria Wake, Judy Klinger, May Seto-Wasem, Craig Johnson

Members Absent: John Jacobs, Marjorie Jones Jaime Watson

Guests: Mimi Rohr, City Council District 4 office, Robin Gibson

1. Approval of Agenda and Minutes
MOTION: September agenda is APPROVED by acclamation.
MOTION: October minutes, as amended, are APPROVED by acclamation.

2. Chair's Report
- Fred Finch Impact Celebration, Oakland Museum of CA, September 25th @ 6:00 pm David got 2 tickets; needs a date.
- Oaktoberfest, Weekend of October 4th-5th
- Dimond Lights, Saturday, November 8th

3. Treasurer's Report
Bank of America Checking: $104,545
(Friends of Dimond Park funds are in account, but not showing here)
Bank of America Savings: $5,847
Wells Fargo Oaktoberfest Checking: $30,272
Wells Fargo Oaktoberfest Savings $3,818

4.Issue: Repair of Skip Mural
Mural is at end of BofA parking lot; photos of graffiti damage provided
DMA's contract with artist (Robin) provides they are responsible for repair. DMA would like DIA to contribute. Original cost: $21,321. DMA pd $18,000 and DIA pd $6,000. There are two repair avenues; one much more costly. The difference centers on simply fixing the graffiti or doing a "full repair" by covering the whole mural with a newer, better varnish.

1. Full repair entails fixing the graffiti, covering with the new varnish, renting scaffolding or bucket truck and getting insurance to cover easement. Costs: fixing 240 sq ft $7,200; varnishing labor $7,200; varnishing material $2,400; bucket truck $3,000. Total = $19K
2. Fix graffiti, and repair w/o varnish, which leaves mural vulnerable to more graffiti.

DMA asks for $4,500 from DIA for full restoration. If just repair, they will seek smaller amt.

Discussion around certain monies DIA has that might be used for project. DIA indicates monies under discussion are earmarked and need Beautification and/or CEVO to make these decisions. Will report back next board meeting.

Fundraising: Robin willing to make prints of mural for sale.

5. Update: District 4, Mimi Rohr, CM Ramachandran's office

- Mimi – No update on sideshows; Suggests duel mtg w DIA and 22X for Josh Rowen, Director of Transportation.
- Mimi – illegal dumping, on city's radar, there may be a bit more money for it
- Mimi – CM JR on way to DC to seek $$; Notes fire station up in Redwood is reopening for first time in many years and having reopening party.
- Mimi – Long mtg of Public Safety Committee re possible new encampment policy. Debate over whether or not it criminalizes homelessness. If new policy not enacted, would lose County $$ + increase work of police and fire. No resolution; in committee.
- Mimi – 2025 MacArthur "Gift Store." Per CityCity can do. (We can still do a neighborhood petition)
- Board – Update on BoA? We haven't been at all involved in project by developer!

6. Update: Oaktoberfest

- Ticket Booth Assignments done
- Info Booth needs staffing; Chris asks bd members to stop by to relieve him for bio breaks; He will send out email seeking staffers or break volunteers
- How will MacArthur sewer pipe replacement affect us? Daniel and Farouq are monitoring it

7. Dimond Lights– Sat 11/8,

- Adds hyper-local artistry and action to the Dimond, DIA & DMA joint venture
- Looking for vendors, 10 secured, no upper limit, diversity important, packaged food stuffs ideal
- Bd asked to distribute advertising cards & share electronically
- May needs help with A-frames, distributing posters, setting up, break down, day-of fair ambassadors, coffee service table,

8. Update: Business Directory

- Craig: Database of owners well-populated; tenants coming along. Got 200 or so, Bd works on filling in 30 blank spots

9. Update: Committees

A) Economic & Business Development

- DimondOakland.org landing page for Dimond District
- BoA property: Since developer not in contact with us, suggested DIA facilitate community meeting between neighbors and developers for public comment as one of our general meetings
- Blockbuster….? No one has heard from developer lately

B) Beautification

- KDC has raised $772 tabling, near $13,000 goal
- Bienati still needs lead
- Sidewalk steam cleaning – 4 spots tdb, but Bay Area Clean Team fellow, who knows how to operate machine, no longer there.
- CVS to have 15 employees perform beautification tasks; Redwood Day students to arrange days to help KDC
- Shout out to several Dimond Folks who are stalwart reporters to the City and Caltrans about illegal dumping and other illegal situations

C) CEVO

- Grants: on track
- League of Women Voters do presentation re prop 50?
- Sidewalk cleaning with Farouq. He has a commercial power washing machine, wants us to go around to businesses and seek subscription ~$50/merchant. Requires hiring a person who knows how to do it. Farouq wants every 3 mos. Ideally. Power washing requires lots of H2O, costs ~$3K
- 2-Star Thanksgiving support:
    - Zandile & Maria willing to decorate & bus tables, serve food.
    - Still needs a commercial kitchen

D) Public Safety

- No report

10. Good of the Order

- None

Meeting adjourned at 8:54pm