October 9, 2025
Dimond Improvement Association
Board of Directors Meeting

Members Present: Victoria Wake, Marjorie Jones, Craig Johnson, John Jacobs, Zandile Christian, Jaime Watson, Maria Rincon, Rolfe Kasling, Chris Harper, David Gross

Members Absent: Judy Klinger

Guests: Mimi Rohr

1. Approval of Agenda
MOTION: October agenda is APPROVED by acclamation.

2. Approval of September Minutes
MOTION: September minutes are APPROVED by acclamation.

3. Chairs Report
- Tips at Oaktoberfest.
- Ticket Booth Issues and other things noted.
- DIA has agreed to be fiscal sponsor for Judy Schonebaum if she is awarded a new grant for her art class program.
- New York Times article on illegal dumping in Oaklandside.
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4. Treasurer's Report
Looked at Budget vs Actuals

5. District 4 Update
Oaktoberfest Great
NYT/Waste - There's money talk at the city council
Encampment Abatement Plan - Still in committee. Ramachandran is not on Public Safety committee so her input is not as direct. It will be a long process.
Councilperson Ramachandran has been to DC. Success is unknown.
No news on Police Chief resignation.
Diwali Party in two weeks. Councilperson Ramachandran is helping a non-profit to produce it.
See newsletter for more events.

Questions
1. Development at 2154 MacArthur. BofA. Planning Department suggests that developer meet with the community. Do we want to have a meeting? Consensus is yes. Currently the project is in the initial stages. Formal proposal has not been made.

Lots of talk about possibilities. David will contact the attorney who he knows because of mural work.

2. Have things settled down at the Mac Stop Shop?

3. Fruitvale and Lyman pedestrian safey & siideshow abatement at Mac/Fruitvale (Mimi says money was there. Doesn't know what the delay is.)

7. Caltrans Lot Closure

Fences up, lot clean, closed off. Loss of school and church use. Much discussion about what we can do with the lot. We need to get names and numbers. Mimi will. Rolfe will contact Caltrans District 4 to express concern about closing. Victoria will connect with the casual carpooling group.

6. Dimond Lights

Dimond Lights is Saturday, November 8, 2025! We need volunteers to help spread the word by hanging posters throughout the neighborhood. See the volunteer spreadsheet.

- All Media in hand, sent in May's email. Please share with your circles!
- Most vendors confirmed, roughly 5-7 slots remaining.
- Volunteer Needs: (Most shifts 2 hours or less)
- Modified to be a shorter event this year (4hrs)

NOW!

- Postering (2 helpers for the Dimond, volunteers for outside of the Dimond)

8. Committee Updates see slideshow

Beautification

- KDC Fundraiser stands at $13,422
- 119 bags of litter collected in September
- 22 CVS volunteers participated in KDC on 9/22
- KDC representatives met with Public Works on 10/8
- Working with Redwood Day School to have middle schoolers participate in up to 16 Wednesday KDC litter walks Jan-May 2026
- Committee endorsed contribution to Skip mural repair up to $4,500

- Also art project for roll up doors on three store fronts to the right of Two Star being pursued by property owner Ford Johnson.
- Working on Ellipse project to get liability insurance for artist during installation
- New project for mural on Southern Cafe building in exploratory phase
- Graffiti removal at Diamond Auto done.

Economic & Business Development

- **Business dataset for the Dimond**
    - 100% of Property Owners Identified
    - 79% of Commercial Tenants (58/73 occupied storefronts) Identified
- **Website**
    - DMA is dealing with a technical issue to be resolved, blocking launch
    - DMA considering hiring a freelancer to providing finishing touches
- **Chase ATMs**
    - Victoria reached out to 7 On Your Side
- **2010 MacArthur Awnings**

Victoria gives details about the poor state of repair of awnings on building to left of Two Star parking lot. Leads to much talk about funding some facade improvements.

CEVO

- Rolfe volunteers to store the new A-Frames!
- Discussion to organize General Meeting next week.

Public Safety

- Saucey Hut Camera Equipment
    - Daniel has retrieved, confirmed in good order
    - Working with China Gourmet for placement
- Oakland's MACRO non-emergency response team gets $1M in state support extending community reach
    - PS discussing ways to support getting word out to merchants/community
    - Rolfe following up directly with Macro
- Safety Ambassador Program may return for the coming year.
    - Would begin Dec.1st if so, per Daniel Swafford. Stay tuned!

Meeting Adjourned 8:56 PM

Respectfully submitted by Chris Harper 11/6/25