November 13, 2025
Dimond Improvement Association
Board of Directors Meeting
(NOTES only. Not official minutes as quorum not present)

Members Present: David Gross, John Jacobs, Craig Johnson, Rolfe Kasling, Maria Rincon, Victoria Wake

Members Absent: Zandile Christian, Chris Harper, Marjorie Jones, Judy Klinger, May Seto-Wasem, Jaime Watson

Guests: Jenn Biehn, Good Guest Dimond; Mimi Rohr, City Council District 4 office; Daniel Swafford, Oaktoberfest director

1. Approval of Agenda
In the absence of a quorum, formal approval of the agenda was skipped.

2. Approval of Minutes
In the absence of a quorum, the October meeting minutes were not approved.

3. Chair's Report
DAVE reported on the tour he and Mimi participated in at the new south campus of Head-Royce School. The new facilities–including a robot lab, maker space, and choral room, along with plentiful open space–are impressive. The original plans to build a performing arts center and a pedestrian tunnel under Lincoln Ave. between the two campuses were shelved, presumably due to lack of funds. DAVE commented that the car traffic through the neighborhood has been substantially reduced with the new drop-off/pick-up loop created on the south campus.

4. Treasurer's Report
The budget vs. actuals report, and an assets and liabilities report, were projected and briefly discussed. JOHN asked to have a better understanding of where we stand on available, unallocated funds, perhaps through an additional report version. Others agreed, and VICTORIA will talk to Marjorie about it.

5. Oaktoberfest 2025 Update
Daniel reported the good news that profits will likely be ~$100K (~$50K each for DIA and DMA). Ticket/drink sales were approximately $230,000 (an increase from last year) and vendor booth rentals were up 24 percent. Some financials are still in process and Daniel will present a full report later, including a breakdown of ticket sales by type, including tips.

Comments and suggestions from board members included:
DAVE: Could we look at simpler pricing and/or better signage to help attendees understand more easily and save time when purchasing?
ROLFE: Could we have one (or more) lederhosen-clad barkers on elevated stands calling out directions and instructions?
CRAIG: Some merchants are not happy with the event and even close up for the day. How can we make the event more beneficial to them?

VICTORIA: Let's have a work session in April or May to go over these and other suggestions (as captured by JOHN in a list right after the event) well in advance of the 2026 event.

6. Announcement: Jenn Biehn, Good Guest Dimond

Redwood Day School, Good Guest Dimond, and the Sogorea Te' Land Trust will present "From Erasure to Rematriation: A Journey of Healing and Reclamation," on Saturday, Nov. 22, 1-4 pm at Redwood Day School. Good Guest Dimond is a group that encourages Dimond District residents, business owners, schools, and community groups to engage thoughtfully with the Ohlone land we live on and the indigenous people in the area. Jenn invited board members to attend and publicize the event. She would also like to work with DIA in the future.

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

- Upcoming meetings:
    - 11/18, 6pm: Council's Public Safety Committee to address Flock cameras
    - 12/1, 7pm: D4 forum on City charter reform facilitated by SPUR and League of Women Voters (Janani participating), Redwood Heights Rec Center
    - 12/2, 3:30pm: Full Council considers Encampment Abatement Policy
    - 12/13, 11am: Ramachandran holds D4 Advisory Committee meeting open to the public (Dimond library)
- Bank of America property (2154 MacArthur). Mimi will ask the City planner on the project to meet with us. DAVE's attorney contact at Dollinger passed along our request for a meeting with the developers, but no response to date.
- Caltrans is conducting a study on lifting the large-truck ban on I-580. Ramachandran has not taken a position. Add yourself to mailing list at https://lp.constantcontactpages.com/sl/oX4UN69. Daniel recommends DIA get on the stakeholder group.
- D4 office is organizing a Warm Coat Drive, 11/17-12/17, working with East Oakland Youth Development Center. A bin will be set up at Two-Star Market.
- Ramachandran and Councilmember Unger are expected to propose a small business license tax holiday for 2026.
- JOHN asks about status of traffic safety measure at Fruitvale/Lyman and sideshow deterrent measure at Fruitvale/MacArthur. Mimi says DOT continues to say that they are "near the top" of the list, but she suggests sending her an email with the query and she will forward to DOT Director Rowan.
- Rebecca Dean will return from maternity leave on a limited basis starting next week. Mimi will continue in the office at least through the end of the year.

8. Update: Committees

Economic & Business Development

- JOHN presented a proposal outline for a "Dimond Storefront Enhancement Grant Program" to help merchants and property owners improve the appearance of their street-facing exteriors. He suggested funding a pilot of 5 storefronts with maximum grants of $2,000 each, and some level of match from the grantees. He'll flesh out the proposal for board review and possible approval at the next meeting. DAVID and VICTORIA will identify available funds in this year's budget that could be used for the pilot.
- Members brought up other ideas for commercial area improvements, including bistro lights and a unifying graphic element.

Public Safety

- ROLFE is up to speed on accessing footage from security camera systems at Cybelle's and Flavor Brigade; he'll work on the same for cameras at Grand Lake Kitchen.
- ROLFE submitted a CSR (customer service request) to Caltrans about the closure of the parking lots; he was redirected to the Traffic Operations unit, but has received no response. CRAIG will make a public records request to find out what Caltrans' original obligation re: the lots was.
- ROLFE contacted MACRO about info cards/sheets to distribute to merchants so they are better informed and can easily call the program when needed; MACRO doesn't have something like this but a MACRO field person Rolfe met offered to create a sheet.
- Earlier in the meeting, Daniel reported that the City has allocated $300,000 for a two-year safety ambassador program in the Laurel and Dimond.

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

VICTORIA brought up the good response we're getting on the Q&A section in the newsletter, and asked if others can take on writing up answers from time to time. CRAIG volunteered to write an update on the BofA property.

CRAIG brought up the obligation of residential property owners to fix sidewalks within a certain timeframe after purchase. Assuming the same applies to commercial property, he questioned why Dollinger (old BofA) hasn't fixed the big sidewalk problem along Fruitvale next to its property.

DAVE got a thumbs-up on having a holiday gathering for the board and spouses, as we did last year. He'll organize that.

Meeting adjourned at 9:02pm