

**Dimond Improvement Association**  
Board of Directors Meeting - January 12, 2023

**Board Members Present:** Ryan Romaneski; David Gross; Chris Harper; Victoria Wake; Bret Peterson; Charlie Deterline; Judy Klinger; Jay Ashford; Heather Harris; Alex Park; Zandile Christian; Anoush Jackson-Sattler; Marty Wunsch; May Seto-Wasem; Julie Johnson; Erica Perez; Kevin Whittinghill

**Board Members Absent:** Phyliss Martinez; Michaela Sangalli-Guilano; Lindsey Berking; Chris Palomares

The meeting was convened at 7:00 p.m.

**1. Agenda Approval.**

**ACTION:** Motion by MARTY to approve the Meeting Agenda, BRET seconded. The motion to approve the Meeting Agenda was APPROVED.

**2. Minutes Approval.**

**ACTION:** Motion by BRET to approve the November meeting minutes. CHRIS H seconded. The motion to approve the December meeting minutes was APPROVED. MAY and ERICA Abstained.

**3. Chair's Report.**

RYAN thanks everyone for a great retreat held on Jan. 8. RYAN is working on some of the items discussed at the retreat (e.g., how we handle difficult discussions as a group and updating meeting structures so that everyone can weigh-in on discussions).

Annual Board Check-ins have been completed with about half of the Board Members. Please schedule your check-in if you have not done so.

Regarding planning and budgeting: Committees should be finalizing plans and goals and drafting budgets by Feb 3.

RYAN is working on revenue assumptions for the coming year:

Membership Dues: \$2500

Donations (general): \$1000  
Donations (KDC): \$10,000  
Event (Oaktoberfest): \$21000  
Event (Oaktoberfest - DBP&A cost share) \$16000  
Event (other): \$2500  
Grant (BID - City of Oakland): TBD  
Grant (Public Art - Dimond Public Art): TBD (this is a Board-restricted fund)

The various committees should confirm these general assumptions.

#### **4. Treasurer's Report.**

We expect an Oaktoberfest final accounting by 2/1/23. The estimated gross revenue from Oaktoberfest is \$345,000. Projected expenses are \$303,000, netting \$42,000 (\$21K each to DIA and DBP&A).

CHARLIE suggests we have members of the Oaktoberfest Steering Committee to stick around for a few minutes after the February meeting to discuss the Oaktoberfest final accounting. KEVIN agrees. RYAN suggests that JULIE can pull historic Oaktoberfest reports for comparison.

BID Reimbursement: we will be submitting up to \$45,000 in reimbursement requests to the City of Oakland for certain expenses related to the BID.

#### **5. For the Good of the Order.**

JUDY: Thanks for the lovely retreat. Re Oakland's Most Powerful gym ("OMP"), JUDY confirms that the gym was destroyed. It would be great to send them a sympathy note. The Bienati Overlook was unharmed. RYAN notes that the Oakland facade and tenant improvement program is open right now, with grants up to \$7500, and suggests that this might be worth pursuing for OMP.

VICTORIA gives an update on the storage container. She inquired about security issues. The reps from Allied say break-ins do happen, but not very often. It's not a regular or constant prospect. The container in the parking lot belongs to La Perla.

ALEX reports on mail problems and wondering if this is a widespread problem. Several other members also report they are having mail problems. CHRIS H reports that mail has been reported as an issue on the Glen Friends site.

BRET suggests asking commercial owners about unused second story space as a possible alternative to our storage needs.

ZANDILE reports that Bank of America is operating on a reduced staff basis. They are closing in April, but it may be hard to get stuff done in the meantime.

## **6. District 4 Update.**

We don't yet have a representative from Council Member Ramachandran's office. There will be a meet and greet on Jan 24. DIA reps will be there, so hopefully we can connect and arrange for a rep from the District 4 office to attend our meetings.

## **7. New Board Member Recruitment**

RYAN recaps Board recruitment plans for those who weren't at the retreat. The idea is to provide some consistent language we can use in advertising and recruiting for new members. Discussion ensues over our proposed description of Board Members' roles and expectations.

ERICA proposes edit to description of Board Members' Role: "represent and advocate for *community on behalf of* the DIA" CHRIS: but it's a question of membership; technically, we represent the membership, not the community as a whole, per the Bylaws.

ALEX: regarding the requirement for participation in standing committees, the ad hoc committees can be pretty demanding, so I wouldn't fault someone for spending less time on standing committees.

BRET: I'm open to allowing members to make a firm commitment to serve on one (1) committee, but serve as a "reserve" on another committee. JUDY agrees with the concept, but wonders how it would work equitably in reality. RYAN: technically, this is the Chair's decision (per the bylaws); but, the feedback and discussion is helpful.

ALEX wonders if there is realistically a way to have a two-tier Board membership, so you can be on one "busy" committee and one "not so busy" committee. RYAN: "Busy" is in the eye of the beholder. Another idea that has been floated is that if you chair a committee, maybe you don't have to serve on a 2nd.

Regarding the requirement that Board members respond to DIA e-mails in a timely manner (within 48-72 hours), CHRIS notes from past experience that it can be challenging when people leave town, and that we should encourage using vacation notices on our e-mails. He suggests that Board members should let people know when they are unavailable for an extended period of time. DAVID notes that the requirement is helpful in a more general sense to alert Board Members that this is an e-mail intensive Board, so if they are not used to using e-mail in their day-to-day life, they should expect to do so as a Board Member.

Regarding the requirement of volunteering at Oaktobefest, VICTORIA observes that it should be equally important to volunteer at Dimond Shine. ALEX wonders if this has ever been an issue for Board Members because it can be physically demanding for some. Should we consider an adjustment to accommodate people for whom this can be a challenge? KEVIN notes that we take this into account when interviewing Board Members and we try to maintain a balance of people who can do the physical work vs. those who might find it more challenging.

From the retreat, these were reported to be the most important factors in selecting new Board Members:

1. Racial / ethnic diversity
2. Professional experience
3. Community / industry connections
4. Personal qualities

and the least important:

5. Organizational connections
6. Age diversity
7. Financial resources
8. Gender diversity

RYAN asks people to discuss specifics in break-out groups and to e-mail a summary of their suggestions to him.

RYAN solicits interest for volunteers on the Nomination Committee. Members can expect to spend about 10 hours per month.

## 8. BID Formation Update and Next Steps

BRET reports on meetings between Leadership and Steering committees. We have reviewed the survey. Responses focused on: safety, cleanliness, beautification, and economic development as top priorities. We are drafting a Management Plan Summary. DBID Steering Committee will review and present the Management Plan to the Board at the February meeting. There will be three (3) stakeholder meetings to present the Plan: Feb 15 (evening, in person); Feb. 16 (morning, in person); and Feb. 24 (midday on Zoom)

The Map region has been updated - some sections have been removed (e.g., parts of Dimond Ave and Champion St.) to reduce participation from residential areas.

BID Services: these are the three main areas of service, along with proposed budget expenditures, which will be described in the Management Plan:

1. Environmental - Clean, Safe, Beautiful and Welcoming (\$160,000)
2. Business Development and Vitality (\$40,000)
3. District Management and Advocacy (\$70,000)

Assessment Rates will run from \$.065 to \$.078 per lot+building square ft. The assessment formula includes both lot square footage and building frontage.

In light of some concerns by the general public as expressed on social media, HEATHER asks for clarification on who will be involved in the community meetings. BRET explains that the meetings are for the property owners, since they are the people being taxed; but it would be a good idea to open it up to the community at large. It's best to be as open as possible as early as possible.

MARTY asks what percentage of business owners participated in the survey. BRET / RYAN: we're still receiving responses, but have received about 20 so far.

JUDY suggests that we conduct outreach on social media to educate the public about the BID. MAY reports that there is a set of FAQs on the DIA website already, and suggests it's a better idea to engage with the public in person at the community meetings, and our efforts may be better spent encouraging people to attend the meetings.

## **9. Managing DIA Events in FY23-24**

RYAN will establish a standing Oaktoberfest committee. Will meet monthly like other committees.

Beautification Committee will manage Dimond Shine, but VICTORIA stresses that it is a big event that required the participation of every Board Member last year. Beautification will need help from the rest of the Board.

An open question is how to manage summer and winter events (e.g., Movie Nights, Picnic in the Park, Dimond Lights, Circus Bella). RYAN will reach out to the CCI committee offline to see if they are willing to take on one or more of these events.

## **10. Dimond Shine Planning.**

VICTORIA provides a summary of last year's event, describing the objectives and key elements of Dimond Shine.

There were 141 total participants. We spent \$7400 last year, and we have budgeted \$3700 for this year.

Date of event: Mar 25, 2023

We are looking for more ideas of projects to take on, whether staffed by volunteers or contracted out to the City or private parties.

We will plan to re-use last year's branding and design, with some minor improvements

RYAN suggests we include the Caltrans lot in our scope of work, and to reach out to merchants to ask if there is anything we can do for their business (e.g., cleaning awnings / facades).

MAY suggests that it may be beneficial to have multiple Dimond Shine events throughout the year, rather than one big annual event.

ADJOURNMENT at 9:12 pm.

Minutes prepared by David Gross