

Dimond Improvement Association
Board of Directors Meeting - February 9, 2023

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

Board Members Absent: Charlie Deterline; Phyliss Martinez; Michaela Sangalli-Guilano; Lindsey Berking; Chris Palomares; Zandile Christian

Guests Present: Iris Merriouns from D4; Daniel Swafford

The meeting was convened at 7:03 p.m.

1. Agenda Approval.

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

2. Minutes Approval.

ACTION: Motion by JAY to approve the November meeting minutes. MARTY seconded. The motion to approve the December meeting minutes was APPROVED unanimously.

3. Chair's Report.

Board Member check ins still need to be scheduled.

Draft letter of Board priorities to Janani's office; through discussion and polling, we should come up with 3 things we want D4 to focus on. VICTORIA suggests sending around an e-mail getting input from Board members. KEVIN suggests a Google survey.

ACTION: VICTORIA moves that the Board start discussion and compile data via a survey, to draft a priorities letter to be drafted and sent to D4 outlining our top three priorities we would like to see addressed.

JUDY SECONDED. Motion was APPROVED unanimously

MAY volunteers to draft the survey

JUDY asks IRIS for input on the universe of issues facing the district. IRIS mentions (i) building housing along MacArthur and (ii) the increase in crime. Janani is meeting with department heads now. There will be a March 3 in-person pre-budget meeting.

4. Treasurer's Report.

Committee Chairs should review their budgets vs actuals from last year and compare their proposed budgets for FY24 and send Julie any changes.

5. For the Good of the Order.

MARTY raises issue of tattered flag at Post Office. She will get a hold of our representative and see if anything can be done about it.

VICTORIA: we're gearing up for the 2nd annual Dimond Shine event on Mar 25, 2023. VICTORIA will send out an update to the whole Board next week for everyone to sign up. The link for volunteer registration link will be included in the newsletter.

HEATHER: thank you to VICTORIA for setting up a volunteer appreciation party last week, and thanks to MAY for hosting at GLK.

6. District 4 Update.

IRIS MERRIIONS [filling in for AMBER CHILDRESS] from the District 4 office:

We're meeting with department heads to strategize for uplifting business corridors to get protection against crime in our area. There were incidents at Bombera - a couple of mattresses were dumped; and there was also a break-in.

The District 4 office is being pressured by the City to handle everything through 311. The process is that the complaint comes into the call center and goes out to various departments. There may be multiple departments involved, so residents should follow up with D4 and keep the case number for reference.

The City Administrator job is in flux - we have a temporary administrator while we wait for the permanent assignment to arrive.

City Hall is going back to Tuesday meetings (rotating full council and committees on every other Tuesday).

Public Safety Committee is the committee we should go to with issues related to crime.

The website - oakland.legistar.com - contains a schedule of committee meetings with dates/times and agendas posted. You can subscribe and get automatic notifications.

VICTORIA offers to send D4 our data of recent crimes compiled by the Public Safety Committee.

7. **CRO Johnson**

Not present.

8. **New Board Member Recruitment**

BRET: an initial request was sent out via listserv. We'll also be using FaceBook and Nextdoor. The Board discussed membership criteria at the Board retreat, and a consensus was reached to prioritize racial and economic diversity.

We recently sent a survey around to get input from the Board re expectations for time commitment for incoming Board members, and we are focusing on growing membership on committees as well (not necessarily just Board members)

Next month, we will be interviewing candidates and come up with a list for the Board's review. A vote will be held in April. Our goal is to have a slate of 4-6 candidates. RYAN is inquiring about nominations from current board members through his annual check-ins. We want to recruit business owners. Possibilities suggested: Southern Cafe, Bar 2100, Los Comales.

ALEX, ANOUSH and BRET are the ad hoc committee. E-mail suggestions to: nominations@diamondnews.org

9. Oktoberfest Financial Report

DANIEL SWAFFORD reports on Oaktoberfest. Thanks to DIA for participating in a successful event after 2 down years due to COVID.

Income Summary:

Total revenue: \$345,106 (up 10% from 2019)

We will probably end up with a split of \$18,500 between DIA and DB&PA.

ALEX: what are the security plans for the day of event, considering how much money is involved? DANIEL: we have a great relationship with City of Oakland which enables us to get assigned officers; we also have private security of our own.

HEATHER asks about tips at the event through Square; DANIEL: all tip revenue was treated as income to the event. MAY raises a question about proper allocation of tips – what was intended by the event goers? Tips go to individual workers or to the event's general fund? DANIEL reports that we received approx. \$4000- \$5000 in tip revenue, and he suggests that next year we indicate on signage that all tips will count as contributions to the community, so there is no confusion.

10. Managing DIA Events in FY23-24

We've discussed how to handle this, but haven't made a decision. Based on budget proposals, the only event officially picked up is Dimond Shine, which is the responsibility of the Beautification Committee.

Historically, events largely lived within committees, and we had fewer events. Also, sometimes a single board member would spearhead a particular event (e.g., Circus Bella)

To clarify how events should be run, we decided at the retreat that we would try a different structure. The events are large enough (or perhaps too large) to reside on a single committee. Also, some events don't fit neatly into a single committee. One idea was to form ad hoc event committees for the purpose of organizing the event, and then dissolve.

General question for discussion: should we assign certain committees as the leads for certain events? The idea would be that anyone can participate, but the

primary responsibility will be seated in a particular committee. Do we want to organize a summer and winter event? If so, we need to decide now and include them in the budget.

BOARD DISCUSSION ensues regarding the general event calendar and how to staff it.

Re Movie Nights, BRET suggests limiting it to just one night, and not do it in the summer because we have to start so late. Possibly one movie event in October?

MARTY questions whether the CCI committee, as currently constructed, is able to handle a large event.

CHRIS H: Circus Bella was quite popular, and if we want to bring it back, we need to act quickly to make sure we have access to the park.

JUDY questions whether we want to take on major events when we have so much going on with the BID, and DAVID asks that we consider not have a Winter event because of time constraints with the holidays and end-of year responsibilities.

ANOUSH, representing M&O Committee, suggests we bring back Circus Bella as a summer event. If not Circus Bella, then some other neighborhood event in the summer. They also would like to see Dimond Lights come back; it's a great way to connect with local businesses. It's another opportunity to highlight and support local businesses.

M&O has budgeted \$3500 for 1 event.

BRET will work on the Economic Development Committee budget to include money for 1 movie night.

11. FY24 Budget

RYAN reviews Revenue assumptions for FY24. Right now, we have a shortfall of about \$43,230 (30%); we need to discuss what to do about it and adjust budget accordingly.

Regarding Dimond Public Art, there is an annual movement of funds from the general fund for purposes of a public art project (this is Board restricted income). RYAN recommends we waive the board restriction on public art (10% of Oaktobberfest income);

also we can draw down board-restricted prudent reserves (currently \$35,000); draw down on board-restricted public art fund (currently \$17,460); increase fundraising for KDC (\$2000-4000).

Group discussion follows re pros and cons of waiving the set-aside for Dimond Public Art. VICTORIA suggests we should explain the public art set-aside so people can make an informed decision; there are projects currently underway that could draw down on most or all of the money currently set aside for public art.

Regarding the BID, VICTORIA asks what portion of the budgeted money is going to be the responsibility of the DIA? RYAN: right now, the amount is the difference between the total cost of the Feasibility Study contract and the amount secured from the City and County.

NEXT STEPS for finalizing the budget: Committees should go back and, by the end of February, make reductions (20%, 30%) and see what that would look like. This is to provide the Board with a working set of assumptions with which we can

12. BID Formation Update and Next Steps

BRET: we need to approve the Draft Management Plan; three (3) stakeholder meetings are scheduled for February 15, 16, and 24.

Proposed budget is \$280K per year, and a majority is going to “clean, safe, beautiful” and “welcoming services”. Funding calculation is based on linear frontage and building square footage. We are applying for a 10 year term. We have to get approval of 30% of the represented property owners (based on square footage) to proceed to City Council

ACTION: Motion by BRET to approve the Draft Management Plan. DAVID seconded. Motion was APPROVED unanimously.

Adjourned at 9:04.

Minutes prepared by David Gross