

Dimond Improvement Association
Board of Directors Meeting - May 11, 2023

Board Members Present: Kevin Whittinghill; David Gross; May Seto-Wasem; Bret Peterson; Chris Harper; Julie Johnson; Marty Wunsch; Zandile Christian; Michaela Sangalli-Guilano; Maddie DeWitt; Victoria Wake; Anoush Jackson-Sattler; Heather Harris; Don Woods; Alex Park

Board Members Absent: Charlie Deterline; Charis Jones Allen; Judy Kliinger; Malia Miller

Guests Present: none

The meeting was convened at 7:05 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 unanimously.

2. Minutes Approval.

ACTION: Motion by BRET to approve the April meeting minutes. MARTY seconded. The motion to approve the April meeting minutes was APPROVED, with Maddie, Victoria, May and Zandile abstaining.

3. Chair's Report.

Welcome to new Board members! Thanks to Bret, Heather, and Victoria for providing an overview of the Board committees; KEVIN will send out a committee assignment questionnaire so we can establish committee membership for FY24.

4. Treasurer's Report.

JULIE presents a new format for the report in hopefully more readable form, showing actual balances vs. budget per committee. She presents the FY23 year-end budget report (as of 03/31/23).

Beautification:

Note on Keep Dimond Clean (“KDC”) 1 vs KDC 2 in last year’s (FY23) budget: According to VICTORIA, this was delineated in the budget. “KDC 1” is fundraising and services; (2) “KDC 2” is leadership and participation

Community Care and Improvement:

The grants have not been fully disbursed yet.

Economic and Business Development:

Regarding funding from the City of Oakland, we’re missing approx. \$25,000 which was previously promised, and we are working with the City to claw back these funds. We also have more income coming from the Nate Miley grant.

Question from MADDIE about the nature of Facade Improvement restricted funds. KEVIN explains that it is money that has been promised but not yet received.

Events

Dimond Shine - \$5355 actual vs 5300 budgeted

Dimond Lights \$0 actual vs. \$1500 budgeted

Summer Movie Nights \$1802 actual vs \$2970 budgeted

Oaktoberfest

Gross Income: \$321,780

Expenses \$307,934

Net: \$ 13,845

Finance and Administration

Board Recruitment: Actual \$464 vs \$450 Budgeted

General Operations: \$5,001 Actual vs \$3100 Budgeted

Public Safety

Security Cameras: Actual \$1,191 vs. \$6,401 budgeted

Safety Infrastructure Grant: \$4,675.24 actual vs \$4700 budgeted

ACTION: Motion by KEVIN to include the safety infrastructure grant in the 2023 Public Safety Committee budget. BRET seconds. Motion APPROVED unanimously.

5. For the Good of the Order.

MARTY: nice to see the new Board Members here. Welcome to Maddie and Don!

HEATHER: Welcome back, Zandile!

ZANDILE Thanks to everyone for their e-mails and cards!

BRET announces new business opening up at old bowling alley site (restaurant catering business)

ANOUSH: next Wed 17th, there is a D4 budget meeting at Monaghan's

6. District 4 Update.

No representative present.

7. DIA Board Officer Elections (Part 1)

Board members are asked to nominate via the nomination form, and voting will take place via online form following the meeting.

KEVIN explains the roles of the officers and invites nominations.

8. Committee Updates

Beautification

- HEATHER and DAVE are the new Co-Chairs. We have two (2) candidates for a Keep Dimond Clean ("KDC") coordinator, and we are very close to offering the position.
- Our annual fundraising kickoff starts in June.
- There is a Keep Oakland Beautiful Grant of \$800 available, and we will be discussing at next Thursday's committee meeting.
- We will have a work party at the Bienati Overlook one Saturday in June, exact date TBD.
- Public Art: our goal is to install 1-2 projects this year. Specifically, we are working on the Ellipse sculpture and the Dimond Printer sign.

Membership & Outreach

- The April newsletter has been sent.
- JAY ASHFORD, who was instrumental in developing the Salesforce database, transitioned out of the committee chair; our goal is to ensure that M&O can support all the committees' work with our Salesforce database

CCI (Community Care and Involvement)

- We host 4 general meetings per year with the membership and community

- We are also involved in soliciting applications for grants, awarding the grants, and following up to make sure they are implemented.

Economic Business Development

- The main work item is the Business Improvement District, which will be discussed as an agenda item later in the meeting.

Public Safety

- We wrote a coalition letter with the Neighborhood Council (22X) to our CM Ramachandran and Mayor Thao to ask for help increasing public safety in our neighborhood. We also recently met with Community Resource Officer Johnson
- We are building our private security camera database to help OPD with investigations. A new security camera system is going in at Flavor Brigade.

Oaktoberfest Committee

- The committee is still in its formative stages, but plans to become engaged in Oaktoberfest planning process.

9. M&O and CCI Committee Merger

MICHAELA: We want to start a conversation on how to combine forces between the two committees and figure out our level of interest, priorities, considering what is feasible and affordable. The specific question is whether it benefits the DIA and the committees to merge, given the overlap in people and goals between the two committees.

General discussion ensues, with multiple Board Members speaking in favor of merging the two committees. Regarding the scope of work between the committees, MARTY suggests we put our efforts into only 2 events per year, and really put our focus and energy behind them. CHRIS points out that General Meetings as an "event" are required by the Bylaws, and therefore are not optional. MAY suggests that these committees (or a merged committee) become more involved and possibly join forces with the DBP&A, of which MAY is the de facto chair.

10. DIA Calendar and Tasks Demonstration

KEVIN gives a brief presentation sharing how he organizes his DIA gmail and calendar to stay organized.

11. Vote-by-Email Bylaws Amendment

KEVIN offers a modified version of the amendment with a change clarifying that Board members may deliberate via email on a proposed motion via e-mail.

CHRIS expresses concern about there being enough time and opportunity for discussion and full deliberation. Some Board Members raise questions about how the vote will proceed via email: will people have enough time to discuss, change their vote, etc.? Other members suggest that the wording of the amendment is broad enough to allow significant customization, depending on the needs for any particular vote.

ACTION: Motion by KEVIN to approve the amendment as drafted. Motion is APPROVED by a vote of 14 to 1.

12. BID Steering Committee Update

We currently have 17.5% approval for the BID, and we need to get to 30%. We've received two (2) extensions which expire tomorrow, May 12. Barring a miracle, we will not reach 30% by tomorrow. CVS, the largest property owner, is opposed, and some of the other large property owners have not signed on for various reasons.

13. DIA Board Officer Elections (Part 2)

KEVIN accepts nomination as Chair
ALEX accepts nomination as Treasurer
DAVID accepts nomination as Recorder

Meeting Adjourned at 8:58
Minutes prepared by David Gross

KW
VW
HH
AP
BP
CH