

Dimond Improvement Association
Board of Directors Meeting - August 17, 2023

Board Members Present: Dave Gross; Bret Peterson; Chris Harper; Maddie DeWitt; Anoush Jackson-Sattler; Heather Harris; Kevin Whittinghill; May Seto-Wasem; Victoria Wake; Alex Park; Judy Klinger; Charis Jones Allen; Michaela Sangalli-Guilano

Board Members Absent: Zandile Christian; Julie Johnson; Malia Miller; Charlie Deterline; Don Woods

Guests Present: Amber Childress from the District 4 office, Robin Gibson, local artist

The meeting was convened at 7:06 p.m.

1. Agenda Approval.

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

2. Minutes Approval.

ACTION: Motion by HEATHER to approve the July meeting minutes (as amended by Board member comments); BRET seconds. The motion to approve the July meeting minutes is APPROVED 12 TO 1, with ALEX abstaining.

3. Chair's Report.

KEVIN wishes a fond farewell to Marty, who is resigning from the Board.

4. Treasurer's Report.

ALEX presents a summation of the DIA Budget as of August 17, 2023, with a breakdown by committee.

Current total in bank account(s):

<i>BofA checking</i>	\$34,572.26
<i>BofA savings</i>	3,604.39
<i>Wells Fargo</i>	

Oaktoberfest checking 37,802.38

Wells Fargo
Oaktoberfest savings 8,215.52

Beautification Committee			
Project	Actual	Budget	Projected Revenue
Keep Dimond Clean	\$7,816	\$33,700	\$15,000 (KDC fundraiser goal)
Dimond Public Art	\$0	\$15,700	\$15,000 (Dimond Art Fund)
Trees & Landscape	\$0	\$2,950	
Dimond Shine 2024	\$0	\$5,000	
TOTAL ACTUAL: \$7,816 TOTAL BUDGET: \$57,350 86% REMAINING			

Economic and Business Development Committee		
Project	Actual	Budget
BID Feasibility	\$18,000	\$23,000
Facade Improvement	\$0	\$25,000
TOTAL ACTUAL: \$18,035 TOTAL BUDGET: \$48,000 62% REMAINING		

Finance and Administration Committee		
Project	Actual	Budget
Board Recruitment	\$0	\$100
Board Development	\$0	\$250
General Ops	\$1,586	\$4,300
TOTAL ACTUAL: \$1,586 TOTAL BUDGET: \$4650 65% REMAINING		

CEVO Committee		
Project	Actual	Budget
diamondnews.org	\$0	\$250
Increase Membership	\$0	\$3,330
TOTAL ACTUAL: \$0 TOTAL BUDGET: \$3,580 100% REMAINING		

Public Safety Committee		
Project	Actual	Budget
Security Cameras	\$4,675	\$4,700
TOTAL ACTUAL: \$4,675 TOTAL BUDGET: \$4,700 0.5% REMAINING		

5. For the Good of the Order.

ALEX: New Yemeni coffee shop is open and doing well. Please stop by and check it out.

KEVIN A new restaurant, Willows and Pine, is opening soon, adjacent to Bank of America parking lot.

6. District 4 Update.

AMBER CHILDRESS from District 4 reports on the following:

On August 23rd at Sequoia Diner 9:30-10:30 a.m. there will be a Laurel Merchants Mixer, where we will hear from the merchants. We have a new Deputy Chief of Economic Workforce Development, Christy Johnson-Limón, who we want to introduce to the local merchants. We will have breakfast and walk the Laurel

neighborhood. AMBER would like suggestions on when we would like to do a similar walk in the Dimond neighborhood

On August 30 we will hold a Wildfire Preparedness Town Hall. Insurance Commissioner Ricardo Lara will be the special guest. There are 500 spots available on Zoom.

Regarding public safety, we'd like to do smaller neighborhood gatherings rather than large events. So, if anyone wants to schedule a meeting with Council Member Ramachandran in their neighborhood, let us know.

The next Committee Meetings are scheduled for September 11. The next Council Meeting is scheduled for September 18.

7. Adobe Creative Cloud

ALEX: We're paying \$30 /mo for Adobe Creative Cloud. Who has the login credentials?

After a brief discussion, the consensus among the Board members is to cancel the Creative Cloud subscription.

8. Next General Meeting

MICHAELA: the topic for the next General Meeting in September will be Public Safety. We have no specific plans in place, but we want to consider a small group format, such as someone's backyard or home.

BRET: In committee, we discussed a merchant-specific meeting on public safety. So, we can open the meeting up to the community, but give merchants priority tickets.

General discussion ensues about the purpose of the General Meetings, the best way to boost attendance, and whether we should focus on public safety as a topic. Opinion is divided on whether a public safety topic is a good idea. Those in favor point to the increase in crime and the level of concern among merchants and residents. Others question whether a meeting will do any good, noting that these meetings tend to get out of control, with people ranting about incidents without offering concrete solutions.

CHRIS points out it's good to consider whether this is something we really need to do at a General Meeting. The purpose of the meeting is to comply with the Bylaws and get input from the large community of members. VICTORIA notes that General Meetings are well-attended historically, but not the ones that are billed as "socials". HEATHER also notes that general meetings have been very well attended and on a variety of topics of interest.

9. DIA / DBP&A social media

MAY, who is the chair of the DBP&A, presents their design of a new website and rebranding options for the group, which will now be called the "Dimond Merchants Association." Question for general discussion: should the DIA and the DBP&A share a single Instagram account?

Several Board members express support for the idea of collaboration between DIA and DPB&A, and the consensus is to allow the Instagram sharing.

10. Gunfire in the Dimond

On August 9, there was a drive-by shooting on MacArthur Blvd. at the intersection of E. 38th, Canon and MacArthur at approx. 1:15-30 a.m.

Multiple buildings appear to have been hit by bullets, including: Kanna, Southern Cafe, Adell Ct. Senior Living, and the tattoo shop (next to Kanna).

VICTORIA has emailed Captain Bassett, CROs Johnson and Viss, and Captain Wehrly, and sent them the video from Kanna. The OPD will contact CHARIS about Kanna's video footage of the incident. The Public Safety committee will review footage along MacArthur during that time period.

CHARIS reports that OPD officers contacted Kanna to review the videos

KEVIN: Our video cameras should have picked up footage of the vehicle, so Public Safety will pull video from the night in question.

Various Board Members debate about what, if anything, the DIA can do about this incident (and similar incidents). Some suggest contacting the property owner, Mr. Lum. Others suggest that a better avenue may be to lean on the OPD. VICTORIA notes

that the video shows the car hugging the South side of MacArthur, not close to the music studio. We can provide whatever video footage we have and let them handle it.

[BRET plays video of the incident from the camera on Kanna's property, which shows a car speeding down MacArthur at the time of the incident, with multiple gunshots heard].

11. Coalition of Oakland Neighborhood Associations

Chris McKay from the Coalition of Neighborhood Associations ("CONA") emailed us to see if we are interested in joining. Exploratory steering committee at Scott's in Jack London Square. .

The goal of CONA will be to unite individual associations and neighborhood councils into one group. To work together, focus on solutions, ask questions and expect answers, help each other and when we have something to say - speak with one voice.

The DIA is invited to join in the "exploratory" part of CONA's journey: to find out if associations are willing to "explore" the idea of a coalition and willing to put some effort into the idea. Everything will remain confidential and no information will be released about participants until we have all agreed. So far 5 associations have said they will participate.

General consensus among the Board is to send a DIA rep to CONA. JUDY, MADDIE, and CHRIS express interest in representing the DIA at the steering committee meeting.

12. Budgeting

General discussion about the following budgeting issues:

- 1.** Our budget is currently in a \$15k deficit. Historically, we always underspend and have a surplus. This year, our revenue sources are less stable and we must watch our spending more closely. Note: for some reason, the 2024 FY budget didn't pull any funds in from our savings accounts to off-set the deficit. So, we still have quite a bit of savings. We discussed that this should be a consideration for future budgets if we are looking to make it balanced. We also discussed that we should ensure we are spending money so it is out benefiting the community, vs. sitting unused, and discussed a reasonable amount to have in savings for emergencies.

2. Daniel Swafford wishes the Oaktoberfest seed funds are increased so he doesn't have to float expenses on his credit card. The DB&PA just added \$15k to the seed fund per Daniel Swafford's request (total in Wells Fargo: \$46,017). We will also deposit \$15k from the ARRA grant later this year (projected total \$61,017).
3. In 2016 the board established a 15% set-aside of Oaktoberfest proceeds to pay for public art. Should this continue in perpetuity? Are there other ways to budget and ensure funds for public art?

MADDIE reports that the Oktoberfest committee voted not to put Oktoberfest out for an RFP in 2024. CHRIS argues that increasing the seed money would make an RFP more attractive to potential organizers.

General consensus was that the Oaktoberfest seed money should be increased, but no other action was taken at this time - the Board will take up the remaining issues at a later time, and VICTORIA offered to provide additional background information on the public art set-aside for those new Board members who may not have been present for the recent discussions on this topic.

Meeting Adjourned at 9:06 pm
Minutes Prepared by Dave Gross