

Dimond Improvement Association
Board of Directors Meeting - September 8, 2022

Board Members Present:

Alex Park; Ryan Romaneski; David Gross; Marty Wunsch; Bret Petersen; Anoush Jackson-Sattler; Erica Perez; Chris Harper; Heather Harris; Jay Ashford; Judy Klinger; Julie Johnson; Kevin Whittinghill; May Seto-Wasem; Victoria Wake; Zandile Christian; Charlie Deterline; Michaela Sangalli-Guilano

Board Members Absent: Lindsey Berking; Phyliss Martinez; Chris Palomarez

Guests Present: Daniel Swafford

The meeting was convened at 7:05 p.m.

1. Agenda Approval.

ACTION: MARTY moved, KEVIN seconded to approve agenda. The agenda was APPROVED unanimously.

2. Minutes Approval.

ACTION: Motion by ALEX, second by MARTY to approve August minutes. The August minutes were APPROVED unanimously.

3. Chair's Report.

Alton Jenks is stepping down from the board. He wants to remain involved with the DIA through the Beautification Committee and the Dimond Lights event, but has a conflict on Thursdays and cannot devote his full attention to Board matters..

RYAN asks if anyone has contact with Phyliss. No response.

4. Treasurer's Report:

JULIE presents the Treasurer's report. Not much has changed. Keep Dimond Clean ("KDC") exceeded its fundraising goal. Julie reports difficulty relying on Marjorie's spreadsheet and translating it to QuickBooks.

RYAN asks the Board: The previous budget was organized by committee, then by project. If a project or committee changed, the budget was not able to reflect those changes. We've been trying to move to a new way of representing the budget (i.e., using a consistent set of line item codes). Committees will budget within their programs, but with a common set of line items, so we can track budgeting across the organization.

This will require bookkeeper to re-code expenses for last year, so we can look over a year-to-year budget. Discussion ensued for clarification, with some Board members expressing support for the change.

5. For the Good of the Order.

JUDY: A recent concert in Two Star Market during the day was very loud; Are we in support of it? There was a bouncy house and live rapping going on all day.

ANOUSH reports that there was a big sign posted saying it was a free community event.

JUDY suggests that we maybe talk to Two Star and get more info on the event.

CHRIS suggests talking to Farouq (the owner of Two Star Market). CHRIS knows him, so he may be best positioned to talk to him.

ZANDILE cautions the Board about policing everyone. She notes that Two Star has been a good neighbor.

RYAN: Per VICTORIA, the (old) NAMA location is going to be a new sushi restaurant

BRET reports that two big bills passed the state legislature recently:

- 2011 - allows housing development on top of commercial space / corridors; upzones certain neighborhoods like Dimond to 65 feet.
- 2097 - eliminates parking minimums within 1/2 mile of transit stops

BRET points out these new laws could have a big impact on development in the Dimond.

6. District 4 Update.

NO REPORT. Renia has not been responsive; Sheng's office is down to a skeleton crew. RYAN has reached out about sending someone.

7. 2114 MacArthur Residential Development

RYAN reports on the results of the recent Board survey. There were 18 respondents, asked to report on the top three concerns about the new development. A majority of the individual responses (23) mentioned the following:

- Trees: The BOARD MEMBERS want minimal disturbance to existing street trees, and a commitment to planting new trees as possible.
- BID support: The BOARD MEMBERS want the property owner to fully support the creation of a Business Improvement District ("**BID**") in the Dimond.
- Retail mix: The BOARD MEMBERS want the commercial retail tenants in the new development to represent a diverse mix of services, considering what already exists in the neighborhood and what is most needed.

RYAN agrees to share the survey results with those BOARD MEMBERS who want to see the individual responses.

8. Oaktoberfest Update

DANIEL SWAFFORD gives a general update on the progress of the event. There will be a meeting at Grand Lake Kitchen ("**GLK**") next Wednesday at 6:00pm to bring the planning team together.

We are back to a two-day festival this year, after two (2) years of reduced activity due to the COVID-19 pandemic. DANIEL expects the event will reach its 2019 level or possibly exceed it, in terms of attendance and revenue.

Head Royce is back in support of family street.

The website is fully stocked with vendor and sponsorship applications

We will need 300-400 volunteers, especially professional, knowledgeable, and committed people to volunteer in the operation of the event.

The BOARD should work to distribute publicity and marketing materials about the event. DANIEL will provide postcards and posters to all who need them.

CHRIS asks about the East Bay Express event program, and DANIEL says it will be available on the Wednesday before the event.

Volunteer assignments for the BOARD MEMBERS will be announced next week.

9. Oaktoberfest Contract Approval

RYAN discusses new terms in the contract: more visibility for DIA / Dimond Business & Professional Association (“**DB&PA**”); requirement for DANIEL to turn over event records; improved risk management.

Question from HEATHER: How do we enforce this going forward? a lot of promo materials have already gone out with no mention of the DIA / DB&PA

KEVIN: Has the bonus structure (the payouts to DANIEL, as a percentage split with the DIA / DBP&A) changed? RYAN: We pay him a very reasonable fee based on market rates. These percentages are the same structure as last year, but the base fee schedule has been abbreviated because we are so late in the process.

JUDY expresses surprise that this is the first time she’s hearing of a contract. Asks how it is handled?

RYAN explains it is handled via subcommittee, and then submitted to the whole Board for review.

JUDY would like to be more involved in the contract process.

VICTORIA gives background on the contract’s requirements for DIA and DB&PA visibility and says it’s been a challenge to have the requirements met.

ACTION: Motion by MARTY to approve the contract as drafted. Seconded by BRET. The contract is APPROVED unanimously.

10. BID Formation Study

A quick update from RYAN: We sent a RFP to six (6) firms and one (1) professional association for a study consultant. Proposals are due tomorrow, and we have received one (1) to date. We expect to receive three (3) more by tomorrow, and we are on schedule to interview finalists next Wednesday.

We hope to make a selection in two (2) weeks, and the work will start in October.

Our total budget is \$100,000. (\$45,000 is coming from the CITY, and another \$35,000 is secured from COUNTY SUPERVISOR NATE MILEY.)

11. **Dimond Park Tennis Courts**

ACTION: MOTION by CHRIS to approve a letter to the CITY to ask that it look into the condition of the recently refurbished tennis courts in DIMOND PARK. SECOND by MAY. Motion is APPROVED unanimously.

12. Work in Progress Reports (from written report)

Adjournment at 9:03 pm.

Minutes prepared by David Gross