

Dimond Improvement Association
Board of Directors Meeting - September 21, 2023

Board Members Present: Dave Gross; Bret Peterson; Chris Harper; Anoush Jackson-Sattler; Heather Harris; Kevin Whittinghill; May Seto-Wasem; Alex Park; Don Woods; Julie Johnson; Michaela Sangalli-Guilano

Board Members Absent: Zandile Christian; Malia Miller; Judy Klinger; Charis Jones-Allen; Victoria Wake; Maddie DeWitt;

Guests Present: Daniel Swafford
The meeting was convened at 7:04 p.m.

1. Agenda Approval.

KEVIN notes small change to Agenda to include discussion on Dimond Lights and the upcoming DIA General Meeting.

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

2. Minutes Approval.


ACTION: Motion by HEATHER to approve the August meeting minutes (as amended by Board member comments); CHRIS seconds. The motion to approve the August meeting minutes is APPROVED unanimously.

3. Chair's Report.

The Board bids a fond farewell to Charlie Deterline, who is resigning due to an increased workload with Meals on Wheels, which is not leaving him with enough time for DIA responsibilities. The current Board membership stands at 17.

Oaktoberfest is still seeking volunteers - contact Daniel Swafford or Mike Dobson.

This meeting is being recorded.



4. Treasurer's Report.

ALEX and JULIE present a summation of the DIA Budget as of September 21, 2023, with a breakdown by committee. Current total in bank account(s):

BofA checking \$33,507.53

BofA savings \$8,366.57

Wells Fargo
Oaktoberfest checking \$131,9939.80

Wells Fargo
Oaktoberfest savings \$8,366.57

Overall Budget					
Income	Actual	Budget	Expenses	Actual	Budget
Membership Dues	\$875	\$3,000	Beautification	\$10,790	\$57,350
Event Income (Oaktoberfest)	\$30,000	\$20,350	Economic Development	\$18,035	\$48,000
General Donations	\$10,595	\$1,800	Finance & Admin	\$2,139	\$4,650
KDC Donations	\$8,926	\$15,000	Community Care	\$1,708	\$6,050
<i>Grant Income</i>	\$—	\$—	Events	\$14,919	\$8,170
<i>Restricted Grants</i>	\$—	\$76,500	Public Safety	\$4,675	\$4,700

KDC-DBP&A Co-Share Funds	\$8,260	\$—	Other	\$79	\$0
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Beautification Committee			
Project	Actual	Budget	Projected Revenue
Keep Dimond Clean	10,521	\$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	\$18,035	\$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	\$2,138	\$4,300
TOTAL ACTUAL: \$ TOTAL BUDGET: \$ % REMAINING		

Membership and Outreach 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.

BRET: I hope to have an update for everyone on Wednesday re the City Phase 1 of the General Plan Update

CHRIS: The City Council approved the expansion plan for Head Royce this week.

BRET: JANANI was able to get some amendments approved which require Head Royce to perform certain mitigation measures to address neighbor concerns.

6. District 4 Update.

No District 4 representative in attendance this month.

7. Oaktoberfest 2023

DANIEL SWAFFORD: We're on the home stretch. We can always use more volunteers, and we rely on Board members, so please step up and contribute if you are able.

[presents pictorial layout of the neighborhood with Oaktoberfest booths / attractions]

Deadline to order German platters from Grand Lake Kitchen is Friday. The outdoor dining hall concept continues to be popular.

We anticipate another sellout of vendor space. Meeting demand for about 300 kegs of beer, a sizable portion to be donated. Sponsorship is tracking about the same as last year, although we are losing a presenting sponsor. We are in good position to receive a City grant, although we won't know for sure until the event is over.

Check requests will be issued this week.

We're getting good responses from local school groups, Dad's clubs, etc., to run pouring stations where they can set up tip jars to raise money for their schools. We typically get 150-200 high schoolers from their various service groups.

Ticket and pre-sale package sales are tracking about the same as in previous years. On-line purchases tend to happen within 3 days prior to the event.

Sponsors:

- lost Smoakland, who is refocusing on East Coast operations;
- added Northeastern University (Mills Campus location) as main stage sponsor;
- added Kanna at the \$5,000 level, name-rights + special handling and activation space;
- Head Royce School
- Ray's Electric + Little Caesar's (root beer garden)
- Evergood Sausages \$10K to \$15K
- BMW \$5K activation

A quick update on the ambassador funds: Daniel submitted an RFP for direct community grant for a 12 month safety and technical support ambassador program; CM Ramachandran was able to steer funds so that we can get the service, but on a tighter timeline (2-3 months). Hopefully we can have ambassadors from December through February.

8. Coalition of Oakland Neighborhood Associations (CONA) Update

Judy and Maddie are our reps; Judy attended the meeting

Results of the meeting:

- continue building a coalition of associations (neighborhood, business, councils, or any organized group)
- initial focus: improving public safety and Oakland brand
- Crucial for success: clear messaging, diverse membership, active participation from associations, creative content, robust distribution of message, tracking and measuring progress, understanding and addressing root problems
- emphasized the importance of creative content to deliver the message.
- next steps: finalize group name, develop mission statement, build database of prospective members

9. Dimond Lights

Sunday, Nov 12 from 10-4 at Shershow Studios

There will be 30+ vendors, consisting of small makers, crafts, jewelry, handmade gifts, local artisans

Event is held in partnership with Dimond Merchants Association; vendors will be inside and outside; flyer is going live today and through the weekend.

There will be no food or drinks at the event itself; we're trying to encourage people to buy stuff from existing vendors in the community

10. DIA General Meeting Update

Meeting will be held sometime in Mid-October

Idea is to branch out our engagement to merchants along Coolidge / MacArthur, duplicating the walkabout with JANANI that recently happened with Laurel merchants; starting with Lourds / Cafe Noir, and walking over to the Saint and WaWa to show support for the merchants.

Need to connect with Amber Childress from JANANI's office to get a handle on specific topics that she wants to focus on.

11. Letter to 2114 MacArthur re Trees

Building on the earlier discussion regarding the need for new trees in the neighborhood, we have the opportunity with the new development at 2114 MacArthur to use private money for public benefit. The owner is planning on planting trees along the perimeter of the development. We are getting all new sidewalks and new utilities that feed the building. Specifics of the tree planting have not yet been developed. The purpose of the letter is to offer our assistance and involvement in the development process as it applies to street trees.

ACTION: BRET moves to approve letter. CHRIS seconds. Vote passes 10-0, with May abstaining.

12. Keep Dimond Clean

Heather gives update of success of Keep Dimond Clean (KDC).

The amount of trash picked up during the period of June through August:

KDC Trash Collected (June - August 2023)	
Bay Area Clean Team (paid)	239
Saturday Volunteers	119
Wednesday Volunteers	66
TOTAL	424 (~1,700/year)

Some data on our volunteers:

For the period of June through August, 121 people volunteered on Saturdays (averaging out to 9.3 people per day); 62 people volunteered on Wednesday (averaging out to 4.8 people per day). The total number of volunteers for this period was 183 (averaging 61 per month). If you are interested in volunteering, all you have to do is show up at the Giant Burgers parking lot on Wednesday at 8:30 a.m. or Saturday at 9:00 a.m. and help pick up litter for 1 hour.

KDC: Leads & Stars June-July-Aug		
Leads:	Star Volunteers (Average times per month)	
Jay Ashford	David Coleman (8)	Tom Sonnemann (5)
Noel Black	Don Foote (8)	Noel Black (4)
Heather Harris	Thong Trinh (8)	Phil Caskey (4)
Alex Park	Judy Schonebaum (6)	Karen Marie Schroeder (4)

Karen Marie Schroeder		
Victoria Wake		

The KDC fundraiser has raised \$9,619 to date, and we still need \$4,451 to meet our goal.

KDC FY24 Fundraising April 1- September 19	
Merchants	\$800
Individuals (recurring monthly)	\$870
Individuals (one-time)	\$7,949
Raised to date	\$9,619
Expected recurring through 3/31/24	\$930
Expected minimum year-end total	\$10,539
Needed to reach \$15,000 goal	\$4,451

Another promotion event is coming up in the month of October. Good Times Oakland is an online wine merchant. The owner lives in the Dimond, and he is looking for ways to get involved with the DIA and the community. We are partnering with them in a fundraising event where 20% of all wine sales from Good Times Oakland over a one-month period will go to the DIA in the form of a KDC contribution.

HEATHER also introduces Fidel Valenzuela, our KDC Coordinator, who is working about 5 hours per week / 23 per month, who helps with scheduling / supplies / volunteer outreach / data tracking and reporting with the City of Oakland. Also helps monitor the Bay Area Clean Team work.

KDC Steam Cleaning: This is another KDC project. We've spent \$600 of \$1900 on steam cleaning the sidewalks in the business district so far, and we plan to schedule more, depending on weather (i.e., how much rain we get this fall and winter).

13. Oaktoberfest Seed Funding

DANIEL SWAFFORD has asked for more in Oaktoberfest seed money. This is the money in our account which DANIEL may draw from, instead of advancing funds on his credit card. The amount was raised to \$20K about 2 years ago. KEVIN suggests an increase to \$50K in Oaktoberfest seed money.

ACTION: MOTION by KEVIN to increase Oaktoberfest seed money from \$20K to \$50K. DAVID seconds. Motion APPROVED 16-0, with MAY abstaining.

14. Discussion re Tasks & Responsibility

KEVIN leads discussion about collecting some information regarding Board members current tasks and roles, so we can manage our resources better and divert people to projects and committees that need extra assistance. He will develop and send a form around to collect data from individual Board members regarding their workload, skill sets, and interests.

Meeting Adjourned at 8:49 pm
Minutes Prepared by Dave Gross