

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

Board Members Present: Dave Gross; Bret Peterson; Chris Harper; Heather Harris; Judy Klinger; Kevin Whittinghill; Alex Park; Zandile Christian; Victoria Wake; Anoush Jackson-Sattler;

Board Members Absent: Maddie DeWitt; May Seto-Wasem; Don Woods; Michaela Sangalli-Guilano

Guests Present:

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

1. Agenda Approval.

ACTION: Motion by HEATHER to approve the Meeting Agenda, BRET seconded. The motion to approve the Meeting Agenda was APPROVED 9-0, with ZANDILE abstaining

2. Minutes Approval.

ACTION: Motion by CHRIS to approve the September meeting minutes (as amended by Board member comments); JUDY seconds. The motion to approve the July meeting minutes is APPROVED 9-0, with ZANDILE abstaining.

3. Chair's Report.

The Board held a moment of silence for Julie Johnson.

The Chair reported that the recent DIA Social Hour was a great success, with many other community groups attending. We will schedule more such events in the future.

The upcoming Board Dinner will take place on December 4th @ 7:00 pm. Location: Willows & Pine on Fruitvale.

The Board Retreat will take place some time in late January, most likely at the Altenheim. Check-ins with Board members are in progress.

The Chair wishes a fond farewell to Malia and Charis, and Zandile is on a leave of absence. The current number of active Board members is 13.

4. Treasurer’s Report.

KEVIN presents the current budget as of 11/08/23

Current total in bank account(s):

<i>BofA checking:</i>	\$28,213.14	
<i>BofA savings:</i>	\$3,821.06	
<i>Wells Fargo checking:</i>	\$160,871.14	<i>[Oaktobefest account]</i>
<i>Wells Fargo savings:</i>	\$667.56	<i>[Oaktobefest account]</i>

Beautification Committee			
Project	Actual	Budget	Projected Revenue
Keep Dimond Clean	\$14,412	\$33,700	\$15,000 (KDC fundraiser goal)
Dimond Public Art	\$0	\$15,700	\$15,000 (Dimond Art Fund)
Trees & Landscape	\$133	\$2,950	
Dimond Shine 2024	\$0	\$5,000	
TOTAL ACTUAL: \$14,546 TOTAL BUDGET: \$57,350 75% REMAINING			

Economic and Business Development Committee
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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	\$2,797	\$4,300
TOTAL ACTUAL: \$2,797 TOTAL BUDGET: \$4,650 40% REMAINING		

CEVO (CCI & M&O Combined)

Project	Actual	Budget
Community Grants	\$1,148.00	\$4,560.00
General Meetings	\$235.00	\$1,400.00
Increase CCI Committee	\$125.00	\$0.00
DimondNews.org	\$0.00	\$250.00
Increase Membership	\$0.00	\$3,330.00
TOTAL ACTUAL: \$1,708 TOTAL BUDGET: \$9,630 82% REMAINING		

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

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5. For the Good of the Order.

VICTORIA: Fidel, our KDC Coordinator, has worked out storage of some of our KDC supplies in a volunteer's home. The volunteer is Walter, a young man who lives nearby and is a KDC regular.

KEVIN follows up on his e-mail about recent issues in Dimond Park (vandalism, crime, noise). JUDY suggests a "take back the park" type event.

KEVIN reports that he met a guy at Oaktoberfest with experience in crypto and blockchain, and he knows of some organizations that may be able to help with funding for public art installations..

VICTORIA: The City released its draft Urban Forestry Master Plan, which is open for comment until December 7. She will send a summary of the plan and a link to the document which allows for public comment. The plan proposes that the City will take care of all street trees, regardless of whether the City planted them or not. The City just secured an \$8 million grant from the federal government, which will enable the City to start on a small scale a long overdue maintenance program.

JUDY mentions an Oaklandside article about Air BnB's, which reports that the City is moving to a model similar to New York City, which allows for homeowners to rent rooms in their own homes.

6. District 4 Update.

D4 Rep Iris Merriouns reports that they now have permission to move forward with a resolution on the \$20K BID money. They want to get it in the next rules packet on or around December 12.

In the recent State of the City address by the Mayor, the Mayor reported on the City's safety strategy, including the recent safety walk in the Laurel. City wants to look at community and economic development in connection with safety. Recent community grants went to the Laurel neighborhood, based on applications written by Daniel Swafford. Otherwise, there is no money currently for more ambassadors in the Dimond?.

City is dealing with a 911 issue based on recent findings and recommendations of a grand jury. Due to problems with HR leadership, job applications have been neglected, so hiring has stalled.

JUDY asks if there is any update on the City Council doing anything about the proliferation of short term rentals. The D4 Rep responds that they will be meeting with Housing about this, and will update us.

7. Oaktoberfest Debrief

[from Daniel Swafford]

We had \$118,007.63 day-of credit card sales, which is virtually the same as in 2022. Day of sales in cash (\$23,257) was down about 40% from 2022. There were \$54,026 in advanced ticket purchase, plus about \$9,000 for Bavarian Hall. This was about a 10% increase from 2022.

Sponsorships look like they're coming in at about \$50,000, down about 10% without the major presenting sponsor. Vendor revenue looks to be up from the 2022 mark of \$52,000. DANIEL believes we trimmed costs quite a bit, so hopefully we will net out close to the 2022 numbers.

We still have one grant application for \$20,000 that is outstanding. It will be scored at the end of October, so will have an answer at the end of the month if we are receiving those cultural art funds or not.

The overall sentiment about the event was extremely positive, and the feedback was amazing, especially in appreciation of bringing the community together and really showcasing Oakland in a way that no other festival is even coming close to. This is what people are telling DANIEL unsolicited, not just his own opinion. He feels that it's definitely invigorating to be a part of something like this, and for it to be held in a small business district east of the lake is unheard of.

ANOUSH requests more documentation of the grant applications that DANIEL SWAFFORD makes on behalf of the DIA. The Dimond Lights grant was denied by the City because Daniel Swafford's Oaktoberfest grant was pending, and the City cannot process 2 grants to one party at the same time.

8. Board Candidate Robin Gibson

Artist and community member Robin Gibson is interested in joining the Board. Some highlights from her bio:

- *I love the Dimond. It's my neighborhood; I've raised my kids here, have many dear friends here, and I'm invested in seeing the Dimond thrive.*
- *I previously served as an elected member of the board for Roses in Concrete Community School, serving as Treasurer.*
- *I would love to see us address crime, safety, continued art and general maintenance, and small business façade support.*



29 Nov 2023

Dear AC Transit Ward Directors Walsh and Syed:

For decades, the Dimond Improvement Association (DIA) has represented all those who live, work, play, or transit through Oakland's Dimond District. It is our mission to advocate for the well-being of the Dimond and ensure its sustainable future.

We believe that one way to ensure the economic and environmental prosperity of our neighborhood is to promote reliable transit in and out of the Dimond and to ensure that we are connected with other areas in Oakland. The Realignment Plan for AC Transit is an opportunity for AC Transit to make long-term decisions that will affect people who live in and frequent the Dimond. Ensuring transit equity, frequency, and reliability is a top priority of the DIA.

We support changes outlined in the Unconstrained Vision and Frequent Service Scenarios, namely the expansion of the 39 to serve the Oakland hills at 15-minute intervals. However, in every proposed scenario other than the Unconstrained Vision, there is a reduction in the frequency of the NL on weekdays from 15 to 20 minutes. **We oppose this change.** The NL is an important line for commuters and deserves extra support, particularly because it connects so many urban centers. Additionally, the DIA recently successfully advocated for increased housing capacity along the MacArthur Blvd corridor. A reduction in service at a time when the District is poised to see an increase in density would lead to more vehicle traffic and concomitant issues. Please maintain the weekday frequency of the NL at 15-minute intervals for our current and future residents.

Concerning the proposed route change to Line 96: While it is exciting to have new service to the open space at Brooklyn Basin and Estuary Park, the proposed plan from all scenarios calls for eliminating the Eastlake portion of the route and considerably lengthening the route and time from the Dimond to Chinatown. The Dimond has a large Asian population – including the elderly who live in three large elder housing establishments – who rely on the good service of Line 96 to get to Asian businesses in Eastlake and Chinatown. We ask that AC Transit primarily consider the voices of the Asian community when deciding on this change.

Thank you for reading our request and we look forward to future participation in the realignment process.

Regards,

The Board of the Dimond Improvement Association

Cc. Board President Young and Oakland Councilmember Janani Ramachandran

- *I am a strong writer, speaker, graphic designer, educator and muralist with a passion for community engagement and relationship building.*
- *I am a full-time artist and single mother of a disabled child.*

KEVIN has reached out to Robin about joining the Board, but she hasn't yet responded.

9. AC Transit Letter re Frequency of NL Bus Line

MOTION by BRET to approve the letter as is, incorporating Board Members' comments on the 96 line. ANOUSH seconded. Motion was APPROVED unanimously. The form of the final letter, with Board Members' comments included, appears below.

10. Julie Johnson Memorial

VICTORIA, ZANDILE, and former Board Members JoAnn Tracht-Rawson and Karen Marie Schroeder are the ad hoc committee.

The current proposal is an in-person gathering and a permanent memorial. The Altenheim is reserved for January 13. We have reached out to her friends, family, and co-workers.

ANOUSH: we will have an altar set up at Dimond Lights this Sunday, 11/12

Some ideas for permanent memorial:

- possibly a plaque when we install the reburbished Dimond Printers neon sign, or a permanent memorial in Dimond Park
- the artist who did Dimond Gateway mural proposed a small mural with Julie's likeness

D4 Rep suggests adjourning an upcoming Council Meeting in Julie's name

11. 2022-23 Grant Cycle

HEATHER reports on the status of the current grant cycle:

Project	Status	Notes/Updates
Community Walks and Talks (FOSC): \$900	In progress	Several talks completed, final report expected 11/10.
Dimond Community Arts (Judith Schonebaum): \$1,425	In progress	Six classes completed (2-11 participants per class), three more to be completed before EOY.
Botanical Art of Sausal Creek (FOSC): \$1,270	Completed	The workshop engaged community to FOSS through the Arts. Participants enjoyed their time in the park and everyone suggested to continue the workshop series. Support from the DIA Grant allowed us to offer sliding scale tickets for the workshop so we could open it up to anyone regardless of income level.
Dimond Gateway Garden (Tricia Christopher): \$1,225	Completed	Completed landscape updates, pathway repairs and tree trimming in the Gateway Garden. Featured in DIA Spring Newsletter

Heather also announced the tentative schedule for the next grant cycle:

- 12/18/23: application period opens
- 1/31/24: deadline for applications
- 2/19/24: awardees notified
- 2/28/25: deadline for completing projects

Meeting adjourned at 9:07 p.m.
 Minutes prepared by Dave Gross