

**Dimond Improvement Association
Board of Directors Meeting - November 10, 2022**

Board Members Present:

David Gross; Chris Harper; Ryan Romaneski; Victoria Wake; Bret Peterson; Julie Johnson;; Charlie Deterline; Jay Ashford; Kevin Whittinghill; Heather Harris; Michaela Sangalli-Guilano; Erica Perez; Marty Wunsch; Alex Park; Anoush Jackson-Sattler; Chris Palomarez

Board Members Absent:

Zandile Christian; Lindsey Berking; Phyliss Martinez; May Seto-Wasem; Judy Klinger

Guests Present: Daniel Swafford; Keira Williams; Aliza Gallo

The meeting was convened at 7:01 p.m.

1. Agenda Approval.

ACTION: Motion by KEVIN to approve the meeting agenda, JAY seconded. APPROVED unanimously.

2. Minutes Approval.

ACTION: Motion by JAY to approve the October meeting minutes with changes as presented. BRET seconded. APPROVED unanimously.

3. Co-Chairs' Report.

RYAN reports on the informal "cabinet meeting" in October with board officers and committee chairs. Good ideas were offered for making the board more efficient and effective, given the large number of members. A new process will be instituted to replace the WIP: Every two months, each committee will prepare a report slide and will talk through it at the board meeting. Also, a protocol will be established to enable the board to take action, when needed, in between meetings.

KEVIN also reports that Renia from Councilmember Thao's office could not be present but passed along that a new crosswalk would be added at Champion and Lincoln.

4. Treasurer's Report.

JULIE presents the budget status and directs committees to the Budget vs. Actual reports for each committee in the FY2023 folder (within the Cmte: Finance folder) on the team drive. Revenue and expenses for Oaktoberfest continue to be posted. RYAN reminds the board that the FY23 budget is not technically “balanced” because budgeted revenue is shown as falling short of budgeted expenses. This was accepted by the board with the understanding that we would pull from reserves, if needed.

5. For the Good of the Order.

MARTY would like to present information about cannabis from a medical perspective at a future general meeting, aiming to explain aspects of addiction and address misinformation prevalent in the public realm.

RYAN explains that there won't be a Dimond Lights event this year. The event started some years ago as an outdoor evening with lights on everything—bicycles, people, etc.-- then morphed into an indoor event with crafts fair. Most recently, it's also featured a pancake breakfast along with crafts fair. No event was held in 2020 and 2021. The 2019 event was held at Bjornson Hall, now Mirage banquet hall. After checking out that venue for this year, RYAN and JULIE decided its remodeled interior configuration wouldn't work. Next year, we'll start the planning earlier. Julie commented that the CCI committee has talked about adopting this event in the future.

DANIEL reports that Tomsa Sushi has now opened in the old Nama location. He says the owner Sally would appreciate publicity via our newsletter and social media. DANIEL also reports that he has submitted a grant application to the City for funding of holiday security ambassadors for the Laurel, Montclair, and Dimond districts.

6. Reusable Food Containers.

DANIEL reports that the Laurel Association received a \$25,000 grant from StopWaste to promote and test the concept of reusable take-out food containers to restaurants and the public. The aim is to create a “zero waste zone” in Oakland. The grant loosely covers the MacArthur corridor in the area and Daniel has therefore been working with Dimond businesses as well as Laurel locations. So far in the Dimond, Bombera and Umami have signed on to use containers from Dispatch Goods <https://dispatchgoods.com/>. These are metal containers with durable rubber lids; customers bring them back to any participating restaurant.

7. Oaktoberfest 2022.

DANIEL briefs the board on the festival, saying it was “a monster to get back on its feet” after foregoing two years of the full event. Although this year the planning process and timeline were truncated due to the short lead time, he expects to return to a fuller planning cycle with more DIA board participation next year. The event went smoothly and he’s received good feedback. He showed a comparison between 2019 and estimated 2022 revenues and expenses:

2019 (actual)	314,252 revenue	222,938 expense	91,314 net revenue
2022 (estimated)	344,298 revenue	256,000 expense	88,298 net revenue

Notes: The revenue figure for 2022 includes a \$15K sponsorship for Supervisor Nate Miley using federal ARPA pandemic funds his office received. (He granted another \$35K of ARPA funds to DIA for general purposes.)

ANOUSH comments that it was an “impressive event, well-run and inclusive, not corporate.” CHARLIE congratulates Daniel as well, adding that he wishes there had been German food for sale that day. He also asks about Two-Star Market’s selling and serving hard liquor in its parking lot, accepting cash only, not Oaktoberfest tickets. DANIEL responds that they were fine to sell on their own property, as any local merchant is, but the consuming needed to stay in the parking lot, not on public property. JULIE comments about the need for more board members to put in more hours at the event. KEVIN also asks about Two-Star and if they were covered under Oaktoberfest’s license for alcohol sampling. DANIEL adds that the license allows to-go sales and that Two-Star was an event sponsor at the \$4K level. MARTY comments that having “Smoakland presents Oaktoberfest” was confusing, implying that it was that company’s event.

8. M&O Strategy Update.

MICHAELA talked the board through a three-slide presentation on “DIA Membership & Outreach Strategy Refresh,” showing the Membership & Outreach Committee’s thought process and intended direction for generating “a holistic, integrated, and active membership and volunteer network enabled by strategic community partnerships and a dynamic Salesforce database.” Key to further fleshing out of the strategy will be assessing the potential of current events (and looking at inactive events for possible revival), and connecting with other groups in the Dimond.

9. BID Feasibility Study Update.

ALIZA and KEIRA have determined there are 178 parcels and 125 property owners* in the proposed study area. The next steps are to contact each of the property owners, introduce the BID concept, and ask them to complete a survey gauging their interest. RYAN shared the property owner spreadsheet, which indicates the board members—now designated BID Champions—who signed up to contact each of them. An instruction and information packet will be delivered to each board member next week. The contact period is roughly Nov. 17 to Dec. 16. The consultants will develop a draft BID management plan in January.

The board was asked to comment on the revised study area map, which reflects some changes offered in online comments over the past week. Where the study area goes beyond the commercial core, the rationale is to incorporate the “gateways” to the Dimond core, including Dimond Ave. to the park. It was noted that apartment buildings, of which there are a number on Dimond Ave., are considered commercial property. A couple of further changes to the map were suggested. BRET motioned to adopt the amended map. MARTY seconded. The map as amended was then adopted unanimously.

BID Steering Committee members at this time are Bret (chair), Kevin, Lindsey, Erica, Judy, Chris P., May, and Ryan. The email address dimondbidleadership@dimondnews.org can be used to reach Aliza Gallo, Keira Williams, Nancy Hormann, Kristin Lowell, Bret, May, and Ryan.

Adjournment at 9:20 pm

APPROVED on December 8, 2022

*Revised later to 191 parcels and 147 property owners.