

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

Board Members Present:

David Gross; Chris Harper; Victoria Wake; Bret Peterson; Julie Johnson; Charlie Deterline; Judy Klinger; Jay Ashford; Kevin Whittinghill; Heather Harris; Michaela Sangalli-Guilano; Alex Park; Zandile Christian; Chris Palomares; Anoush Jackson-Sattler; Lindsey Berking

Board Members Absent: Phyliss Martinez; Erica Perez; Ryan Romaneski; May Seto-Wasem; Marty Wunsch

Guests Present: Aliza Gallo, Keira Williams, Amanda Gallo

The meeting was convened at 7:15 p.m.

1. Agenda Approval.

ACTION: Motion by JUDY to approve the Meeting Agenda, ANOUSH seconded. The motion to approve the Meeting Agenda was APPROVED, with ZANDILE abstaining.

2. Minutes Approval.

ACTION: Motion by JAY to approve the November meeting minutes. BRET seconded. The motion to approve the November meeting minutes was APPROVED, with ZANDILE abstaining.

3. Co-Chair's Report.

January 8 is the date set for the retreat. We just need to decide on a location. JUDY suggests looking into Dimond Rec Center. KEVIN will check on availability.

Kevin / Ryan will check in with current Board members before retreat to assess future involvement and help determine needs for recruitment.

ACTION: Since the local Bank of America is closing, do we want to move our DIA accounts to another bank? MOTION by JAY to move the account to Wells Fargo. CHARLIE seconds. Motion is APPROVED unanimously.

4. Treasurer's Report.

CHARLIE suggests we come up with a format that is easier to read. JULIE will look into it, with KEVIN and RYAN's approval.

KEVIN asks about the change in Oaktoberfest proceeds from last year. JULIE reports that we are still waiting on reconciliation from Daniel Swafford. He is still waiting on some sponsorship money.

JUDY asks do we actually see the reconciliation? JULIE: Yes, but ours is more accurate. General discussion ensues about uncertainty of Oaktoberfest funds and payments to Daniel. HEATHER suggests we take this issue to Oaktoberfest subcommittee, and have them report back to the Board.

5. For the Good of the Order.

VICTORIA congratulates JUDY for having the big tree pruned at the Bienati Overlook at her own expense. JUDY asks for everyone's help on planting day Dec 17th from 1:00 - 4:00.

JAY noted lots of debarking on trees surrounding the Bienati parking lot.

6. District 4 Update.

NONE.

7. DIA Storage.

Group discussion re storage container for the DIA. VICTORIA has looked into renting or purchasing a storage container similar to the one in the parking lot behind Peet's Coffee & Tea.

The cost is \$95 / month for the smallest container, plus a one-time placement fee of \$200

We will likely need permission from the City to place it on the lot.

General concerns cited were security and the cost of insurance.

General consensus from the Board is that the storage container is worth pursuing, and VICTORIA will move forward with additional research regarding feasibility.

8. FY24 Planning & Budgeting.

Committee Budgeting:

By January 6, the respective committees will identify projects, activities and goals for FY2024, which will be discussed at the January 8 retreat. We will aim to finalize the projects, activities, and goals and submit a draft budget by February 3. Committee chairs should use the budget planning tool we have already developed and used last year.

Planning:

General discussion regarding how we manage major events for FY24 (e.g., movie nights, Oaktoberfest, Dimond Lights, Dimond Shine). Do we have an events committee? Or do we establish separate committees for each event?

BRET suggests paring down the movie nights to one big movie night at a later time of the year.

ALEX notes that Dimond Shine definitely benefited from a separate committee, and recommends that we have one again.

MICHAELA / ANOUSH: Membership / Outreach Committee has discussed this and agrees that Membership should take a role in working with subcommittees to coordinate these events.

Further discussion over whether we need *ad hoc* committees for each event, or whether the standing committees take ownership of the events which align with their mission / goals. Suggestions for events which might align best with standing committees:

Community Care / Involvement Committee - Dimond Lights
Beautification Committee - Dimond Shine
Membership & Outreach Committee - Summer Movie Nights

ANOUSH suggests that CCI can be the committee which helps the “lead” committee staff the events.

9. Grant from Alameda County District 4.

We applied for and received an American Rescue Plan Act (ARPA) grant of \$50,000. These grants are available to non-profits who were negatively affected by the pandemic.

A general discussion ensues about the proper use of this money, and VICTORIA suggests we consider distributing it to local businesses. No action is taken.

10. BID Formation Update.

Report from ALIZA GALLO: Since the November meeting, and since we have endorsed the amended study area, we have begun segregating the largest property owners. We are now into the property owner outreach phase, and we need everyone’s involvement.

Survey packets have been sent out to all owners, and all information regarding the BID has been mailed to every property owner in the study area. We are working on putting an article in the newsletter.

The final DBID Study Area Map is presented. There are 189 parcels, 147 property owners, and over 2 million square feet of area. Fifty-two percent (52%) is commercial property, and fourteen percent (14%) is residential.

Volunteers are now tasked with conducting outreach to property owners.

11. Committee Updates.

Beautification Committee. The Beautification Committee exists to create and nurture a clean, green, and artistically rich Dimond community for neighbors and visitors.

TOP 3 SUCCESSES:

1. Bienati Overlook: Replaced gate, fully sheet-mulched, pruned huge tree (fence replacement & natives planting soon)
2. KDC: Leaders pool expanded to seven; paid coordinator job posted
3. Public art: Signs w/QR codes produced and placed at all public art locations

TOP 3 CHALLENGES:

1. Getting Dimond Printers sign moved to The Crucible
2. Forming “green teams” to take care of trees & planted areas
3. Recruiting more Wednesday & Saturday KDC volunteers (but plan in the works)

Community Care & Improvement Committee C.C.I. exists to educate, inform, inspire, motivate, engage, uplift and connect with the community and provide community members with opportunities to contribute to social connections and activities.

TOP 2 SUCCESSES:

1. Four community meetings in 2022
2. Four community grants awarded / launched in 2022

TOP 2 CHALLENGES:

1. Committee members’ busy schedules
2. 2023 General Meeting Topics

Economic and Business Development Committee. The Economic and Business Development Committee exists to build and sustain the economic vitality of the Dimond’s commercial district.

TOP 3 SUCCESSES:

1. Sent out our BID Cover Letters and surveys
2. Established roles for our Champions to contact businesses and owners
3. Contacted the sale representatives for the Dimond Court property

TOP 3 CHALLENGES:

1. Working to meet the timelines outlined for Phase 1 of the BID formation process
2. Lack of bandwidth for facade improvement grants
3. Changing economy in the Dimond (BofA)

4.

Membership and Outreach Committee. The Membership and Outreach committee exists to provide outreach to our community and increase our membership base

TOP 3 SUCCESSES:

1. Continued publication of bimonthly DIA newsletter
2. Launched Salesforce for volunteer tracking
3. Began reexamining M&O mission

TOP 3 CHALLENGES:

1. Defining/refining M&O's mission
2. Bandwidth to implement Salesforce
3. Identifying/filling volunteer needs

Public Safety Committee. The Public Safety committee exists to deter, and to respond to, crime and traffic safety issues in the Dimond with the goal of making the area a safer place for residents and businesses.

TOP 3 SUCCESSES:

1. Advocated for sideshow deterrents in the Dimond
2. Increased committee utilization of DIA security cameras
3. Compiling databases of Dimond crime and privately owned security cameras

TOP 3 CHALLENGES:

1. Successfully leveraging our public safety survey for advocacy
2. Developing a relationship with our CRO
3. Addressing / better understanding homelessness in the Dimond

12. Discussion re Ambassadors Grant

Grant money was made available to the Dimond from the City of Oakland to fund civilian security “ambassadors” to patrol the streets during the holiday season. DANIEL SWAFFORD, a member of the Public Safety Committee (but not on the Board), notified the Public Safety Committee of the grant and the Chair, KEVIN, applied for the grant money on behalf of the DIA.

ANOUSH expresses concern about propriety of a non-DIA member applying for funds on behalf of the DIA. KEVIN corrects this misunderstanding—DANIEL went through the Public Safety Committee on a rushed basis to get the money for us. The DIA in fact applied for the funds through the Public Safety Committee, with Daniel's assistance.

MICHAELA suggests we discuss transparency issues over cashflow and governance at the retreat.

ACTION: JULIE transfers the P.O. Box key to ALEX

Adjournment at 9:17 pm.

Minutes prepared by David Gross