

Dimond Improvement Association
Board of Directors Meeting - December 14, 2023

Board Members Present: David Gross; Bret Peterson; Chris Harper; Heather Harris; Kevin Whittinghill; Alex Park; Victoria Wake; Judy Klinger; Maddie DeWitt; [Zandile Christian](#)

Board Members Absent: May Seto-Wasem; Don Woods; [Anoush Jackson-Sattler](#); Michaela Sangiani-Guliano

Guests Present: Daniel Swafford

The meeting was convened at 7:04 p.m.

1. Agenda Approval.

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

2. Minutes Approval.

ACTION: Motion by HEATHER to approve the November meeting minutes (as amended by Board member comments); BRET seconds. The motion to approve the November meeting minutes, with Board member comments incorporated, is APPROVED 9-0, with ZANDILE abstaining.

3. Chair's Report.

Congratulations to ANOUSH, MAY, ELLEN SHERSHOW, and all who participated in a great Dimond Lights event!

We're forming an ad hoc committee for new board member recruitment

The 2024 retreat is scheduled for Jan. 28th, but we still need to confirm the exact time. Any feedback on the agenda is welcomed.

Brief discussion on future meetings and whether we are going to be in-person going forward and whether we will be holding meetings at public places. ZANDILE raises question about whether we will be obligated to purchase food and drink at such places. HEATHER wonders whether we can do more than just handle formal Board meeting obligations, but also focus on things like new Board member recruitment in a relaxed, social atmosphere.. CHRIS seconds HEATHER’s suggestion. ZANDILE also recounts how retreats were handled in the past, where there was more socializing and more actual productivity.

4. Treasurer’s Report.

ALEX presents the current budget.

Current total in bank account(s):

BofA checking:	\$24,931.71
BofA savings:	\$4,183.21
Wells Fargo checking:	\$123,409.83
Wells Fargo savings:	\$817.64

Beautification Committee			
Project	Actual	Budget	Projected Revenue
Keep Dimond Clean	\$16,569	\$33,700	\$15,000 (KDC fundraiser goal)
Dimond Public Art	\$525	\$15,700	\$15,000 (Dimond Art Fund)
Trees & Landscape	\$133	\$2,950	

Dimond Shine 2024	\$0	\$5,000	
TOTAL ACTUAL: \$17,228 TOTAL BUDGET: \$57,350 70% REMAINING			

Economic and Business Development Committee		
Project	Actual	Budget
BID Feasibility	18,190	\$23,000
Facade Improvement	\$0	\$25,000
TOTAL ACTUAL: \$18,190 TOTAL BUDGET: \$48,000 62% REMAINING		

Finance and Administration Committee		
Project	Actual	Budget
Board Recruitment	\$0	\$100
Board Development	\$459	\$250
General Ops	\$3,248	\$4,650
TOTAL ACTUAL: \$3,707 TOTAL BUDGET: \$4,650 20% REMAINING		

CEVO (CCI & M&O Combined)		
Project	Actual	Budget
Community Grants	\$1,348	\$4,650
General Meetings	\$153	\$1,400
Increase CCI Committee	\$125	\$0
DimondNews.org	\$0.00	\$250
Increase Membership	\$0.00	\$3,330
TOTAL ACTUAL: \$1,626 TOTAL BUDGET: \$12,430 85% REMAINING		

Public Safety Committee		
Project	Actual	Budget
Security Cameras	\$4,675	\$4,700
TOTAL ACTUAL: \$4,675 TOTAL BUDGET: \$5,000 0.5% REMAINING		

5. For the Good of the Order.

ALEX: NY Times had a hit piece on Oakland today. General discussion ensues about the poor reputation of Oakland.

BRET reports on a recent traffic incident outside of Flavor Brigade.

ZANDILE starts a discussion about crime in the neighborhood, asking how people feel about it. Anecdotally, people are reporting they don't want to go out and are thinking of leaving. Some Board members question whether the actual facts and statistics facts back up public perception and the media's reporting. KEVIN observes that he hasn't seen much broken glass in the Farmer Joe's parking lot lately. Others point out that, regardless of whether the crime increase is real or perceived, the high cost of crime prevention is driving out small businesses.

6. District 4 Update.

No representative present from District 4 this week.

7. Discussion re Vice Treasurer

In wake of Julie's passing, the Board would benefit from a deputy treasurer who can handle some of the treasurer duties. Anyone interested should contact ALEX.

8. Diamond Shine 2024

HEATHER presents general information and staffing needs for the upcoming 3rd Annual Dimond Shine Event.

The tentative schedule is as follows:

Event day: Saturday, March 23, 2024

Day of volunteers arrive 6:30–8:00 a.m., depending on assignment

Event Check-in opens: 8:30 a.m.

Event Kick off: 9:00 a.m. – 9:15 a.m.

Event End: 12:00 p.m. (first pizza arrives at 11:30 a.m.)

Clean up done by 2:00 p.m.

Board and Volunteer Needs: ALL Board members are strongly encouraged to participate in the event, and we need volunteers for the Core Team of event managers / organizers. HEATHER asks that anyone interested in helping out should contact her or DAVE as soon as possible.

Some Board members suggest we reach out to the general membership, including past Dimond Shine participants for assistance, utilizing our mailing list.

9. Julie Johnson Memorial

JULIE'S memorial is scheduled for Jan 13th at the Altenheim, from 1-4 pm. VICTORIA and JOANN are working on an EventBrite invitation. ZANDILE suggests that Julie's kids could perform the eulogy, we could play music that she liked, and present a slide show of photos from her life and interests (swim team, dance).

VICTORIA reports that KRISTY is going to create a mural in honor of Julie which will go on the Two Star Market Wall facing MacArthur 8' x 8'. She will have it done in time for the memorial. Possibly the Beautification Committee could assist with the cost of the mural and the installation.

10. Report 2023 Oaktobefest

DANIEL SWAFFORD presents an update on the 2023 Oaktobefest event. He asks that the DIA reach out to find more sponsors for future events. He will send around a template we can use.

ZANDILE asks about disability access to the event, and DANIEL reports that he hasn't heard anything negative about access issues. We're not building any infrastructure that is inaccessible to his knowledge.

Regarding the full amount of net proceeds, we need to maintain something in the ballpark of \$50,000 in the operating account to make the event happen.

11. Bienati Overlook

Friends of Sausal Creek's winter solstice work day is scheduled for Saturday 12/16 from 9 a.m. to 3 p.m. at the Bienati Overlook. We need people to come out and do some weeding

and planting. HEATHER and BRET will send out a notice to members asking for volunteer assistance.

12. COMMITTEE UPDATES

Beautification Committee:

Public Art:

- Proposal to place “Ellipse” sculpture at the Gateway Garden to be reviewed by the City’s Parks & Recreation Advisory Commission in January.
- Property and business owner at Clay Clubhouse are enthusiastic about the installation of the vintage Dimond neon sign on the exterior wall; next meeting with Bombera.
- Covered cost of repairing damage to the Dimond River mosaic on Champion Street by artist Debbie Koppman

Keep Dimond Clean:

- Holiday thank-you goodies are being given to volunteers next week.
- KDC fundraiser is at \$10,847, recent merchant donations from Oaklandish \$500 and Good Times \$200.
- End-of-year donation request out this week

Greening:

- Met with Friends of Sausal Creek to plan new plantings at Bienati Overlook during FOSC’s Winter Solstice event Dec. 16

CEVO Committee:

- Anoush and Dimond Lights team need to meet to tie up the event including updating costs and income from event and sending a survey to participants
- General Meeting - Need to check with Michaela about status but Anoush unavailable to take on coordination before new year. Any volunteers?

- Connection with other neighborhood orgs - our first social was a success. Will reach out to Jennifer Zilliac and others to see who is able to host the next round at a local business, maybe Mokha? Anyone know a neighborhood org who might be interested?
- Grants going live next week!

Business and Economic Development:

- Attempting to connect with Cristy Johnson (Deputy Director of EWD) regarding getting Safeway's union to support the BID efforts.

Public Safety Committee:

- The Public Safety Committee emailed Janani a list of suggested safety improvements for the Fruitvale/MacArthur intersection which she will share with OakDot
- There is a Capital Improvement Project called "Safe Streets to School" for Sequoia Elementary, and a number of improvements coming to that area.
- Victoria met with Janani and discussed:
 - Per OakDot, Botts' dots are off the table as a sideshow deterrent at the Fruitvale/MacArthur intersection
 - Asking the OPD for updates/follow-thrus on criminal investigations will probably prove fruitless. Janani's believes only 1 in 10 robberies and burglaries are solved. OPD only has two full-time investigators for the entire city.
 - Waste Management and City Public Works performance – there are multiple issues including overflowing cans, faulty and missing garbage disposals. Victoria will email a detailed list to Janani before her next meeting with Public Works.

Meeting ADJOURNED at 9:04 p.m.
Minutes prepared by David Gross