

**Dimond Improvement Association
Board meeting minutes, 3/10/16**

Board members present: Zandile Christian, David Coleman, Fran Donohue, Craig Flanery, Julie Johnson, Marion Mills, Robert Raburn, Jennifer Joey Smith, Daniel Swafford, JoAnn Tract-Rawson, Tom Rose, **Absent:** Victoria Wake

Guests: Stan Dodson, Adam Simons

Meeting was convened by Craig at 7:00 p.m.

1. February 11 Minutes.

ACTON: Minutes approved (Motion: Marian; Second: David; yays, 11)

2. Treasurer's Report. Julie passed out a report on the DIA's current bank account status.

3. WIP Reports:

Administrative. 501(c) 3 Zandile relayed message from Victoria, Fiscal Contract update will be sent out next week. Re Dimond Mine Agreement, we are awaiting complete submission of program grant docs – see Victoria's note for add'l info.

Administrative 990 Taxes – requires an amended return that adjusts to reflect Oaktoberfest financial activity. This will require vote from board once adjustments have been made. Julie has requested copies of 2013 & 2014 returns from Iyrna. Finance committee to review upon receipt and determine amendments for return.

Insurance. Daniel received a quote of \$2,000 per year from Ruth Stroup at Farmers Insurance for Employment Action and General Liability \$1,200,000 aggregate in coverage. Board to vote at April meeting.

Membership. Jan – March membership contributions were \$1000. 101 primary household memberships, 137 members in total. 16 new and 4 renewal.

New membership envelopes with minor updates we should consider. Whether we want to have "indicia" 31 expired reminders went out.

Outreach for General Meeting April 6. Victoria to Draw Up Ballots. She will also run ballot.

DNO – met with Merchants – they felt May date was too soon. It has been suggested that it be postponed to July and brought up questions on how to enliven the event.

DBPA –Daniel and Ruth plan to walk the Business District to encourage Merchant Membership.

Joey to stop by Hive to Remind Calli on 3/11/16 of commitment to fund Keep Dimond Clean Fund.

Historic Committee – Zandile requests people can let the committee know who has supplies or boxes of documents to store. Let Joey know if you have documents to store in terms of linear feet so they can plan for storage space and help out NCPC store their documents which has been agreed to.

DPA- Joanne presented ART for small and large utility boxes. Historical pictures with textures & historical information. Art in the neighborhood installation may begin by end of March or early April.

Art Walk postponed due to weather, new date April 10th. Which will be on target with long term schedule of second Sunday of the month.

Key for Block Buster is available from First Building Maintenance when art is ready to be removed.

March 30th 10:00 am Meeting with property manager of Dimond Center, Barry Trubitzkay

Robert is exploring Special Program to be included in the Dimond Picnic Event and is investigating the cost of the program.

Panhandling – David is engaging with individual panhandlers in camp at top of Dimond Park. The camp is pretty much cleaned out.

Keep Dimond Clean - Zandile registered a total of \$285 in expense.

Fran is tracking Keep Dimond Clean Funds

Kathleen handling Outreach, fund raiser is launching March 28th.

Karen Marie managing incoming checks and deposits.

New Pay Pal Account has been set up.

City Council updates. Adam was disappointed to hear trash cans are not on time. Will follow-up with CVS.

Champion Firehouse – Meeting on Wednesday 3/16 re a couple of restaurant options or related business, stay the course.

Office Hours: 10-12 March 29th 5316 Fairfax Ave

Office Hours: 10-12 March 29th Montclair Village

Office Hours: 10-12 April 2nd Hive

November Ballot: Measure re Infrastructure: \$600 Million Bond Measure

(A \$450 Million Back Log exists in city needs.)

Funds to be focused as follows:

\$400 Million straight to streets

\$200 Million for other (approximately \$100 Million to city wide infrastructure, crime lab, \$100 Million to retrofit firehouses)

- Works out to about \$69 per household in new parcel tax – 30 year bond

Also will be an affordable housing measure on ballot

4. Oaktoberfest – Daniel is presenting a budget for a 2 day event versus a 1 day event.

- Projections
- Business Success's
- Will present to merchants the benefits to Dimond Business District of expanding the event.
- Additional discussion around merchant participation on day of event and involvement in the event set up and organization. Daniel responded merchants contribute by paying vendor fees for tabling at event. Ruth was on planning committee and Stan was a key player for 4 plus years.
- Outreach this year to increase.
- We are seeing almost doubling of proceeds.
- Key support of the community of show casing the district, the schools, the committee is also a value. It is not just monetary donations. Non-profits get support for their cause.
- Adequate staffing is important, the city brags about Dimond District.
- There is quite a bit we can do to support expanding the capacity.
- Concerns
 - o number of volunteers
 - o Security would be doubled for a 2 day event
- Stan pointed out no other Street Fair is profitable, they all operate at a loss and write it off as a marketing expense.

Oaktobberfest Vote – 1 day or 2 day event at April meeting.

5. DBPA discussion regarding DBPA Strategic plan, meeting schedules, process to promote district, and investment in community. Availability of Agenda's, Minutes, Member invites to meetings? 5 board members working with attorney to re-write by-laws, fees \$1,500, with-out a membership vote and transparency.

Current membership about 24 members, should be generating \$2,400 in fees. New merchants do not seem to be aware DBPA service. Need to encourage every business to be involved, you should have a say in how those funds are spent.

6. Volunteer Appreciation Awards to be awarded to Keep Dimond Clean Volunteers (28 people) at April General Meeting – Began 2010 Rain or Shine, Award suggestion: Certificates with covers-\$50, flowers-\$50 and a gift-\$400. Volunteer John Lennear passed away in October. Volunteers Tom & Trisha who garden should be included in the KDC group.

ACTION: Joann motioned to approve allocation of \$500 for the purchase of award items for the KDC Volunteers. Daniel 2nd, Vote unanimous.

7. Library Closure – temp closure August through October

Board Meeting Location: Marion advised DIA can continue meetings at library through July. Marion will follow-up at June meeting with any updates.

Public General Meetings: Need to find public space for August and October meetings. Notifications will need to go out to public of locations.

8. CVS update and history. Joann advised delay in trash cans due to back orders and difficulty getting the cans. District Manager is following up on this and other priorities:

- There are security cameras in the store.
- Looking into having lot cleaned 3 times a week
- \$200,000 upgrade planned for interior of store this summer starting July or August.
- District Mngr has been at this store 6-7 months is frustrated by lack in police presence, would like to see them stop in more.
- This is the chains most profitable store in Oakland however, they do have a security issue with theft. The on-site security cannot actually do anything when they catch someone, so they only act as a deterrent but cannot enforce.

9. Panhandling Committee Marion presented updated draft and will bring the final draft of letter to the community for a vote at next meeting.

10. Oakland Trails.Org - Stan advised will be in Film Festival at Albany Festival May 20th and 31st at the Albany Twin. San Francisco April 20th.

Ad campaign on Pandora Radio and Doug McConnell from Open Road KPIX. Hoping for 100,000 views on line by end of October.

Monthly Sponsors- \$600 May sponsor, \$400 a month, 800x300 pixel.

Adjournment.

ACTION: The meeting was adjourned at 9:00.m. (Motion: Julie; Second: Zandile; unanimous)

Next Board meeting: April 14, 2016

Minutes submitted by Fran Donohue