

**Dimond Improvement Association**  
Board of Directors Meeting - June 9, 2022

**Board Members Present:**

Julie Johnson, Ryan Romaneski, David Gross, May Seto Wasem, Bret Peterson, Chris Harper, Lindsey Berking, Heather Harris, Kevin Whittinghill, Erica Perez, Charlie Deterline, Anoush Jackson-Satler, Alex Park, Alton Jelks, Jay Ashford, Zandile Christian

Non - Board members: Renia Webb, LeAna Powell

**Board Members Absent:** Michaela Guiliano, Victoria Wake, Phyllis Martinez, Chris Palomarez, Marty Wunsch, Judy Klinger

The meeting was convened via Zoom at 7:10 p.m.

**1. Agenda approval.**

**ACTION:** Approve the meeting agenda as amended. (Motion: Charlie Deterline; Seconded by Chris Harper. UNANIMOUS approval.

**2. Minutes approval.**

**ACTION:** Approve minutes from May DIA board meeting. (Motion: Chris Harper; seconded by Bret Peterson. UNANIMOUS approval.

**3. Chair's report.**

**Ryan** notes that Summer is here, and we tend to be busy in summer. He suggests we discuss meeting norms and how to handle the larger group:

1. be present and prepared.
2. share the air (step up and step back)
3. assume best intention

**Ryan** makes last call for Ad Hoc Governance Committee.

Grants: we submitted an \$80,000 request to Alameda County District 5. The County acknowledged receipt and confirmed we are eligible to apply

(this is for lost income from Oaktobefest due to COVID). **Alex Park** is assisting with another grant in the works, as we discussed at the May meeting.

#### **4. For the good of the order.**

**Alton Jelks** spoke up to explain that he made a mistake at last month's meeting by voting to approve our letter on the City of Oakland general plan; he should have abstained because he hadn't seen it or read it.

**Chris Harper** spoke to make sure everyone (including new members) has Oaktobefest on their calendar. The dates are October 1-2, 2022. He stressed the importance of everyone showing up and volunteering.

**Erica Perez** confirmed that Oaktobefest will be in the upcoming newsletter.

#### **5. District 4 report.**

**Renia Webb** brings up recent violence at Lucky 347 and notes that Sheng Thao's office has been in conversation with OPD to generate more street patrol. She offers to get a police rep to attend our next meeting. Our CRO is Officer Aaron Johnson.

**Renia** also confirmed that DOT has approved \$100,000 for Botts' Dots, and they will be installed in the next 3-6 months. They are getting ready for their mid-cycle budget, so if we have specific requests, they can get money for the DIA. Dimond Park has been marked as a high priority for all the graffiti, the sinkhole, and bathrooms.

**Bret Peterson:** regarding wildfire prevention, a Joint Powers Agency is no longer happening. They are instead going with an MOU, and he's concerned this doesn't have any teeth to it. **Renia** agreed to look into it; there is supposed to be a bond measure for high level fire zones, and funding will be coming in at the state, county and city level.

**Bret** also promises to send an email re upcoming movie night to be included in Sheng Thao's newsletter.

**Kevin Whittinghill** expressed thanks for the Botts' Dots. He asks if Sheng Tao's office is coordinating with District 5 regarding the recent violence in the neighborhood. **Renia** confirms that both districts are in constant communication, and both CROs are working together. **Kevin** says Public Safety Committee would be interested in meeting with our CRO. **Ryan** says we should discuss how to proceed with setting up a meeting with the CRO and the whole Board and asks for any updates on graffiti abatement funds. **Renia** responds that there is a new hire in place, and she will get them in touch with us.

## **6. Discussion: Volunteer Cultivation**

**Ryan** leads a break-out discussion on volunteer cultivation. Specifically, we are focusing on: how do we improve at (i) identifying and reaching out to volunteers; (ii) how we manage them; and, (iii) how we can show appreciation and help them grow.

**Jay Ashford** asks how we get all the volunteer info into one place so everybody can view and edit it? He mentions that Salesforce has a compelling package for nonprofits, with 10 free licenses. Everyone who attends DIA events would get registered, and a volunteer profile can be generated showing which events people have volunteered for. We can then conduct targeted outreach to volunteers based on their interests, skills, etc. In response to question from **Anoush Jackson-Satler, Jay** and **Ryan** confirm we have several spreadsheets that have been uploaded into Mail Chimp, but they aren't cross-referenced.

**Alton Jenks** suggests we put effort into promoting our group and our accomplishments as a way to attract volunteers.

**Some highlights of the discussion:**

- it's important to make sure volunteers know what impact they are having. We need to let people know what we have accomplished so people can see the impact of their own action and also see what other volunteer opportunities are available.
- what's been missing is follow-up management of volunteers; this is where the Salesforce product can help.
- we need to have consistent engagement with volunteers throughout their life cycle with DIA; get as much information without being too intrusive.
- the calendar on the website needs to be more informative and useful; make the calendar downloadable
- we can recognize volunteers' efforts with swag (t-shirts, fridge magnets, cards, pins, etc.). Other suggestions: social media recognition, big signs in the neighborhood, recognition photos.

## **7. Action: Summer Movie Night Update**

**Bret:** movie nights are scheduled for June 18, July 29, and October 21. Movies have been purchased, and the dates are set. We will need volunteers for these dates to help set up and break down.

**Adjournment** at 8:37 p.m.

Minutes prepared by Dave Gross. Approved 7/14/22.