

Dimond Improvement Association
Board meeting minutes, 7/9/15

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

Guests: Adam Simons (Council District 4 Chief of Staff), Karen-Marie Schroeder, Pam Consear, Shihli Lu

June 10 Minutes. Minutes were approved (Motion: Robert; Second: Craig)

Treasurer's Report. Julie presented a report showing balances in all accounts. She is still waiting for online access to the Bank of America account and still is not receiving statements from Citibank. Keep Dimond Clean's (KDC) portion of the accounts needs to be clarified. Chris reported that he now has access to the DIA QuickBooks. As of now, Julie, Chris, and Zandile can write checks; Karen-Marie is making deposits.

WIP Reports.

Council Office. Adam announced two upcoming events: A "back to school" backpack giveaway at Horace Mann Elementary School in late August, and a Dimond & Laurel scavenger hunt on October 10, 9:00am to 1:00pm, intended to encourage residents in a fun way to know their commercial districts better. The office is also checking into the new, significantly higher, Waste Management charges, agreed to in the City's new contract but causing some distress among constituents. And a "road diet" proposal for 35th Avenue above MacArthur is being explored. Auto lanes would be reduced and bike lanes added. Grant funding through the Alameda County Transportation Commission is a possibility.

501(c)(3). Chris led a discussion on how to spread the word that the DIA is now a 501(c)(3) organization. Publicizing the new status will help with donations, as they are now (since February) tax-deductible, and also enhance recognition of the important role the DIA plays in the community. It was suggested that a press release be issued and an announcement letter be sent to potential corporate donors. Robert volunteered to draft the release.

DIA Website. JoAnn reported that there are some issues right now, including that the renewal function isn't working well since the transition to the new server at LMI. More work will be done to remedy the situation.

Dimond Night Out (DNO), 6/9. Daniel reported that his intern did an assessment of the event and recommends more organizational leadership; an identified DIA point person; and more selling partners to reach their constituents to increase sales. It was pointed out that there were competing events on the same night this year, including Glenview Elementary School's 5th grade graduation and Sequoia Elementary School's potluck. This makes a possible case for holding DNO in a different month. A total of 250 Passports were sold; the portion of proceeds going to KDC is \$3,180.

Dimond Picnic, 7/19. Robert showed the picnic poster, which he has been taking around for display in businesses. Robert will send artwork to JoAnn to print more posters for A-frames, which Karen-Marie will set out. An article will appear in the Montclarion.

General Meetings. For the August 5 meeting, Julie and Daniel are arranging a soap-making demo and a beer-making demo. Joey will update the attendees on the Dimond Printers sale in progress.

22X NCPC. Karen-Marie reported on the June 18 NCPC meeting and on the July 2 public forum featuring Assistant Chief Figueroa. Figueroa discussed current training procedures, designed to insure that all persons of interest in a situation are respected and treated with dignity.

Dimond Public Art. JoAnn secured approval for the utility box art from the City's Public Art Advisory Committee, which responded very positively to the project. She is now working on preparing the contract for Querido Galdo (the artist).

Farmer's Market. This item was tabled until the next meeting.

Dimond Murals. Artist Pam Consear presented her preliminary designs and budget for "vintage destination postcard" murals at Club 2101, St. Louis Veterinary Clinic, and Loard's. The projects have been approved by the City's Public Art Advisory Committee, and property owners and businesses are supportive. Total budget is \$12,780, with more than half coming from District 4 Graffiti Abatement funds. Pam is seeking \$1,000 each from DIA and DB&PA. Pam and an assistant will paint the murals but there may be opportunity for the community to help paint the background surfaces. Donors would be acknowledged on the murals themselves. Julie motioned to provide \$1,000 to the project (and Daniel seconded). Approval was unanimous.

On a side note, Victoria expressed that at some point there may be too many murals (painted, tiled, etc.) and that it could detract from the look and appeal of the commercial area. JoAnn noted the considerable, proven graffiti-abatement benefit; Fran felt there would be reason for review at some point; and Julie's sense was that there is too little public art and we need to continue to facilitate more.

Laney Intern. Craig presented his proposal for a Laney student intern for the DIA. The time commitment would be 150 hours over two semesters starting in the fall. Projects could include research on grant opportunities, commercial area regulations and practices, and non-profit operations; youth projects and involvement; and other DIA needs as determined. Craig would recruit candidates, and a DIA board committee, including Craig, would make the selection. Ideally the intern would be an Oakland resident, preferably from the Dimond. Craig made the motion (and accepted a friendly amendment from Victoria) to allocate a \$1,900 stipend for 150 hours. Joey seconded and all were in favor.

Dimond Printers. Joey and her business partner Shihli Lu reported on the buyers in contract for this building. The buyer's plan includes setting up 10-12 independent vendors in the space (about half food and half other wares), preserving one of the bowling lanes, and accommodating a gathering and seating area. To enhance the community feel, the history of the building would be researched and portrayed in the space or on the exterior. It was agreed that the DIA would write a letter of support to the prospective buyers, encouraging them to move forward.

Adjournment. Fran motioned to adjourn, Craig seconded, and all were in favor.

Next Board meeting: August 13, 2015

Minutes submitted by Victoria Wake