

**Dimond Improvement Association
Board of Directors meeting minutes, 12/13/18**

Board members present at start of meeting: Zandile Christian, Fran Donohue, Tomasz Finc, Chris Harper, Marion Mills, Ryan Romaneski, Daniel Swafford, JoAnn Tracht-Rawson, Victoria Wake.

Absent: Ahmad Anderson, Julie Johnson, Robert Raburn,. **Guests:** Mona Barra-Gibson (via telephone), Alex Park, Officer Mike Troupe

Abbreviations used in minutes: DB&PA (Dimond Business & Professional Association); OPD (Oakland Police Department).

Chris convened the meeting at 7:04 p.m.

1. Agenda approval.

ACTION: Approve agenda as presented. (Motion: Ryan; Second: Tomasz; in favor, unanimous)

2. November minutes approval.

ACTION: Approve minutes from the November 8 board meeting. (Motion: Daniel; Second: Marion; in favor, unanimous)

3. Council District 4 report. Mona Barra-Gibson spoke to us via speaker phone, reporting on the meeting with CVS Regional Manager Darrell Larson and Store Manager Maria Godinez. Topics included safety in the parking lot, lighting, graffiti, litter, and shopping carts. There was consensus that regular meetings with the community, perhaps quarterly, would be good. Councilperson-elect Thao has been briefed. Mona will compile and distribute notes from the meeting.

4. Chair's report. Chris met with Tomasz regarding DIA's use and comfort with technology and how we can keep moving along with platforms such as Google drive.

5. Work in Progress (WIP) reports.

Beautification. Marion reported that a total of 370 daffodil bulbs were planted in public spaces in the Dimond. Also, she and Tom Rose continue to work to connect with DB&PA board about next tree-well mulching project in the commercial district.

Communications. Tomasz and JoAnn reported that the DIA website has been migrated to GoDaddy with a managed WordPress package, which includes antivirus, malware, and SSL certificate security features. Total cost is \$168 per year, which includes both the DIA and the Dimond Public Art (DPA) sites.

Economic Development. Daniel reported that Grand Lake Kitchen is awaiting their initial "rough" inspection from the city in the new year before proceeding with interior construction. He has opened a discussion with them about placement of security cameras.

Finance. Fran reported that the final 2017 Oaktoberfest proceeds have been disbursed--\$23,437 each to DIA and DB&PA, with the agreed upon 15 percent of DIA proceeds (\$3,516) earmarked for DPA projects. She also reported that bank account signatories have been updated to the current Finance Committee members, and confirmed that various DIA keys are held by the following people: Oaktoberfest post office box (Daniel and Fran); DIA post office box (Fran and Karen Marie Schroeder); Champion Transit Plaza kiosk (Marion, Robert, and Victoria).

Homeless & Panhandling. Marion announced that she is stepping down as committee chair after four years. She reviewed the many activities and accomplishments of the committee during this time (see Addendum #1 below).

February 6 General Meeting. Victoria reported that Councilperson-elect Sheng Thao has confirmed. Joey Smith has offered to present the business update. Ryan will not be available to give an update on the DPA Master Plan but will confer with Julie about doing it. Marion volunteered to be the third member of the ad hoc committee with Fran and Victoria.

6. Oaktoberfest. Daniel distributed a preliminary summary of the 2018 event (see Addendum #2 below) and talked through the points. He also reported that Matthew Lonergan is stepping down as chair of the planning committee after ten years. The decision on one day vs. two days for 2019 needs to be made soon, no later than mid-February. The impact to merchants is a key consideration—some businesses benefit from the event while some do not. In addition to continued responsiveness to merchant interests and concerns during the event, Daniel suggested that DIA take a more active role throughout the year in assisting and promoting Dimond businesses to enhance their success.

7. Dimond Lights. Ryan reported that 20 artist-vendors participated and nearly 100 people had the pancake breakfast. Event revenue was ~\$900 and expenses were ~\$1,400, with \$1,100 of expenses invested in marketing, including two weekly ads in the Hills Newspapers. Facebook posts had a 19,000 reach and DPA increased likes of its Facebook page by 20 percent. Ryan estimated about 300 people attended throughout the day. He will send out thank-you notes as well as a post-event survey to vendors and volunteers to get feedback. The board gave kudos to Ryan's mom Sharon, who was a tremendous asset in the planning, marketing, and execution of the event.

8. Nominating committee for 2019 election. JoAnn, Ryan, and Tomasz volunteered for the ad hoc committee, with JoAnn chairing.

9. DIA archives project. Victoria reported that Joey Smith has contacted San Francisco State University about sponsoring an internship to collect, organize, and preserve DIA's organizational archives, as well as conduct interviews and post material to the website. She has an interested faculty sponsor and has submitted a project description. The internship would be unpaid, but modest DIA expenses could include photocopying, archival storage supplies, and a stipend for transportation costs, which could be incorporated in the FY2020 budget, if not available within the FY2019 budget.

10. Board retreat planning. Chris led a short discussion about scheduling, agenda, and approach. Date and time were determined based on results of online polling: January 12, 1-5pm, with potluck following. The Executive Committee will meet to plan further and communicate out to the full board.

11. Beat Officer Troupe. OPD Officer Mike Troupe stopped by and introduced himself. He has been assigned to Beat 22X since January 2018 and currently works Wednesday, Thursday, and Friday from 2:00 pm to 2:00 am, and every other Tuesday. He welcomes getting to know DIA and the community in general and would be happy to attend board and general meetings when he is available. Victoria will connect with him about the February 6 general meeting.

Adjournment. Chris adjourned the meeting before 9:00 p.m.

Next board meeting: January 10, 2019

Minutes submitted by Victoria Wake

Addendum #1: Activities & Accomplishments of the DIA Homeless & Panhandling Committee

February 2018: DIA General Meeting on Panhandling & Homeless Issues in Dimond Commercial District. The forum consisted of six community representatives discussing the issues. A one-hour question and answer session followed.

July 2018: Meeting with Neighborhood Council 22X board members to discuss how the two organizations could work together on panhandling issues.

November 2017: Meeting with City Councilmember Annie Campbell-Washington and staff on issues of panhandling in the Dimond commercial district. An action plan was developed.

On going: Reminding the community of its role in helping decrease panhandling with quarterly Dimond News Group posts.

On going: Placing public flyers in merchant windows, with their permission, on not giving money or food to panhandlers.

On going: Emails to the community on city and county social services available to persons in need.

On going: Flyers placed in commercial district kiosks about city and county services available to persons in need.

On going: Merchants and community working with OPD walking officer, CHP, and Caltrans to report aggressive panhandlers and persons passed out on sidewalks.

Addendum #2: Oaktobefest 2018 Event Summary

Thank you for an excellent Oaktobefest in the Dimond 2018

Event Summary - 2018 numbers



Vendors/Booths – Total booth spaces used 180 / Sold Out

Total Vendor Participants 110;

Approx. \$52k in Booth revenue (+8% from 2017; +60% from 2016; + 22% from 2015)

Sponsorship – Cash \$61,000 (+ 22% from 2017 [\$49,850]; +34 from 2016; - 4% from 2015)

Ticket Income \$185,000

(-2.5% from 2017 [\$190,373]; +38% from 2016 [\$138,000]; + 11% from 2015; + 16% from 2014; + 45% from 2013; + 23% from 2012)

Online ticketing/ EventBrite net – \$41,511 (-55% from 2017 [\$93,650] ** included is an increase of approx. \$6,000 in EventBrite fees

Creditcard \$58,843 (+28% from 2017 [\$45,804])

Bill Brand Memorial Biergarten – 44 breweries, 11 wineries; 2 bars

Volunteers - 380 signed up; 270 affiliated with youth service clubs (17 youth clubs)

Entertainment – 46 stage performances

Total Revenue estimated at \$296,000

Total Expenses estimated at \$186,000