



OCTOBER BOARD MEETING AGENDA (hybrid)

October 25th, 2023: 6pm-7pm

Temescal Works

490 43rd Street, Oakland, CA 94609

[Zoom link here](#); Meeting ID is 899 6841 6717 and pw is 210644

1. INTRODUCTIONS – Call to Order:

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. ATTENDANCE:

Board members present (in person):

Board members present (via zoom):

Board members absent: Emil, Jessica

Others present: Diana Galbraith (ED)

4. CONSENT AGENDA

- a. Approval of September 2023 Board [Minutes](#) (also below)

5. OPERATIONS REPORT - Jamar Leonard, *Block by Block*

- Deescalation event (Diana)

- Pilot project w OPD (Diana)
- Community patrols

6. ACTION/DISCUSSION ITEMS *(try to limit each item to ten minutes)*

a. Budgets (Don/Diana)

i. 2023 budget [here](#)

1. Actuals versus budget.
2. Request to turn this budget into a draft 2024 budget.
3. Marketing materials for renewal petition are an unexpected cost.
4. Website cost overhaul needs to be added to 2024 budget.
5. Don: I move to turn this budget document, update it w the above info, and sent to Exec for approval. Lynn seconds. Passes unanimously.
6. Don's goal is to pass a 2024 budget at next Board meeting, requests members to bring any expenses they'd like to make to that meeting (or email to him).
7. Please review budget documents from 2019 for pre-covid examples of what we've done.
8. Have committees bring budget requests to Nov meeting.
9. Accounts Payable tracking is moving to Quickbooks.
 - a. Don would like to hire a professional bookkeeper for about two months, part-time. Pat moves, Jordie seconds, passes unanimously.

ii. 2024 budget proposal [here](#).

iii. Pay off light loan early?

1. No penalty to do so.
2. Let's delay by 1-2 months to make sure we have enough cash on hand.
3. Would save us interest.

b. Roots update, website [here](#) (Jordie)

- i. Members viewed the three finalists' art pieces on the website and Jordie provided context behind the selection process.

c. RFP for ToT.

- i. This issue at Promo asks the larger question about whether board or committee members should get paid for BID work.

- ii. Adriana made her proposal to Promo because it seemed like BID did not have capacity to do the event in-house. She's happy to contribute an RFP if the BID goes that route, would only be able to do this paid.
- iii. Pat: there should be a template somewhere for how to do this. This is not income for the BID, it's donation for the schools. Opposes RFP.
- iv. Jordie supports RFP.
- v. Pat: will need security for ToT event itself.
- vi. Don: goal is to avoid a conflict of interest. Adriana could take a leave from the board if she was to produce the event.
- vii. Shantell: I do a lot of events, could work with Adriana.
- viii. Lynn: Motion to accept Shantell's offer to work with Adriana and bring it to Promo.
- ix. Diana to check with Jaymee about her bandwidth.
- d. Street ambassador RFP clarification.
 - i. One or three year contract?
 1. With a one year contract we pay for the equipment (ie the truck) all in one year; with a three year contract we spread the cost out over three years.
 2. We don't really have time to submit an RFP in time for a one-year contract and it would mean doing another RFP in one year's time.

Don: when contract ends who owns the equipment and what is the equipment? Could we bring our existing equipment into 2025? (Joey to check). Don would like a copy of our contract. Can we approach the vendors rather than having them go through RFP process?

Joey: It's too late for a one year contract, the amortization doesn't make sense, contract w BBB ends in Feb. Will ask Semu about truck ownership.

Tom: We voted to go to RFP last month, thought it would happen right away. We haven't reviewed vendors in quite awhile.

Shantell: With a recent change of leadership, stability is important, especially as we approach renewal.

Don: Let's put out RFP in August + do research before then.
(motion), Lynn seconds, passes unanimously.

Alex: I support doing an RFP for 2025.

e. Assistant for Diana

- i. Requesting Board approval to move forward with the hiring process, including drawing up a contract, determining budget, and checking references.
 1. Diana to provide job description to Exec.
 2. Audrey: Please consider someone w a broader skill set than just admin.
 3. Adriana: Posting requirements since this is a public-funded job.
Diana: Yes, that's the "due diligence" I mentioned.
 4. Shantell: Confused about the statement about an "interview" when there hasn't been, this sounds the way I was treated vis a viv joining the board and then not.

Diana: There have been some unfair and untrue things and implications made said this evening that I cannot ignore.

Don: we need continuity of leadership, we need someone who can step in when the ED is away.

f. Bylaws overhaul (Diana)

- i. Current bylaws are [here](#).
- ii. Old bylaws are [here](#).
- iii. Diana: there has been discussion about changing or updating our bylaws. Would anyone like to participate in a discussion about them?
- iv. Audrey: Another option is for folks to read the bylaws, suggest changes, send them to Diana, and then meet once, and bring to board. Every board member should be reading the bylaws regardless.
 1. Jordie: I move to adopt Audrey's suggestion, Lynn seconds. Passes unanimously.

g. Quorum in person (Brown Act).

- i. Lynn—I'm not sure I believe that, tbh. The document that Adriana found online seemed to think zoom is ok.
- ii. Don—let's ask the city. Joey will ask LaTonda.

- iii. Alex: I'll do some research. Rena is an expert, though, and we should probably go with her interpretation. Alex cannot attend every meeting in person. I'd like to write letters and op-eds if we'd like to advocate for change to the Brown Act (Diana too). Let's start w BID Alliance, see who feels similarly, etc. Use them as our advocate. However there are things we can do, for example renewal committee is not covered by Brown bc it's ad hoc. We need the flexibility to have discussions without taking notes, etc.
- iv. Don: Who is the authoritative source on this? Can we ask someone in the government? Joey to ask LaTonda.
- h. Should Board members be paid for their work for the BID (examples include Audrey + website and Adriana + ToT)? See above.

7. INFO ITEMS

- a. Executive Director's Report
 - i. Renewal consultants are finalizing budget. Need to determine whether 16% assessment increase makes sense. Next step for us is creating marketing materials to send out with the petitions.
 - ii. RFP for ambassadors is pending clarification.
 - iii. IT audit including data backup.
 - i. Jaymee is organizing Halloween Trick or Treat for 10/29 and a holiday fair for 12/10.
 - Higher number of RSVPs for Trick or Treat than last year.
 - ii. Met with Alex to get google folders organized.
 - iii. Plaza project is moving forward.
 - iv. Shoe Palace mural.
 - v. Doing a district walk w BBB every Tuesday.
 - vi. Meeting w Dan Kalb every other month.
 - vii. Learning Quickbooks.
 - viii. Jerusalem Cafe has opened.
 - ix. Diana in Chicago Nov 2-3 and working remotely.
 - x. Medical procedure on 10/26 and possibly working part time the 26th and 27th.
- b. Upcoming meetings
 - i. Website overhaul w Audrey Oct 30th at 12pm.

1. Audrey invited committee members to join: currently Jaymee, Diana, Audrey, Jordie are coming. Please join us! Audrey to draft an RFP.

Pat adjourned meeting at 8:15pm.

8. ACTION ITEMS FOR NEXT MEETING



SEPTEMBER BOARD MEETING MINUTES (hybrid)

September 27th, 2023: 6pm-7pm

Temescal Works

490 43rd Street, Oakland, CA 94609

[Zoom link here](#); Meeting ID is 899 6841 6717 and pw is 210644

1. INTRODUCTIONS – Call to Order: call to order at 6:05pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

- 9Round Fitness will have a booth at Oaktoberfest in the Dimond District this weekend.

3. ATTENDANCE:

Board members present (in person): Lynn, Pat, Jordie, David, Audrey

Board members present (via zoom): Don, Tom, Adriana,

Board members absent: Jessica, Daniel

Others present:

Diana Galbraith (ED), Jaymee Rayford (staff/note taker), Jamar (staff), Joey (staff), Jonny Linres, Seung-Yen Hong, Chip (Block by Block), Tom Ames, Alex Teran, Alex Schafran

4. CONSENT AGENDA

- a. Approval of August 2023 Board [Minutes](#)
Pat motioned. Lynn second. **Motion passed.**

5. OPERATIONS REPORT - Jamar Leonard, *Block by Block*

- a. Change of Ambassador working hours.

- New cleaning ambassadors joined and he's been a great addition. There has been illegal dumping and more, but the team has been regularly reporting to 311 for more help. They've been working to address the "hot spots" that have strong odors in front of businesses by power washing. As of Sept 15 the ambassadors are working to speak with business owners and address larger issues like outside, illegal dumping.
- Jamar got in contact with the Shoe Palace owner and he now has permission to paint over the graffiti on their building. The owner will provide paint and brushes. The ambassadors will bill the time as, "special projects." Diana supports the idea of using ambassador time to take care of this issue and begin to build a relationship with this business owner.
 - Tion Torrence has offered to mural empty walls in the district for free. Jordie will connect Tion and Jamar.
 - Adriana asked if we'll be expected to continuously keep this up because we are accruing the cost of labor. Johnny Linares addressed Adriana's concerns.
 - The Shoe Palace location has received a lot of complaints and the goal of this is to get a new mural to deter tagging. He said it is unrealistic to ask the BID to maintain this. Adriana said it is unfair to ask artists to do free work. She asked if the TTBID can require businesses to maintain the exterior of their businesses. Diana said this is a balancing act and we'll do our best to work with them and create a regular cadence because there is no perfect solution. Members show support for this solution as a start. Pat said she is concerned about the TTBID doing work for private property. Members explained that this is a first step in a longer process.
- i. New schedule is Monday-Thursday 10-6:40pm, Fri-Sat 2-10:40 pm—is this working well?

Jamar shared the new hours and said there is also a new Saturday crew doing hospitality control. Joey said he has seen people looking into cars and asked if there could be an officer stationed there to deter the crime. The officer did come and Joey exchanged numbers with him so he was able to monitor the situation. Adriana requested if the people in the room could say their name

when they start talking.

- b. Reschedule deescalation training?

The training will be rescheduled for October.

- c. Security patrol update

6. ACTION/DISCUSSION ITEMS

- a. Jaymee contract renewal (vote needed)

Diana explained that Jaymee is doing marketing as well as two events two major sure that we haveLynn motioned to extend her contract until December. The stipulation to email a packet with the full details of her contract. Pat seconded. **Motion passed.**

- b. Two suggested new Board members (vote needed)

- i. Alex Schafran

Diana shared more information about Alex and his priorities. Alex said he wants to increase the BID's capacity to do more. He said, if elected he will show up. Adriana asked about the bylaws and asked if the bylaws have been changed, Diana said that has changed at exec. Jordie motioned to add Alex. David seconded. **Motion passed.**

- ii. Seung-Yen Hong

Seung-Yen Hong works at BART and is on the renewal steering committee. Seung-Yen added that she is a station planner at BART because BART is interested in promoting a clean and safe environment around MacArthur BART Station. There is also a MacArthur lighting project under 40th St and wants to collaborate on cleaning the area around BART. She will also sit on the Uptown/Downtown BID. It is regular for BART to sit on Boards in the districts they serve. Adriana asked if there are conflicts of interest by serving on multiple boards. Jordie said she has read through the bylaws and there is no conflict of interest. It is regular for BART employees to sit on multiple boards. Alex made a motion to add Seung-Yen to the board. Jordie seconded. **Motion passed.**

- c. Street ambassador RFP vote (Diana)

- The Block by Block team did not know this was on the agenda so they stepped out of the meeting. Johnny said that the Block by Block team will be more proactive in their efforts and they'll be working hard to address previous concerns.
- The Block by Block team exited at 6:46pm.

- Diana said she would like to open the RFP process to look at vendors, including block-by-block. Joey said he also has concerns because the last few weeks they have been showing up more, but the needs of the district have changed. Don said it is a good idea to open a RFP and wants to get 3-5 proposals and wants to also get information about security services. There are major budget decisions that can be made with renewal coming up. Members discuss how to present the motion with cleaning and/or safety. Joey provided context about safety, cleaning, etc. The RFP could include language about safety as well as cleaning. Lynn made the motion to put out an RFP that includes safety. Don seconded. **Motion passed.**
- d. [Letter of support](#) for the National Park monument for the BPP (also pasted below—Jordie—vote needed)

Jordie shared more context on the project and the letter. Don asked if there is a location for this National Park Monument, he also asked how it will be maintained because the Federal Government won't maintain it. Don motioned to approve. Lynn seconded. Seung-Yen abstained. **Motion passed.**

- e. Treasurer's report; 2023 budget [here](#) (Don)

Don confirmed that everyone got the reports he sent out, they are public. During the pandemic the budget was different. He is working on a 2023 budget to close out the year. The budget is not the report but the budget that the board approved. Don explains that now is the time to take another look at the budget and make any changes or make updates. What will drop from the budget in 2025: loan for the pedestrian lights. Don discusses additions and changes to the budget and mentions that we are rounding out this year's budget. He explained the difference between the projected budget versus the actual. Don requested that Joey provide costs for Block by Block. Don wants clarity on the TTBD's recurring bills. He also asked that any other commitments be documented and we are accounting for all of our commitments. Joey clarified that he has access to the contract but not the actual amount paid. Tom Ames (guest) said would a bookkeeper part-time be helpful to straighten out the accounts. Don explained that nothing is being reconciled, just spent.

- f. Audrey's to do list for Board members
 - 1. I would like to make a request that the Board discusses a "formal" change to monthly board meetings whereas it is "set in the agenda" that each and every board or paid member spends 1-2 minutes updating what they are working on so it is public knowledge:

1. What they are working on and what was achieved since the last meeting.
2. What their next steps and goals are to achieve prior to the next meeting.
3. It can be on a shared agenda doc so each member can update the agenda in advance of the meeting this way the update is available:
 - In the event they cannot attend the meeting and
 - It also does not need to be captured by the notetaker. It's already in place.
- g. Audrey's website proposal (vote needed). Vote passed w \$15k budget for website.
- h. Audrey would like to create a more structured process for tracking board members' work. She is concerned about processes and accountability.

Lynn: Are we an executive board? Are we an activist board? Audrey says we need to set expectations about what kind of board we are. It would be nice to take note of what each board member is doing in between meetings. That can also create website content.

Don: We are an oversight board. We make decisions, approve budgets, hire vendors, manage RFPs. We're also an advocacy board. We are supposed to advocate for our community to the public, ie we work on crime issues, kaspers' plaza, etc. We have two different "ways of being."

7. INFO ITEMS

- a. Executive Director's Report
 - i. Food program idea from BID Alliance meeting
 - ii. Renewal
 - iii. Database
 - iv. Events
 1. Holiday fair
 2. Halloween
 - v. BART mtg
 1. Henry Symons
 2. Jill w BARTABLE next week.
 - vi. Dealing with unpaid bills.
 - vii. Roots update
 - viii. Park Day School
 1. Collaborating on district art map.

- ix. Captain Lisa mtg–raised Daniels’ armed robbery issue
- x. Doing a district walk with Dan Kalb and Captain Ausmus on Thursday.
- xi. Interview w UC Berkeley journalism student.
- b. Upcoming meetings
 - i. NCPC meeting about elections (virtual)
 - 1. Thursday Sept 28th at 6pm: : <https://zoom.us/j/89968416717>
(pw is 210644)

8. ACTION ITEMS FOR NEXT MONTH:

- Diana–send out RFP to street ambassador vendors.

9. OTHER