



DECEMBER BOARD MEETING MINUTES

December 13th, 2023: 6pm-7:30pm

Temescal Works

490 43rd St., Oakland, CA 94609

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

1. INTRODUCTIONS – Call to Order: 6:08

2. PUBLIC COMMENT/ANNOUNCEMENTS

Members are invited to attend Shantell Herndon's homegoing services.

3. ATTENDANCE:

Board members present (in person): Jordie, Pat, Tom, Seung-Yen, Don, Adrianna, Emil, Alex

Board members present (via zoom): Lynn, David,

Board members absent: Jessica, Daniel

Others present: John Benson (resident), Tom Ames (resident), Susan (resident, upper Telegraph), Audrey, Jaymar (staff), Jaymee (staff)

4. CONSENT AGENDA

- a. Approval of November 2023 Board [Minutes](#)
Agenda item moved to next month.

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

The ambassador team has updated the online database with information on the trash receptacles and sticker removal. The ambassadors have the billy goat to clean up leaves around businesses. Members discuss the unsheltered community and how they're identifying personal property and litter.

6. FOLLOW UP ITEMS FROM LAST MEETING

1. Budget requests for 2024 needed from each committee Jordie moved to pass the renewal components. Adrianna seconded. Seung-Yen asked if this can be approved except the section about BART. Motion passed unanimously.
2. Brown Act–LaTonda follow-up (Joey) Postponed. Joey absent.

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

a. Approve [renewal components](#) decided by Renewal Committee (Jordie)

b. 2024 Budget (Don): The budget discussion was moved up because of Don's availability. The purpose of this item is to get authorization to approve this budget. This is a guiding document and plan for 2024. This is the last year of the term of this budget since renewal is 2024. The 2025 budget will be according to a new work plan and term produced by the renewal committee. Don goes into detail about the structure of the budget. He also deleted the special project line. Don is still working on the 2023 budget to correct it according to changes made throughout the year. There is more cash than the budget was showing. The Executive Committee decided to spend the excess/run at 100%. Don left meeting early.

Members ask clarifying questions. Members discuss salaries and the confusion. Emil said we do not have excess, we are short \$100k and that is not clear looking at the current budget. Next year because of renewal and the light loan we will have an excess of around \$240k annually, but that could create an issue in a few years by spending at 100% (all reserves). He suggested keeping at least \$100k in the reserves.

Members discussed the following changes to the budget to make it more clear and easier to understand:

Adding the column to the right with additional notes where needed. For example:

- **Website, logo, walking map, dining & Shopping Guide** – note could say "For the Website only. Anything leftover can be used for other marketing materials."
- **Total Payroll Taxes** – note could say "This includes \$X amount for ED, \$X amount for Admin, X amount for Ops, X amount for Mktg/Events Mgr"
- **Security** should be under events. If this category cannot move, then the members would like to add a note to say "For events"

- **Estimated Reserves.** The group felt this is misleading since renewal is coming out of this amount, so there isn't \$140k. The group requested to clarify, and if money is allocated, add a note like "Less x amount for renewal, x amount for whatever else, which leaves us with a deficit or reserve of x"

The above are just a few examples discussed by the members, they requested that the budget be presented more holistically and simplified. In addition the general consensus was that it would be helpful to be consistent with roles: Executive Director, Operations Director, Marketing/Events Manager, Admin Assistant since those are the names/titles we are currently working with.

c. Plan/schedule for Mighty Nonprofits to organize bookkeeping (Don)
Postponed.

d. Tom Ames board nomination (Jordie)

Tom Ames talked briefly about what he can add to the TT BID. He is a resident and neighborhood planner. Jordie motioned to add him as a Board Member. Emil seconded. **Motion passed unanimously.**

(addition) Audrey mentioned Jaymee's additional hours being approved by exec/promo (?) and just wanted to let the Board know.

e. Four pager update (Audrey)

Audrey shared an update on the document. Members discuss.

f. Website RFP update (Audrey)

Audrey received five proposals and it's been narrowed down to two. Jaymee reviewed for an extra site of eyes. They both agreed that the designs were aesthetically on brand but they both have the technical skills to deliver a functional website and can be spruced up with good copy and photos. Audrey will move forward with a contract.

g. Interviewing candidates for ED (Jordie)

Jaymee was interviewed today and there is one more interview then the requirements for Interim ED will be complete.

8. INFO ITEMS

a. Executive Director's Report Completed by Pat in Darlene's absence.

i. Welcome back to Darlene Drapkin as interim ED

ii. New CRO replacing Officer Stefanos (Audrey)

Members discuss resources for businesses that we can provide.

iii. Holiday fair report out (Jaymee)

iv. Upper Telegraph Ave protected [bikeway open houses](#) in January

b. Upcoming meetings

- i. Renewal Committee - 12/14/23 at 2 pm
- ii. DE-ED Committee - 12/21/23 at 4:30 pm Canceled.

8. ACTION ITEMS FOR NEXT MEETING

Adjourned at 7:45pm.