



NOVEMBER BOARD MEETING MINUTES

November 15th, 2023: 6pm-7:30pm

Omni Commons

4799 Shattuck Avenue, Oakland, CA 94609

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

1. INTRODUCTIONS – Call to Order:

Pat took attendance

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. ATTENDANCE:

Board members present (via zoom): Pat, Lynn, Jordie, Emil, Adriana

Board members absent: Jessica, David

Others present: Diana Galbraith (ED), Joey, Jaymee, Jeymar

4. CONSENT AGENDA

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

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

- October operations: all of the graffiti was entered into the system to show the before and after. The ambassadors have been working more diligently on moving trash to the proper place. Ambassadors are focusing more on hospitality and hot spots for garbage. They're also working on planters: watering them and cleaning. Ambassadors banked hours are being used. Auto-glass is down from 34 in Oct to 16 in Nov.

\$9 trash bags in Oct to 165 in November. They've made more general contacts as well from 167 to 314. November initiatives will focus on removing leaves, being proactive instead of reactive, and talking to more people in the district. All of the trash comes back to the TTBD office and Jeymar drives it to the dumpster at the library. Ambassadors will walk the district instead of watering plants if it rains. Joey said he wants to add the monthly operations report to the website. The new report is extensive and has a lot of important information.

6. FOLLOW UP ITEMS FROM LAST MEETING

1. Bylaws overhaul
Postponed.
2. Joey–Brown Act–LaTonda
Joey has not had a chance to talk to LaTonda since the last board meeting. This item is postponed.
3. ToT w Shantell and Adriana?
Adrianna has not talked with Shantell about ToT. There is no update on this for now. Jaymee is available for support.
4. Have committees bring budget requests to the Nov meeting.
Don is not here so this item is pushed.
5. Don would like to hire a professional bookkeeper for about two months, part-time.

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

a. 2024 Budget (Don)

.Website cost to be added (\$15,000)

The website cost has been upped to \$30k. Emil said the budget is overstating the income and doesn't account for the light loan. All of the income comes in the first quarter. The budget as it stands shows a surplus of \$500k and that is not accurate. The accurate surplus is closer to \$50k. We will run in the red with renewal, not including the new website, new lights, etc. We have at least \$100k in reserves. Don and Emil have not talked about this deficit. Emil is open to speaking with Don. There are discrepancies in the budget that need to be addressed. There is a general agreement to schedule a meeting with Don and Emil to get on the same page.

i.2023 Actuals [here](#).

ii.2024 projections [here](#) (Emil's version).

a. Shantell nomination (Diana + Jordie)

No quorum. Item bypassed.

b. Approval of renewal marketing costs + marketing agency (Audrey)

Audrey spoke briefly about the documents she prepared. There is a letter from the board for renewal. Members review the document on a shared screen. Not additional thoughts were added.

.\$3000 each.

i. Four pager [here](#).

a. Website RFP approval, [final draft here](#). (Audrey)

Members briefly review Audrey's RFP for the website. Audrey asked if a vote is needed since it was approved to move forward. The budget was approved so the RFP will go out for responses.

b. New Promo chair nomination. (Lynn)

Lynn has been the promo chair and she is in the process of moving out of town in Spring 2024. She doesn't have the capacity to stay in the role. She nominated Audrey as her replacement. There is general agreement that Audrey will take over promo December 6th. Lynn will be there and this will be Audrey's first time leading the committee.

c. Roots update (Jordie)

There is an artist chosen for the final design. Jordie shared more about the process and next steps for the installation.

d. BID operations and streamlining (Audrey)

Bylaws are on the back burner, but the bylaws should be reviewed by the board. Audrey suggested doing training with a team who can help with the transition.

e. Posting ED RFP

Pat said that this was voted on at the executive meeting. The description was approved but they are waiting from approval from the city of Oakland. Jordie mentioned salary as well.

f. Moving the December board meeting to the first week (Dec 6th) or second week (13th) of December.

They will discuss this and send a poll out to members to choose next months meeting date.

g. Admin and Marketing hiring (Audrey)

.Job descriptions [here](#) and [here](#).

Audrey spoke briefly about the need to update these roles according to the work and pay. Paid employees are responsible for doing the work. Audrey said the hired staff make a big impact so they need to be paid according to their workload and talents. Audrey asked if the budget allows for an increase in salary. Diana supported Audrey's statements. Joey asked about the official title of the "executive director" position. Joey explains that importance of titles as it pertains to external understanding. Members discuss. Joey explained that the "executive" role confuses the community because he doesn't report to the executive director.

8. INFO ITEMS

a. Executive Director's Report

.Holiday fair update (Jaymee)

i. Social media traffic update (Jaymee)

ii. Halloween recap

iii. Plazafication

iv. Shoe Palace mural

b. Upcoming meetings

1. NCPC meeting Nov 16th 6pm

8. ACTION ITEMS FOR NEXT MEETING