



**NOVEMBER BOARD MEETING AGENDA (hybrid)**

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:**

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

**3. ATTENDANCE:**

**Board members present (in person):**

**Board members present (via zoom):**

**Board members absent:** Alex, Jordie

**Others present:** Diana Galbraith (ED)

**4. CONSENT AGENDA**

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

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

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## **6. FOLLOW UP ITEMS FROM LAST MEETING**

1. Bylaws overhaul
2. Joey–Brown Act–LaTonda
3. ToT w Shantell and Adriana
4. Have committees bring budget requests to Nov meeting.
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)
  - i. Website cost to be added (\$15,000)
  - ii. 2023 Actuals [here](#).
- b. Shantell nomination (Diana + Jordie)
- c. Approval of renewal marketing costs + marketing agency (Audrey)
  - i. \$3000 each.
- d. Website RFP approval, [final draft here](#). (Audrey)
- e. New Promo chair nomination. (Lynn)
- f. Roots update (Jordie)
- g. BID operations and streamlining (Audrey)
- h. Posting ED job description.
- i. Moving December board meeting to first week (Dec 6th) or second week (13th) of December.
- j. Admin and Marketing hiring (Audrey)
  - i. Job descriptions [here](#) and [here](#).

## **8. INFO ITEMS**

- a. Executive Director's Report
  - i. Holiday fair update (Jaymee)
  - ii. Social media traffic update (Jaymee)
  - iii. Halloween recap
  - iv. Plazafication
  - v. Shoe Palace mural
  
- b. Upcoming meetings

- i. NCPC meeting Nov 16th 6pm

## **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 have Lynn 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**