

Dimond Improvement Association
Board of Directors Meeting - July 14, 2022

Board Members Present:

Kevin Whittinghill; Zandile Christian; David Gross; Victoria Wake; Chris Harper; Michaela Sangalli Guiliano; May Seto Wasem; Julie Johnson; Heather Harris; Bret Peterson; Alex Park; Judy Klinger; Marty Wunsch

Board Members Absent:

Lindsey Berking; Erica Perez; Chris Palomarez; Ryan Romaneski; Phyllis Martinez; Alton Jenks; Anoush Jackson-Satler; Charlie Deterline; Jay Ashford

The meeting was convened via Zoom at 7:05 p.m.

1. **Agenda approval.**

ACTION: VICTORIA WAKE requests moving up discussion of Keep Dimond Clean (“KDC”) fundraiser to before KDC Management decision. CHRIS HARPER seconded. UNANIMOUS approval.

ACTION: Approve the meeting agenda as amended. (Motion: CHRIS HARPER ; Seconded by HEATHER HARRIS. UNANIMOUS approval.

2. **Minutes approval.**

ACTION: Approve minutes from June DIA board meeting. (Motion: CHRIS HARPER; seconded by HEATHER HARRIS. UNANIMOUS approval.

3. **Chair’s report.**

KEVIN WHITTINGHILL is filling in for RYAN ROMANESKI as Chair tonight.

4. **Treasurer’s Report:** Julie noted that the report sent out is a spreadsheet, not a QuickBooks report because we don’t yet have the FY23 budget inputted into QuickBooks.

She noted that the \$3,998 shown for Beautification supplies was actually for last fiscal year and will be moved out of this year.

HEATHER asked about how we track grants, and Julie explains that the grants haven't been received yet. Money for Dimond Printers Sign hasn't been moved from the public arts fund yet because we're trying to figure out how to get the sign moved. The other grants are committed and allocated, but haven't been received yet because the projects haven't been completed. Victoria explains that the \$800 for Beautification Committee won't be received this year because we didn't apply for the Keep Oakland Beautiful grant.

4. For the good of the order.

BRET PETERSON: will invite Ben Ochstein (owner of 2114 MacArthur site) to next meeting to discuss the development.

KEVIN: on Jul 30, there will be Lord of the Rings in Dimond Park 11am

VICTORIA: does anyone know what is going on with the fenced in area at the Shell station? ALEX: Yes—they are putting in EV charging stations; no idea on timeline.

5. District 4 report.

RENIA WEBB: Sheng Thao's chief of staff; thanks for your advocacy on the Bott's dots and other sideshow deterrents; deterrents will be going up in 4 different spots along MacArthur corridor

—BID feasibility study: more funding was secured in the last budget cycle; thanks for your advocacy.

—Graffiti abatement: once you identify a location and artist for a mural, we can submit resolution to City Council. We don't have to wait until next budget cycle. Sheng Thao is going to put in a request for additional funds in this budget cycle. Artist has to be licensed, insured, and certified contractor with City of Oakland.

—Received e-mail from JULIE JOHNSON about a DIA candidates forum; Renia will respond from her personal e-mail, since she cannot do campaign business on city time

VICTORIA asked about available funds for a mural; LINDSEY BERKING had previously identified a location on side of privately owned building, but the owner of the building already contracted with a private group, Illuminati (sp?). According to Renia, the City won't be paying for it, and therefore we can spend the money on another site.

KEVIN reports that, per Nextdoor, stoplights and crosswalk are being installed at Champion / Palmetto / Lincoln intersection (across from Farmer Joe's). RENIA confirms this is true, and she expects a timeline of 3-6 months for installation.

RENIA says her office can get the DIA July 30 event in their newsletter.

6. KDC Fundraiser

HEATHER: brief explanation of Keep Dimond Clean - we have a paid crew who picks up litter five days a week in the commercial district, in addition to volunteer efforts on Wednesday and Saturday mornings. A fundraiser launched this week; we have updated the website, and announcements are coming on social media. There will be tabling events the next 3 Saturdays (beginning this Sat. 7/16) to raise awareness and drum up support and funds for KDC. Please sign up to volunteer. Also, need people to do merchant outreach; an e-mail blast is coming—everyone please send it out to everyone you can.

The campaign will run for the next 4-5 weeks, so any ideas are appreciated.

VICTORIA: we will send out sign-up links for tabling and merchant outreach volunteers.

7. KDC Management

ALEX: KDC is in a transitional period. ZANDILE CHRISTIAN is stepping down, and we're in the process of hiring a new manager. We need to get the Board more involved. So, in the next 6 weeks, each of us is asked to volunteer for at least one session.

wed @ 8:30 am

sat @ 9:00 am

In general, KDC needs a new manager, more volunteers and more leads, and getting the board involved will help. ALEX will send out a Google form after the meeting for people to sign up.

VICTORIA: this is a significant program and it's very visible. Everyone associates us (the DIA) with the work. It's fun; it's great PR in the community, and it's meaningful, community-based work.

8. JOHN OLSON

VICTORIA: John Olson has been a solid volunteer in the past, but he is a very problematic guy. He can be intimidating, angry, and violent. He doesn't follow directions. People have stopped coming to KDC because of him. ZANDILE has talked to him and explained he is no longer welcome at the KDC events. So, please don't ask him to volunteer.

He's also been hostile and destructive with homeless people. He slashed tires on an RV and set fire to a motorcycle.

[No action currently needs to be taken, since Mr. Olson promised ZANDILE he will stay away]

9. SALESFORCE

KEVIN presented slideshow regarding Salesforce. Next steps: we need to officially apply to SF for grant for free licenses.

10. WIP

Beautification Committee (VICTORIA)

successes: KDC fundraiser, focusing on challenges with participation with KDC; Bienati overlook in progress; public art - continuing to work on the Dimond Printers sign and finding a home for the Ellipse

challenges: really need an ongoing greening team

Economic Development (BRET)

goal: to make progress on BID
two (2) grants secured
waiting on \$80K grant from Alameda County

goal: facade improvements
LINDSEY is working on these and making some progress

goal: social media shopping incentive
ad-hoc Movie Night give-aways

goal: identifying vacant storefronts and seeing what we can do to help; how can we attract more business to the Dimond?

Community Care (HEATHER)

goal: host 4 general events this year. (future of water in California meeting; member social; candidates' forum; one more general meeting in the Fall)

goal: administering our grants program; will put a call out for 4 grants (\$1500 ea.)

goal: increase committee membership (we now have 4 new members)

Membership & Outreach (ERICA)

ongoing: membership socials;
maintaining website;
maintaining newsletter;
looking for submissions for Aug. newsletter from residents;
welcome e-mail to new subscribers;
membership campaign;
volunteer participation

Public Safety (KEVIN)

ongoing: Botts' dots: will be installed in 4 locations in Dimond

security cameras: Cybelles have been upgraded. We now have 4 working cameras, and we now know how to access them

public safety survey done with over 250 responses. Need to share it along with our specific asks.

JUDY: question about fireworks going off in Two Star Market Lot; can we talk to the owners about it? CHRIS has to contact them about another matter, so he will bring it up.

Adjournment at 8:35 pm.

APPROVED on August 11, 2022.