

**Dimond Improvement Association
Board of Directors meeting minutes, 9/12/19**

Board members present at start of meeting:, Zandile Christian, Fran Donohue, Tomasz Finc, Chris Harper, Julie Johnson, Marion Mills, Daniel Swafford, JoAnn Tracht-Rawson, Victoria Wake. **Absent:** Jay Ashford, Robert Raburn, Ryan Romaneski. **Guests:** Amauri Collins-McMurray (Council District 4), Rishi Desai (Dimond property owner), Robin Gibson (artist), Marjorie Jones (DB&PA).

Abbreviations used in minutes: DB&PA (Dimond Business & Professional Association); DPA (Dimond Public Art); OPD (Oakland Police Department).

Chris convened the meeting at 7:05 p.m.

1. Agenda approval.

ACTION: Approve the agenda as adjusted by the chair. (Motion: Tomasz; Second: Marion; in favor, 5; opposed, 0; abstain, 4 [Daniel, Fran, Tomasz, Zandile])

2. August minutes approval.

ACTION: Approve minutes from the August 8 board meeting. (Motion: Marion; Second: Julie; in favor, 7; opposed, 0; abstain, 1 [Marion])

3. Chair's report. Chris again asked all board members to respond to the online meeting invitations immediately when they receive them, even to indicate "maybe" when in doubt. He also encouraged us, if we haven't already, to auto-forward our dimondnews.org emails to our personal email inboxes so we see them in a timely manner.

4. Council District 4 report. Amauri asked that JoAnn and Chris work with him to set up the next meeting with CVS district management. He reported that MacArthur Blvd. will be repaved from Ardley Ave. to Boston Ave., beginning mid-October. The councilmember's office has hired two new staffers, including a communications person who will produce the newsletter. Marion thanked Amauri for his hard work to address the garbage receptacle and collection situation in Dimond Park, which has improved considerably as a result. She asked if he could check into repair of or replacement of garbage bins with broken lids.

5. Work in Progress (WIP) reports (from written & verbal reports).

Beautification. Summer watering of trees and planters continues. The committee will install protective fencing around Champion Transit Plaza during Oaktoberfest.

Communications. August newsletter was issued August 18. Publicity for October 2 meeting is underway. A new auto-recurring dues-payment option is up on the website. The committee continues to look for new volunteers to manage the Dimond Calendar and be a co-moderator for the Dimond News Group.

Dimond Public Art. Light-pole base mosaic art installations in Bienati parking lot are nearing completion. A reception for the artists will be planned.

Economic Development. Daniel reported that what was going to be Kanna cannabis dispensary has changed hands and will now open as The Botanist. It was also noted that the Veg Hub's Chef Chew is getting good media coverage and the restaurant is now packaging its meatless meat for off-site sales.

Keep Dimond Clean. To date, the community fundraiser has brought in \$5,796: \$1,100 from merchants, \$4,154 from checks and credit card payments, and \$542 from the three days of tabling.

Volunteers are still needed to help with the solicitation of individual merchant contributions. Daniel requested that the KDC fundraiser timing be adjusted next year so it does not overlap with fundraising and sponsor recruitment for Oaktoberfest.

Oaktoberfest. Event Planner Contract for 2019 was signed August 22. Net proceeds from the 2018 event were distributed: \$28,583 each to DIA and DB&PA.

Head Royce School. JoAnn provided highlights of the school's response to the Neighborhood Steering Committee's latest letter of concern, which included five topics. *Traffic:* School will enforce internal loop road for all pick-ups and drop-offs; there will be a well-lit pedestrian tunnel under Lincoln Ave.; traffic lights will be optimized. *Noise:* There will be a sound-dampening perimeter wall. *Privacy:* Two-thirds of healthy trees will be preserved or transplanted; there will be no obtrusive nighttime lighting. *Neighborhood Quality:* Construction and use will be with a "light touch"; four existing building will be renovated and only two new structures will be built; green spaces and bay views will be preserved. *Drainage & Erosion:* Landscape will provide storm water conveyance, filtration, detention, infiltration, and flood control.

Maintenance services agreement. The new services agreement with Bay Area Clean Team was signed August 28 and work began under the agreement on September 1.

Grant program guidelines. The committee met September 9 and put together some initial ideas. Development will continue with the goal of presenting the program for approval at the October board meeting and issuing a call for proposals mid-November.

August 27 merchant & community mixer. Everyone agreed the event came off very well and expressed thanks to Jay for pulling it all together. While community and city leader participation was strong, encouraging more merchants to attend is something to work on if the event is held again next year.

Oaktoberfest information & DIA booth. Chris will be organizing the booth staffing and materials in the next couple of weeks.

6. Oaktoberfest. Daniel reported that sponsorships are coming in a little better than last year, with three or four at the \$10,000 level so far. He hopes to sell out on vendor spaces. About 300 volunteers are needed; the more volunteers, the lower the event costs are. A KGO news story will air soon. He encouraged board members to like and share social media posts to spread the word, and also help distribute promotional coasters and postcards. A map of booth locations will be released for review by September 30.

7. Business Improvement District committee. Chris reported that Councilmember Thao asked him and DIA to facilitate the initiation of the BID feasibility study process, most likely by putting together a core group of supportive property owners and stakeholders. Chris said that Ryan is interested in leading this effort. Elements to be determined via the study, which would be done by a contracted consultant, include the geographical area of the BID, which commercial (and possibly residential) property owners would be assessed, the annual fee, and services provided for that fee. If a BID is approved, a 501(c)(3) would be established with a board of directors to administer the entity. An ad hoc committee of Ryan, Daniel, and Chris was designated.

8. Theft incident at KDC tabling. Marion reported that during the (date) fundraising tabling at Farmer Joe's, an individual by the name of Joe took the donations jar from the table, returning it later on with \$20 missing. Joe has been in the area for 20 to 30 years and appears to be homeless. He claimed that he took the money because people have been stealing his belongings. Marion reported the incident to the police, who presented three options for action: OPD cites Joe and orders him to appear

in court; DIA applies for a restraining order to keep Joe away from DIA activities; one or more community members talk to Joe to make clear that his behavior is unacceptable.

ACTION: Ask OPD to issue a citation to Joe to appear in court for the theft of money jar at KDC fundraising table. (Motion: Marion; Second: Zandile; in favor, 6; opposed, 0; abstain, 3 [Daniel, Fran, Tomasz])

9. Proposed mural at 3525 Fruitvale Ave. Continuing the discussion from last month's meeting, artist Robin reported that lead testing showed no lead in the peeling area of the wall, although it is present in intact areas. She will take a class to be EPA-certified in lead encapsulation. The crack in the surface will be filled and overall prep work will ensure that moisture will not be trapped between the art and the wall. She will use Nova Color for the artwork, which is light-safe and should ensure the mural colors stay bright for 10 years or more. She will also apply a varnish that can be cleaned, in the event of graffiti, without harming the mural.

Rishi brought up the possibility that a future tenant in the building might want to construct windows in the wall. Robin thought that would be fine, given that the design will not be so pictorial or literal that the overall effect would be compromised.

The costs and funding sources were reiterated: \$18,000 total cost; \$6,000 each from DIA and DB&PA; \$6,000 to be raised from donors and the community. Marjorie said that DB&PA would lead the fundraising and make up any shortfall.

The next step is Robin will draw up a contract for DB&PA and DIA review. The contract, among other provisions, will address the design determination process and maintenance responsibilities. Daniel also suggested that it include a guarantee that the mural stay in place for at least a certain number of years. Once the contract is signed, the project should take about two months, weather permitting.

10. FY20 DIA Goals. Chris did a quick review of the primary goals under Involvement, Vibrancy, and Administration, commenting on where we are. Involvement: Recruitment for more Board members continues to be important and we should each keep this top of mind when talking with community members; the goal of increasing membership and dues revenue will likely not be realized unless the committee is able to get energized. Vibrancy: All three goals are moving. Administration: Creating an annotated timeline for financial and contractual activities needs initiation.

Adjournment. Chris adjourned the meeting at 9:00 p.m.

Next board meeting: October 10, 2019

*Minutes submitted by Victoria Wake
Approved 11/14/19*