

Dimond Improvement Association
Board of Directors meeting minutes, 11/14/19

Board members present at start of meeting: Zandile Christian, Chris Harper, Tomasz Finc, Ryan Romaneski (departed ~ 7:45 p.m.), Julie Johnson, Marion Mills, JoAnn Tracht-Rawson, Daniel Swafford. **Arriving later:** Jay Ashford (@ 8:30 p.m.). **Absent:** Fran Donohue, Robert Raburn, Victoria Wake. **Guests:** Amauri Collins-McMurray - Council District 4 (departed ~ 8:00 p.m.)

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

1. Agenda approval.

ACTION: Approve the agenda. (Motion: Tomasz; Second: Marian; in favor, 8; opposed, 0; abstain, 0)

2. September minutes approval.

ACTION: Approve minutes from the September board meeting. (Motion: Zandile; Second: Tomasz; in favor, 8; opposed, 0; abstain, 0)

3. Council District 4 report. Amauri apologized for Dimond Lights not being included in the latest newsletter from Councilmember Thao. The office has hired a new communications director (Brandon Harami) and has queued up Dimond Lights for Facebook, Twitter, and Instagram the week of 11/18. The e-blast will go out in the coming weeks around Thanksgiving.

Amauri highlighted a new amendment to Measure W, which was passed in 2018. Vacant residential properties will now be charged a fee of \$3,000 (was \$6,000) if they don't qualify for any other exemptions. Chris asked if this affects any properties in the Dimond and Amauri was not sure. Amauri mentioned that it more so affects residential properties in the hills. Chris asked what the process will look like and Amauri said the city has a list of properties and has reached out to property owners.

Amauri asked the board how many had been affected by power outages: most said yes. Councilmember Thao has written a piece about the outages and wants to hold a townhall about issues and concerns and power outages. This would likely take place in Montclair. Amauri requested public feedback on vegetation management and EIR study. Councilmember Thao wants to bring back the wildfire prevention assessment district to help pay for the goats that used to be brought in for vegetation management.

Amauri highlighted that the Dimond tennis courts are getting redone with an approved budget of \$300k. There is no current plan of what exactly needs to be done. Tentative timeline scheduled to be completed by the end of 2020. Between now and March, Public Works will evaluate existing tennis courts for cracks and improvements. Tentative community meeting to review plans on January 16. Friends of Dimond Park knows about the improvements.

Amauri mentioned that Councilmember Thao has mostly recovered from tearing her ACL. JoAnn asked if we've heard anything from Darrol at CVS. Amauri will follow up. JoAnn will email Amauri directly about issues.

4. Work in Progress (WIP) reports (from written and verbal reports).

Beautification: Installed temporary protective fencing around transit plaza landscaping during Oaktoberfest. 200 daffodil bulbs ordered for fall planting at Sequoia School, library, Bienati lot, and Dimond Park. Committee met 10/9: Discussed next tree-planting opportunities; quarterly tree-well weeding schedule; Bienati Overlook watering and fencing.

Communications: Carol is working on the November Newsletter, JoAnn has been doing the publicity for Dimond Lights. Tomasz has set up Google Analytics for the website. We also have Google Ads if we want to use them for Dimond Lights. We are also looking at the issues that arise in Membership Pro when memberships expire. Users will now see a 'Renew' button to renew their membership. We're also addressing SPAM issues to our Contact Us form. The Communications Committee is planning to export expired members from the website and send the list to the membership committee so they can follow up with a membership email campaign. Our next Communications Committee Meeting is Nov 18th. Zandille mentioned not getting the newsletters. We will add board@dimondnews.org to all newsletter mailings.

Dimond Public Art (DPA): Julie highlighted that the party to unveil the lightpole mosaics at Bienati lot was great. Thank you to JoAnn. Some volunteers came to celebrate.

Executive: The Executive committee has not met.

Membership: Nothing to report.

Public Safety: The current NC22X board members are not planning to run next year. Chris highlighted that this is a nice opportunity to get a new rep on the NC22X board. Amauri is going to work on building a new board. Marion highlighted that the NC22X board gets \$1,300 annually but doesn't think DIA involvement would be useful. Previous contacts have been chaotic. Daniel highlighted that this is a blank state and fresh start.

Chris mentioned that this is an opportunity that we should not miss. Yes, it's been frustrating but let's try to enhance both DIA and NC22X.

Oaktobefest: Daniel thanked everyone who attended the debrief last week. Currently closing out the 2019 event. Shaping up similar to last year. 12% increase in sponsorship and revenue. Negligible other changes to vendor revenue, tickets, etc. Great turnout for youth volunteers: 400 signed up, 265 checked in, 175 were through youth service groups. Same number of brewery participants as last year. Expenses are similar to last year. Ticket income was \$178K (just under \$2K from last year of \$180K). Generally speaking, people have been getting things in more promptly. Just a couple of receivables left. Daniel highlighted that we need to get alignment sooner about number of days. This is especially important for larger vendors. Chris to add this to the December agenda as we want to pick 1-2 days by the end of February. Daniel is looking for support for a simple appreciation party. Will also be added to December agenda.

Head Royce: Head Royce had a Master Plan update on October 29th (sparsely attended) where they presented their designs for lighting on the campus. A few neighbors were concerned with the 20-foot tall lights that will follow the loop road, which at some spots is only 6 feet away from residents' bedrooms. There was concern about noise from the campus, the performing arts center in particular, and the delivery entrance to the performing arts center on Linnett, where large trucks will drive up to deliver materials for performance productions. Right now, it looks like the EIR won't be released until mid-next year.

CVS: Waiting on a date consensus from the committee. We didn't get Daniel's dates. Amauri will again reach out to Darrel, the regional manager. Amauri requested change to the WIP verbiage.

Maintenance services: Now that new services contract is in place, this ad hoc committee will be dissolved.

October 2 General Meeting: This ad hoc committee will be dissolved.

Grants: Grants ad hoc committee met three weeks ago. Committee has a draft that will be sent out to the board for review. Jay gave a high level overview of the current draft. Highlights included a \$1,500 grant max (min \$250) per project per year. Projects would need to show a clear impact on the Dimond and high likelihood of completion. No mini grants. 50% will be paid up front and 50% upon completion. The committee is still figuring out how the selection and evaluation will work, and who will be on that committee. Marian asked if the DIA will be making these grants and JoAnn confirmed that we have money set aside for this. Targeting next year, with a January 31 deadline for

submission of applications and decisions by mid-February. Julie asked how we would measure benefit of projects and Jay answered that the committee still needs to decide. Daniel asked for the frequency of applications and Zandille highlighted that this is something for the committee to discuss. Jay to follow up on publicity plan.

BID feasibility: Ryan, Daniel, and Chris will work to form a steering committee in January. It's at the top of Councilmember Thao's mind but not the right time for discussion now.

5. Dimond Lights. Ryan said that planning was under way. The event has been moved to the Sons of Norway Hall as it's a larger space, more usable, and will increase visibility. 25 artists have signed up and we're trending ahead of last year. More artists have paid compared to last year. All signs point to the event being full for vendors. Ryan asked for leads on live music. We have a confirmed piano from the women's group at the Altenheim. Julie mentioned she might have a lead on live music. Also working with the new director of Dimond Park, which will be supplying pre-ready kids crafts, lights, pots, and pans, since Sons of Norway only has a stove. Still planning on serving pancakes.

Announcements have already been made on NextDoor and will be going out in the Montclarion. Posters already up in the Dimond. A-frames next week. Advertisements will also be in the East Bay Times Sunday of Thanksgiving weekend and Tuesday for a cost of \$700 (\$500 for Montclarion last year).

Ryan is asking for volunteers: 1 hour shifts for welcome table to greet, 1 volunteer for arts and crafts, any help with food service. Overall much slimmed down from last year as we were over staffed. This is a good opportunity for Head Royce and Sequoia students and PTAs to volunteer. Both groups have been reached out to but no response. Julie highlighted that any music referrals would be welcome, and that while we can't pay them we can feed them. Possibly St Paul's choir. There is a sign-up form for 30-minute or 60-minute play times. Doesn't have to be Christmas or religious. Big thanks to Julie and JoAnn, Janet, Myra and Tim. Next meeting is Wednesday.

6. KDC Fundraising table incident at Farmer Joe's. Marion recounted an incident where a local named Joe stole the DIA tip jar at KDC tabling on September 7. Joe came back 30 minutes later and had taken \$20. Marion made a police report and the board voted to press charges over the theft. Marion made over six calls to minor thefts and police officers but never heard back. Marion asked what we should do from here and expressed frustration having not heard back from the police. Zandille requested to let it go as an effort had been made. Chris agreed and wanted to send it to the Police Department and Sheng as a bad experience. Marion to write a letter and share it with

Chris. Letter will be sent to police captain. Amauri highlighted that minor crimes like this might not get prioritized relative to shootings and that DIA could reach out to the area captain. Councilmember Sheng might want to pursue charges if we send the letter. Up to DIA if we want to pursue. Most board members would prefer to let it go. Marion to send Chris the case number.

7. Marjorie help thank you. Julie highlighted the help that Marjorie provided for the QuickBooks online migration. Instead of paying \$50/month we now pay \$50/year.

ACTION: To give a gift certificate for Marjorie to Grand Lake Kitchen for \$50 (Motion: Julie; Second: Zandile; in favor, 8; opposed; 0; abstain, 0)

8. KDC Award. Zandile highlighted that Public Works is doing volunteer appreciation and is highlighting that KDC has been running for 10 years. Zandile was honored with a certificate of appreciation. A second certificate was also given for volunteers. Zandile and Chris shared a presentation highlighting volunteers, routes, pictures, and video of KDC. Pictures to be included in the next newsletter. Chris would like to show the routes at the next general meeting. Marion requested that leaders for Wednesday and Monday cleanups be added. Dimond Clean poster at Farmer Joe's needs to be shored up. Chris to send the presentation link to Tomasz.

9. Chair's Report. Chris asked how January looks for everyone for our retreat. Possible date could be January 18. Chris will send out a Doodle poll and the board can do a preamble review at the December meeting. Committees should meet beforehand to discuss budget priorities. Chris to talk to Victoria about starting the overall process sooner to have it run smoother. Retreat will not be at the library. Marion volunteered her home for hosting.

Adjournment: Chris adjourned the meeting at 8:35 p.m.

Next board meeting: December 12, 2019

Minutes submitted Tomasz Finc

Approved 12/12/19