

**Dimond Improvement Association
Board of Directors Meeting, November 12, 2020**

Board Members Present: Jay Ashford, Zandile Christian, Fran Donohue, Paul Epstein, Tomasz Finc, Chris Harper, Julie Johnson, Marion Mills, Ryan Romaneski, Daniel Swafford, JoAnn Tracht-Rawson, Victoria Wake and Kevin Whittinghill

Board Members Absent: Marjorie Jones and Ben Stein-Lobovits

1. Approval of November Agenda (Ryan)

Marion moved to approve the meeting agenda. Fran seconded the motion. The agenda was approved by a unanimous vote.

2. Approval of September and October Minutes (Paul)

The September and October minutes will be considered at the December meeting.

3. Chair's Report (Ryan)

Ryan shared that a number of Board members shared their thoughts on projects to propose for the City's Capital Improvement Program, including at least 3 or 4 ideas for Dimond Park. He submitted a combination of the Dimond Park ideas to the City.

Ryan said that he was excited to begin with the new committee structure, and to plan for the upcoming Board retreat. Ryan will send a poll for dates in January for the retreat.

4. For the Good of the Order (Ryan)

Ryan invited the Board to offer reports on what they are doing and working on outside of the DIA;

A. Marion shared that she has been experiencing pandemic fatigue. After an outing to Scott's Seafood at Jack London Square, her spirits were lifted. She encouraged others to go to Scott's or support another local restaurant for some "mental health treatment".

B. Continuing on the subject of combatting pandemic fatigue, Fran offered that there is live jazz on Sundays from 3:00 to 6:00 p.m. at the Brooklyn Basin near the new Rocky's Market. She said she felt very safe and comfortable there.

C. Jay reported that Lisa Dieng is the Oakland Police Department's ("OPD") new Neighborhood Services Coordinator ("NSC") for Beat 22Y, and so perhaps might be named NSC for 22X as well. Lisa is young and seems eager to help.

D. Zandile asked the Board to "put their thinking caps on" and consider how long informal neighborhood memorials should be kept in place before being removed. There is a memorial at MacArthur and Dimond. In keeping with Keep Dimond Clean's goals of cleaning up

the Dimond, she is questioning how much time needs to pass before removing the memorial. Ryan invited Board members to share their thoughts with Zandile.

5. **District 4 Updates (By Ryan)**

Amauri Collins-McMurray of Councilmember Sheng Thao's office, who typically provides the District 4 updates, was not present at tonight's meeting. Victoria and Jay noted that they attended the recent Neighborhood Council 22X meeting, where Amauri gave an update, which included:

Free Meals and PPE. The City will be giving away free meals and personal protective equipment out of Planet Fitness on Thanksgiving.

Dimond Park Fence. There was also a discussion regarding the new fence around the tennis courts at Dimond Park. The new fence has a taller profile than the previous one. Marion reported that residents in an apartment building next to the tennis courts have complained that they feel like they are in prison.

Local Heroes Event. Victoria reported that the City Council's office typically hosts an annual Local Heroes event. She learned they will do something in lieu of that this year.

BID Feasibility Study. Ryan said he will be working with the City's Economic Development Department to sign the Business Improvement District feasibility study grant.

6. **Oaktoberfest Debrief (Daniel)**

Daniel thanked the Board for making Oaktober2020 a success. He said the feedback from the community included gratitude for making it happen. Feedback from the stakeholders -- restaurants and breweries -- was also very positive.

Daniel offered a special thank-you to Kevin and Tomasz who helped "stage" (remotely) the comedy show that was streamed online during the evening of October 17.

The event was also a success as measured by the numbers. Daniel reported that 500 items were sold, including 100 cases of beer, 100 German plates, 200 strudel, many pizzas and lots of beer. Sales revenue was just over \$27,000.00. The DIA realized a profit of approximately \$6,000.00, which includes a \$5,000.00 sponsorship contribution from the Dimond Business & Professional Association.

Daniel expressed a desire to continue to support the merchant community throughout the rest of the year.

Ryan thanked Daniel for his "amazing" work. He also thanked the Board. The event was an "all-hands on deck" endeavor.

Ryan conveyed the idea, proposed by Daniel, that the DIA invest approximately \$1,000.00 of the Oaktober2020 profit to pay Daniel's intern, a high school student, to do ongoing social media postings to highlight individual Dimond businesses.

Under the proposal, the intern would facilitate postings and create content. A member of the Board will need to proofread the posts. The posts would be disseminated through Nextdoor, neighborhood listservs and the DIA's social media pages.

Kevin said that it seems like a good idea to invest in additional postings through Daniel's intern. He proposed that the Board set certain parameters, including the amount of time for the intern's work. After a couple of months, the Board can evaluate how successful the efforts have been, and determine if it wants to commit additional funds for more social media marketing.

Ryan asked the Board if any member had a concern about continuing to promote Dimond businesses. No one expressed a concern.

Facebook. On a related topic, Daniel pointed out that the DIA Facebook page has very few followers and "likes". He recommended that Board members invite friends to "like" the page. A personal invitation will build the "likes" and result in an expanded audience. Daniel believes this will build marketing tools for the long term.

7. November/December General Meeting (Tomasz)

Tomasz said that, considering that November is almost half over, the next General Meeting could be in December, not November. He solicited topics, reminding the Board that at the prior meeting the following were proposed: 1. Post-Election Analysis; 2. Dimond Real Estate; and 3. Policing and Budgets.

Ryan said he would appreciate a post-election analysis.

Marian suggested inviting Rebecca Kaplan, Councilmember At-Large, to speak about what she can do for the Dimond. Marian expressed that it would be nice to have a topic that is local and community-focused, rather than federal. She added that real estate, as a separate topic, is also interesting.

Victoria suggested that the League of Women Voters, which is always on top of the issues before the election, may be well-positioned to conduct a post-election analysis or discussion. She said that she is willing to approach the League to ask about it.

Victoria suggested that, if the meeting topic is commercial real estate, the program could in part be promotional in nature. People would like to hear about the latest with Bombera and La Perla, and learn about The Botanist, and what is going on with Rishi Desai's property.

After discussion, there was general consensus among the Board that a program containing a post-election analysis is timely and appropriate. Victoria will contact the League of Women Voters to see what they may be able to offer. It was decided that the real estate topic will be better for next year.

8. Strategic Planning: Committee Formation (Ryan)

Ryan reported that the Strategic Planning Committee (“SPC”) met again for two purposes. One is to discuss “tweaking” the strategic priorities. The other was to discuss the new committee structure.

Strategic Priorities

Ryan shared that the SPC agreed to alter the membership priority to “Grow membership and volunteer participation” with the goal of increasing volunteerism.

The SPC also discussed adding a sixth strategic priority: “6. Ensuring a stable and sustainable organization.” The goal, Ryan said, is to cause the Board to start thinking about diversifying its revenue.

After the foregoing adjustments, the proposed Strategic Priorities of the Board’s Strategic Plan are:

1. Beautify the public realm
2. Strengthen neighborhood economic vitality
3. Build an inclusive, cohesive community
4. Enhance public safety
5. Grow membership and volunteer participation
6. Ensure a stable and sustainable organization

Action by the Board. Jay made a motion to amend the Strategic Priorities so that they are as stated above. Marion seconded the motion. The motion passed unanimously.

New Board Committees

Ryan reported that all Board members who submitted requests for new committee preferences received two of their top three choices. Ryan assigned those who did not submit a request. Fran still needs to be assigned to a second committee.

The new Board committee structure is as follows:

Public Realm	Economic Development	Community Engagement	Public Safety	Membership and Communications	Administration and Finance
JoAnn	Daniel	Ben	Chris	Ben	Julie
Julie	Kevin	Jay	Daniel	Chris	Paul
Marion	Marjorie	Marjorie	Kevin	Jay	Ryan
Victoria	Ryan	Paul	Marion	JoAnn	
Zandile	Tomasz	Zandile	Victoria	Tomasz	

Even though the new committee structure will not officially exist until spring 2021, Ryan would like the new committees to start building a foundation. With that goal in mind, Ryan asked that someone from each new committee take the lead to organize a meeting before the December Board meeting. Those persons are:

Committee	Lead
Public Realm	Victoria
Economic Development	Ryan
Community Engagement	Jay
Public Safety	Kevin
Membership & Communications	Tomasz
Administration & Finance	None. Meets every month.

Ryan asked each new committee to tackle these questions and issues at its first meeting:

1. What is the committee going to be called?
2. Define the committee's purpose by filling in the blanks: "The _____ committee exists to _____."
3. What will the committee's scope of work be (i.e., what programs and projects)
4. What are the interdependencies/opportunities for collaboration with the other committees?

Victoria suggested that each new committee also look at the strategic priorities one by one, and think about what the committee will do to advance those priorities. Ryan agreed that the committees should go through that analysis.

Ryan said that the Board will start to identify committee chairs at the January meeting.

9. Mini-Membership Drive (Jay)

Jay reported that the Membership and Volunteer Development Committee met a couple of times in recent weeks. After brainstorming, the Committee decided to conduct a mini-membership drive after the election and before the end of the year. In the first quarter of 2021, the Committee will organize a larger membership drive.

On behalf of the Committee, Jay asked each Board member to send five emails or provide five printed flyers to people they know in the neighborhood who are not members.

Jay will provide the Board with a list of current members.

10. **WIP Reports**

KDC. Zandile is communicating with team leads to see if they are willing to restart volunteer Saturday trash pick ups. Both Saturdays and Wednesdays were temporarily discontinued because of the pandemic.

Public Safety. Victoria reported that she and Jay attended the Neighborhood Council 22X (“NC22X”) last Tuesday. From that meeting, they shared:

1. On December 7 there will be a city-wide town hall-style meeting for all NCPCs. The public may attend.

2. “Sister Beats and Streets” is an idea Jenny Zilliac on NC22X brought up. This is a program in which one street that has taken steps to address public safety adopts another street to help do the same, and forge street-to-street networking.

3. After a couple of years without one, it sounds like there will be a Neighborhood Services Coordinator for the Dimond.

Victoria encouraged the NC22X to post meeting notices via the Dimond News Group, but so far they have only used a specific NC22X subscriber list. She invited Board members to email her if they would like to subscribe and she’ll pass the information along to the group.

Adjournment: 8:37 p.m.

Submitted By: Paul Epstein

Approved 12/10/20