



Board Meeting Minutes
Date: January 17, 2023 from 6:30 pm to 7:35 pm
Location: Zoom platform

Present: Joseph Jung, Mike Thaler, Alan Wilk, Mindy Landmark, Shakira Scott, Nick Myerhoff , Keun Bae Yoo

Absent: Curt Haven

Staff: Shari Godinez, Greg Harris, Courtney Russell, Ramon Hall, Janina Engo, Venessa McGhee

Guest: Toni Blackstone , Nia Jones

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:37 pm Quorum established	
2. Open Discussion / Announcements	No discussions/announcements	
3. Staff Reports: Streetplus-Operations Supervisor, Ramon Hall	<p>Ramon-reported the total statistics for 2022</p> <ul style="list-style-type: none"> ● 81,800 pounds of garbage removed ● 13,475 graffiti tags removed ● power washed 345 block faces ● 4,288 merchant checks ● 9, 911 calls ● reported 445 illegal dumps ● 421 homeless outreaches ● disposed of 169 needles ● 434, 311 requests ● made 1513 contacts with individuals in the district <p>Ramon stated that he and the ambassadors have devised a plan to remove any graffiti or any other major eyesore within 3 days of discovery. He stated that the major focus for 2023 will be the response time to remove issues and to keep the district safe, clean and beautiful.</p> <p>Shakira stated that Ramon is doing a great job</p>	
b) First Fridays Program-Greg Harris	<p>Greg-stated that the January First Friday did not take place due to weather. He stated we are now working on February's event and started back up with the First Friday committee meetings and looking for ways on how to improve the event. Greg mentioned that the December event was successful and despite the cold weather, had a good number of people attend the event. Greg stated that at the December event we had snow machines, a 10ft stocking at the entrance and a mechanical reindeer for everyone to ride. He also said that the footprint has been extended down to 22nd and Telegraph Ave. and that the number of security OPD is required is 1 security guard per 50 attendants. Greg</p>	

c) Executive Director-Shari Godinez

said that even though that is the preferred number, that isn't what we have had at the events as this would be an excessive amount of security guards. He also asked Mike if he could talk about his security concern offline with him.

Mindy thanked Greg and hoped he was feeling better. Greg stated that he is currently working with Mindy to obtain a new EMT company to be at the First Friday events, starting in February.

Mike asked if OPD is requesting 1 security guard per 50 people. Greg responded that is the number that they requested but haven't enforced that requirement. Mike also stated that he thought that another agency was taking over the permit process. Greg responded that yes, however that transition hasn't happened yet, awaiting the transfer to the new agency. Mike asked if Greg knew if the new mayor was in favor of First Friday. Greg stated that they have made a request to meet with the new mayor and is waiting for a response regarding the meeting date and hopes to meet before February's event.

Shari-

- Courtney and Shari completed another draft of the KONO budget which will be reviewed in this meeting
- 2 events are coming up with Mayor Sheng Thao-Feb 1st is a breakfast with the mayor
- Introduced one of KONO senior board members to one of our new board members about developments in the neighborhood and to create collaborations and to talk about resolutions regarding safety
- Completed the new bank signature card and Courtney Russell is now able to sign checks
- Alerted the insurance company regarding a lawsuit that was filed against KONO and the city when someone fell through the missing sewer cover in Dec 2021
- Opened a 7 month CD at 3.55% and moved \$75k of our funds into it. This is the savings for the district's renewal fees.
- The bike lane construction in the FF footprint is almost completed and they are down to the last blocks on the east side between 26th and 27th
- The facade and tenant improvement applications are due by Jan. 31st. and we are encouraging businesses to apply.
- Conducting a survey to find out what type of businesses the community would like to see in the district.
- Suki let Shari know that Walgreens property is currently in escrow and we will soon find out who purchased it. There were 9 offers and 8 all cash offers placed on the property.
- The Starline Social Club closed.
- Regarding Marketing the January newsletter was sent out. Janina completed the 25 days of Christmas where she posted a different KONO business every day in December
- Finalizing the final proofs of the First Friday banners.
- The settlement was completed on the stolen generator
- Successful in distributing the coats and toy drive First Friday put together in December
- Mayor Schaff awarded us \$20k to go towards security in the district during the holiday season. Waiting for the funds to be credited but did complete the one month of private security coverage in December. Received the crime report to be analyzed to see if it made a difference
- We will be reviewing the addendum today from Streetplus

	<ul style="list-style-type: none"> • The camera project is moving into phase II and the camera installation at Thomas L Berkley was approved by the HOA and looking at possibly installing cameras at Thomas L. Berkeley Way. • The violent homeless woman Danielle Golden was arrested but then released back into the district. Ramon stated that the other unhoused people have encouraged her to stay away from the area. Ramon also stated that he has not seen her lately. 	
<p>4) <u>Presentation:</u> Janina Engo, Marketing Intern</p>	<p>Janina-introduced herself as KONO and OakFF Social media and Marketing intern. She stated she was asked to provide data of social media and marketing numbers in 2022 and what we will be doing moving into 2023. Janina mentioned that we use Instagram, Facebook, Google business and Mailchimp for our email campaigns. Janina started sharing her screen and began reading the statistics according to Meta that we currently have 170,911 users that have either liked, followed or viewed our content. She stated that Facebook is currently losing 2 million followers on their platform. Although we are losing some followers on Facebook we are gaining them on other platforms. She stated that our audience is 68.4% women and 31.6% men and the average age range is 25 to 44 years old and the primary city of followers was Oakland with 21.7%. She stated that she believes our primary audience reach was through Instagram with 169,710 people that saw any of our posts and followers grew by 6,000 in 2022. Janina mentioned that using Instagram reels and trending audios have boosted our posts and have attracted more followers. Also scheduling posts later in the evening and having collaborators to join our posts, and interactive posts to have followers respond to questions have helped. Janina mentioned that our KONO Instagram did well in 2022 and reached 2,414 accounts in December alone with an increase of 301 followers for the year which she believes is due to the cross promotion between Oakland First Fridays and KONO pages, promoting the toys and coats drive, Live Beyond the Booth with vendors and 25 days of small businesses campaign that featured 7 brick and mortar businesses from the KONO district. Janina also mentioned what brought more attention to the KONO page was the Mixtape mural at 27th and Northgate, Soccer watch parties, the Mayoral Town candidates meeting which was posted live, and the post of the infographic from the city of Oakland to help the community prepare for the winter storms.</p> <p>Nick asked for clarification regarding the first slide indicating that 58,000 people were reached but stated that over 100k were reached. Janina responded that the slide represented the visits to our page however total reached can be what is posted to timelines etc. Shari asked if those numbers were on a slide and Janina responded that she didn't have them on a slide but can be seen if you logged into Instagram or Facebook. Janina started sharing the statistics for Google Business which is the platform that is used when you google Oakland First Fridays or KONO. She stated that between August 2022 and December 2022 OakFF's business profile was viewed 73,021 times, searched 50,653, and 9,277 business profile interactions, which includes 124 calls made from our profile, 4,662 direction requests and 4,491 website clicks. which is up 30.9% compared to the previous year.</p> <p>Mike asked if the 73,021 views separate individuals. Janina responded that they are different users. Janina began sharing the slide that breaks down our newsletter audience which campaigns are sent out through Mailchimp. She stated that Oakland First Fridays newsletter has an audience of 5,744 contacts with an open rate of 34%, KONO newsletter, 1313 contacts with an open rate of 26% and OakFF's Volunteers newsletter with 667 contacts with an open rate of 36% . All of these are above the average open rate of 25.17%. Janina</p>	

	<p>attributes the above average open rate to keeping the subject lines for the newsletter fun, exciting and different each month to encourage opening. Janina started sharing Oakland First Fridays GoFundMe page that showed a balance of \$17,010. which as of September was just short of \$12k. She believes the large increase in donation funds were made possible through the transparency with the community of the need to keep OakFF's sustainable and radio and news outlets such as KMEL and ABC have done segments on the status of First Fridays which created a lot of traction.</p> <p>Mindy thanked Janina for summarizing all that data and for her hard work</p> <p>Joseph asked when people send messages through the different platforms how does Janina respond. Janina responded that on our Google business profile it has a link that can be clicked for directions and the address will map them to the office.</p> <p>Shakira stated that within an Instagram story you can click a donate button and people can donate directly to the GoFundMe. Janina stated she will look for that feature for future postings.</p>	
<p>5) Action Item: Approve minutes from November 15, 2022</p>	<p>Mike-Motion to approve minutes Alan-2nd motion to approve minutes no oppositions/no abstentions</p> <p>Minutes approved</p>	<p>Action Item: Minutes approved from November 15, 2022</p>
<p>6) Action Item: Vote Nick Myerhoff for KONO Board Secretary</p>	<p>Joseph asked how long Nick has been with the Board. Nick responded he has been with the Board since Sept 2022. Nick stated that he has 2 children and lots of other responsibilities so he hopes to be able to be useful and provide enough support and value to the Board. Alan and Mindy thanked Nick for stepping up and taking on the role. Nick stated he hopes to meet everyone in person soon</p> <p>Mike motion to approve Nick as Secretary Mindy 2nd the motion</p> <p>All approved, no objections, no abstentions</p>	<p>Action Item: Nick Myerhoff approved as KONO Board Secretary</p>
<p>7) Action Item: Vote on Streetplus contract amendment</p>	<p>Shari-stated that the amendment has a baseline increase of 10.7% which is the increase of the salaries for 3 of the ambassadors and the annual increase for baseline services will go up to \$27,595.00. Shari also mentioned that the cost for the capital equipment goes away after a 3 year payment commitment and will decrease the annual payment by \$19,238.00 and with keeping the management fees the same, the net annual increase is \$8,361.00.</p> <p>Joseph asked how long is the new contract period for. Shari responded that it is a one year contract.</p> <p>Mike-Motion to approve contract Alan-2nd motion to approve contract no oppositions/no abstentions</p> <p>Streetplus contract approved</p>	<p>Action Item: Streetplus contract amendment approved</p>

<p>8) Action Item: Vote on KONO 2023 Budget</p>	<p>Shari- stated that the budget was sent out to all Board members and it shows comparisons between actual numbers for 2021, 2022 and the new proposed 2023 budget. Shari started sharing her screen displaying the 2023 KONO Budget. Shari went line by line.</p> <p>Alan asked if there is a reason why Admin costs are broken up between all the categories rather than being its own category. Shari responded that is how other BID districts do it, as well as Admin does oversee and complete tasks in the other departments.</p> <p>Mindy asked if Shari can put a total of the Admin costs. Shari responded that the total is reflected on the summary page. Shari also mentioned that the summary page reflects the totals from 2021, 2022 and 2023 includes Shari’s desired salary but it will be adjusted based on what the Job Committee decides. Mindy asked how Shari determined the percentages to break down in each category. Shari responded that it is determined based on the agreement with the city and we can go up or down by 5% based on what's in our agreement.</p> <p>Joseph asked if Shari could show that ratio on the spreadsheet and Shari stopped on the sheet to show the ratio. Shari stated that the percentages are 60% 15% and 25%.</p> <p>Shakira asked if it states that the budget is over by \$5,759 and if Shari can point out where the overage was. Shari responded that the assessment was short and sometimes property owners may pay less than what is anticipated. Joseph asked if Shari can show us what the gross total amounts are for the years 2021,2022 and 2023. Shari displayed the summary page. Shakira asked if the Oakland First Friday team needed another employee to help. Shari responded ideally yes however we don’t know if that can be afforded and will be determined after she and Courtney completes the First Friday budget. Shari also mentioned that Oakland First Fridays is down one employee than what they had in the past and also hoped the new Board members could contribute in finding sponsor monies and if that happens they can bring on a new staff member.</p> <p>Keun Bae asked if we are supposed to have an audit being a nonprofit over a million dollars and since the inception of KONO have not conducted an audit and need to have one every year. Shari responded that she has contacted our accountant and he is able to conduct an audit. Keun Bae requested that Shari provide him with a letter stating that the audit has been completed. Shari agreed.</p> <p>Mike stated that the Board needs to decide the Executive Directors contract so that the number is correct on the budget. Mindy asked if her proposed salary is a 50% increase. Shari responded that she wasn’t sure of the percentage and had been underpaid for quite a while compared to other BID managers as well as waiving her medical benefits. Mindy asked when these numbers will be finalized. Joseph responded that Shari counter offered her salary proposal, however we should finalize the numbers within a week or two.</p> <p>Mike- motioned to approve budget with the contingency of Shari’s salary being finalized</p> <p>Shakira-2nd the motion to approve budget</p> <p>Mindy-abstained, no oppositions, others in favor</p> <p>KONO 2023 budget approved with ED salary in contingency</p>	<p>Action Item: KONO 2023 Budget approved</p>
--	---	--

<p>9) Action Item: Vote on Board nominee Nia Jones</p>	<p>Nia-introduced herself and stated she will provide some background on herself and why she is interested in joining the KONO Board. Nia mentioned that one of the things she would like to implement in the KONO district is sustainable energy practices like introducing new sorting and compost bins throughout the district and not just on event days. She also mentioned that being that her parents were both artists, she would love to help to engage the community by bringing more visual and performing arts to the district.</p> <p>Mike asked where Nia lived and Nia responded that she lives on 24th and Telegraph.</p> <p>Kuen Bae stated that the board has to be 2/3 property owners and wanted to make sure we are keeping to the bylaws. Shari responded that we are keeping 2/3 property owner by introducing the 2 new Board members tonight.</p> <p>Joseph asked Shari to find out from the city if a non-property owner could nominate a new board member. Shari stated that she has read the bylaws and someone can self nominate. Joseph said he understands that but asked Shari to still go to the city to confirm.</p> <p>Mike- motioned to approve Shakira -2nd motioned to approve no oppositions/no abstentions</p> <p>Nia Jones approved as new Board member</p>	<p>Action Item: Nia Jones approved as KONO Board member</p>
<p>10) Action Item: Vote on Board nominee Toni Blackstone</p>	<p>Toni- introduced herself and gave a background on herself and why she is interested in joining the KONO Board.</p> <p>Joseph asked if Toni was retired and Toni responded that she is retired as of 2 years ago from a 25 year career in sales and has worked on several boards.</p> <p>Alan- motioned to approve Mindy-2nd motion to approve no oppositions, no abstentions</p> <p>Toni Blackstone approved as new KONO Board member</p>	<p>Action Item: Toni Bla... approved as KONO Board member</p>
<p>11) Open Discussion:</p>	<p>Keun Bae asked Joseph to check the bylaw that we are following the rules and to let him know.</p>	
<p>12) Next Board Meeting:</p>	<p>Meeting adjourned: 7:55pm</p> <p>Next Board Meeting: March 14, 2023 6:30 pm</p>	

By Courtney Russell and Edited by Shari Godinez