



Board Meeting Minutes
Date: July 12, 2022 from 6:30 pm to 7:35 pm
Location: Zoom platform

Present: Joseph Jung, Sonja Brooks, Mike Thaler, Curt Haven, Alan Wilk, Mindy Landmark
Absent: Keun Bae Yoo, Ryan Thomas
Staff: Shari Godinez, Courtney Russell, Greg Harris, Ramon Hall
Guest: Elliott Jones, Josh Hayes from MACRO

<i>Subject</i>	<i>Discussion</i>	<i>Action</i>
1. Welcome and Establish Quorum	Meeting began 6:33 pm Quorum established	
2. Open Discussion / Announcements	No discussions/announcements	
3. Presentation: Elliott Jones, MACRO (Mobile Assistance Community Responders) Program and guest Josh Hayes	Elliott- Elliott introduced himself and mentioned that MACRO stands for the Mobile Assistance Community Responders of Oakland and is a part of the OFD and Oaklands 4th first response service. Elliott stated that they are used for non-criminal, non-life threatening, non-violent medical calls and help to handle basic medical needs as well as direct people to appropriate needed care. He stated they also have a Community Intervention Specialist which Oakland created and has expert resource knowledge. Elliott stated that they have been operating 7 days a week since April and have made 2200 contacts throughout the city of Oakland. Elliott stated that their focus is on the unhoused population and doing wellness checks on people that are sleeping to help with the 911 backlog. He also stated that since MACRO's inception, they have referred 55 people over to Care. Elliott mentioned that their geographic boundaries are West Oakland, everything below 580, 980 and 24 and also going onto Telegraph on this side of 580. He stated that Telegraph is not a part of their zone right now, however there is so much need on Telegraph Ave and wouldn't deny someone care just because the person is one block outside of their boundary. Elliott stated that in East Oakland their boundaries are High Street below 580 and to the San Leandro border and their expansion plan goes from the 880 corridor to Downtown Oakland. He mentioned that MACRO is working on a dispatch service but until then has an on view system that allows the first responder to determine if 911 needs to be called. He stated that the resources are offered, but cannot be forced upon anyone who is refusing care and the goal for the first responders has been to build rapport and trust so they are willing to accept the care or resources that's being provided. Elliott mentioned that an individual found near the Taco Bell on Telegraph was provided services after leaving an emergency room and transported by ambulance without having to have a fire truck come with unnecessary sirens and get the care he needed. Elliott stated MACRO has a staff of 17 responders and operates in teams of 2 and 3 and sometimes 4 due to training. He stated	

that they are currently doing day shifts from 7am-3pm but hoping to expand to 12 hour days, 7am-7pm and eventually offering coverage from 7am-11pm, not offering overnight services due to safety and resource availability reasons. Elliott offered his email address in the chat and stated that if we have areas that we would want them to look at to email him that information.

Sonja- Sonja stated that she was grateful that this program was being instituted however is disappointed that they did not provide coverage in needed areas such as Downtown and east and west of the Lake and in our district which is highly needed. Sonja asked if there are any other organizations that are partnering with MACRO. Elliott responded stating that it's best to refer to it as referral partners and stated that they have referred people to West Oakland Health, Lifelong Medical, Bay Area Legal aid, however Cares has been a one stop shop that has been the best resource so far. He also stated that they have not partnered with Cherry Hill but have brought people there for detox treatment but cannot provide transport to John George or Highland Hospital. He stated that OPD prefers if they keep those resources for them because MACRO cannot write a 5150. Sonja asked if MACRO is a segway to another program or is there follow up provided. Elliott responded that they are first line responders that connect them to the people that can provide diagnosis. Sonja asked if MACRO would work directly with the Streetplus team. Elliott responded the ambassadors will have their phone number to call if an individual needs help.

Alan- Alan stated he was reviewing the MACRO website as Elliott was speaking and seeing what services they provide, such as sleeping, wellness check, public intoxication, panhandling which are things he sees in the district daily and wants to know how the community should be handling these situations. Elliott responded that once a number becomes available that if we see these things to call the number and report it.

Curt- Curt asked why this program isn't city wide. Elliott responded that the program has to crawl before it walks as well as needing adequate funding. Curt asked if it is just a matter of staffing and placing people in needed areas at specific times. Elliott responded that he has 3 teams that cover East and West Oakland however to cover the rest of Oakland would need another team which he could staff but not 7 days a week and needs a commitment of funding from the council in order to keep employee retention. Curt asked if he could provide the data that shows what MACRO has potentially saved the city through their services. Elliott stated that he can state how it has helped anecdotally but would need more than 12 weeks to have well rounded data. Curt stated that he believes the program is great and would love to work with Elliott on the program. Elliott stated that ride a longs will be available in the future.

Mike- Mike mentioned that he owns a condo on 24th and Telegraph and it's getting worse, stating that he had to wait as someone urinated and defecated in the building's doorway, before entering. Mike also mentioned that the Mayor made a rule that a car should not be towed if it is presumed that someone is living in it. Elliott explained a similar situation where 2 individuals were living in a car and MACRO made multiple attempts to offer assistance, however after only 1 of individuals accepted help, a resident called the police and was informed that they cannot be removed if they are living in the vehicle. Elliott stated again if there is an area or address that we are wanting to be checked out, contact him and he would be willing to do that. Joseph stated that we look forward to MACRO working with KONO.

<p>4) Staff Reports: Streetplus-Operations Supervisor, Ramon Hall</p>	<p>Ramon-Ramon stated that this month they collected 4,150 Lbs of garbage, removed 72 graffiti tags, 0 power washes, 301 merchant checks, 5 illegal dumps, 32 homeless outreaches, 0 needles collected, 55, 311 requests, 205 directions. Ramon also provided an update on the Taylor Dunn stating that he met with the service technician today and it can be repaired and hopes to have it completed within a week. He also stated that is the reason their numbers have dropped dramatically due to not having the Taylor Dunn to assist with the power washing and collecting garbage. Ramon stated that a crime was committed that morning where an ATM machine was ripped out at the laundromat across the street from the mortuary, police were called but perpetrators weren't found. He also mentioned that whenever there's a crime he gives his card to the police officers and lets them know that we have high definition camera readers and that if needed, can access the video footage. Ramon mentioned he was the one who invited MACRO to start coming into the district and thinks the program would be a great benefit in conjunction with his relationships with the unhoused. He stated many of them are wanting to go to Cherry Hill to detox but do not have transportation to get there and if he works together with MACRO, it could be a way to get the unhoused off the streets and into a detox treatment program or permanent housing.</p> <p>Mindy-asked what other resources other than transportation do the homeless need in order to access the help they need. Ramon responded that most of them have a substance abuse problem and having access to a detox program, permanent housing and people who have a dual diagnosis would be a great help. Mindy stated she appreciated Ramon's input and mentioned that Sutter is in the process of completing a community health needs assessment and these are top needs that have been identified.</p> <p>Shari- asked where Cherry Hill was located. Ramon responded that Cherry Hill is on the John George property on 150th that's open 7 days a week, 24 hours a day and will take anyone in need. He also stated that Cherry Hill is 2 phases, detoxing 12 -24 hours and can then be placed in a 90 day program and can lead up to 12 months of housing and care keeping this person off the streets for that time period. Shari asked if MACRO could assist with this. Ramon responded that yes MACRO can definitely help with transporting the people that are willing to go there and stated he also knows the director of Cherry Hill and could help facilitate the process.</p>	
<p>b) First Fridays Program-Greg Harris</p>	<p>Greg-Greg stated OakFF's took place on July 1st that was very successful and had approx 12k attendees. He stated that they had 30 security officers which was an increase in security to prevent any issues with fireworks. Greg mentioned employee Christina Serna in Marketing put in her resignation and last day would be Jul 22, 2022 and looking for a new intern. He stated that he is working on more sponsorships and spoke with the Warriors team as well as the new battalion chief regarding that. Greg mentioned that the theme for August will be Oakland's Got Talent and requested the community to be a part of the entertainment. He also mentioned that the Moxy Hotel is willing to sponsor OakFF's stage for Oct. 3rd and will have 2 stages for Korean Culture Fest. Joseph asked if the businesses support OakFF's. Greg responded that he has spoken to a lot of the businesses and they support the event and some are not due to some of the changes that have been made but have since made some provisions and they are happier so it's about 50/50.</p>	

c) Executive Director-Shari Godinez

Shari-Shari stated she spoke with the manager from the Moxy and stated that he does very well on event nights. Shari stated she attended the West Coast forum in Reno for BID managers and made contacts and got good ideas she hopes to implement. Shari stated she completed the Workers Comp report. She also mentioned she assisted Layalina Restaurant in getting a Parklett done. Shari stated she set up the health care benefits for staff which started July 1st. She mentioned that a new law went into effect Jun 30, 2022 that requires companies with 5 or more employees to offer a retirement plan and register with CalSavers and if the company doesn't can be fined \$500, which the process was started. She stated that she has a tentative date of Aug 18th 5:30-8:30 at the Moxy and catered by Kingston 11 for a property owner open house and would like to push the date out. Shari stated she did receive the \$25k check from Sutter and deposited it. She mentioned she connected a business with the DOT regarding a loading zone as the bike lane is under construction and seems to be taking away parking spaces. Shari mentioned she's working with All Out Comedy who is working on reopening in the district at the new building on 26th and helping with fundraising. She mentioned we completed the June newsletter. She stated she's working with mosaic artist Debbie Koffman to complete the litter bins in the district. She stated she's working getting the KONO website updated. Shari requested from Carroll Fife to increase the funding for the KONO archway because the estimate was \$1.4 million and she had only set aside \$150k. Shari mentioned that we had the first OakFF Committee Meeting last Weds at WeWorks and had a great turnout and the majority of those attending either signed up to be on the committee or to volunteer. Shari stated she is working with the Oakland BID Alliance to get the city council to reduce the proposal for the permit fees. She stated it has already gone to one approval and supposed to go through another by council and working to have the amount changed. Shari also mentioned OakFF won the Best of the East Bay from the East Bay Express for best outdoor event. Shari stated she received a call from former Mayor Quan asking about FF's needs, hoping she will put in a good word with Carroll Fife. Shari mentioned that we were awarded free litter bins for FF. She stated that Visit Oakland agreed to sponsor \$15k, and \$5k in kind marketing support to OakFF's for the Sept. event. Shari stated she also received a \$10k donation from Oakland Natives Give Back referred by Mayor Schaaf. Shari stated that we filed a claim for a stolen generator, and the insurance paid out \$10k, being the policy pay out limit, however the rental company is requesting an additional \$6k which she is requesting help from Joseph to help negotiate. Shari stated there is a new law effective July 1st in regards to cooked food, that requires excess food cooked by the vendors, not be thrown away and donated to shelters. She stated that she's working with East Oakland Collective to work with the vendors to pick up the excess food at the end of the night. Shari mentioned we did receive a grant from the Cultural Arts dept. from the city of Oakland and awaiting the check. She mentioned we applied for another grant through Alameda county for the American Rescue Plan but was denied. She also stated she applied for a grant through Bank of America. Shari mentioned that phase 1 of the security camera installation has been completed for 24th, 25th, 26th, 27th, and 29th streets. Shari stated she spoke to a property owner on 23rd who is interested in participating in the project. Shari stated that OPD is excited about the project and would like us to have a press conference to announce the installation of the cameras. Shari stated she met with a property owner from 2520 Telegraph who has a vacant property and referred him to a commercial broker to help him to get it rented which used to be the Oakland

	Sequoia theater. Shari stated there have been a lot of calls regarding illegal dumping this month and the Taylor Dunn was stolen on June 3rd and recovered on July 6th. She also put in a request to get 24th St potholes fixed which the city didn't plan to have fixed until 2024 so trying to have them repaired now.	
5) Action Item: Approve Minutes from May 24, 2022 Board Meeting	Mike Motion to Approve minutes Alan 2nd Motion to Approve no oppositions or abstentions	Action Item: Board Minutes approved from May 24, 2022
6) Discussion Item: KONO 1st Annual Open House, Thurs Aug 18th 5:30-8:30pm	Shari is proposing we postpone the open house date for 1 or 2 weeks. She proposed Sept 8th. Joseph and Mindy stated that Sept 8th did not work for them. Shari mentioned Aug. 25th and Joseph, Alan, Sonja stated that date works for them. Mindy asked what is the purpose and intended outcome for the open house. Shari mentioned that after we do mass mailout to property owners regarding joining the Board and other matters that we receive almost no response. Shari stated that this open house will give the opportunity to meet in person, go over accomplishments in the district, and to encourage people to join the Board and committees. Joseph stated that we also want to show who we are and what we do as a BID, share food and drinks and invite dignitaries to come and speak. Mindy suggested that we give out some sort of Board packet explaining who we are and how often we meet, and who's on the Board in order to recruit new members. Joseph asked if we have a pamphlet. Shari responded that we did give out a 5 page mailer. Joseph asked if we can put together a pamphlet to give out at the open house.	
7) Discussion Item: Review Financial Reports through May 31, 2022	Shari -KONO bank balance at the end of May- \$763, 282 Income-\$583,395. Expenses-\$204,437 Net Income-\$378,957 OakFF bank balance at the end of May-\$204,764 Gross income-\$147,643 Jan through May Expenses-\$149,959 Net Income/Loss- \$2,015.96 Mike asked if OPD had billed OakFF's. Shari responded that she reached out to the city of Oakland requesting an amount owed so we know how much they are covering and we need to pay. Joseph stated that maybe they won't invoice us. Mike asked what if they do. Joseph responded then we will negotiate with them. Shari also mentioned that we have \$7k uncashed checks from Public Works.	
8) Discussion Item: New legal requirement for retirement plan. Review 401k vs Roth IRA	Shari stated that a company with 5 or more employees and does not have a retirement plan must offer one to their employees and or sign up for CalSavers which is a Roth IRA. Shari mentioned she started the process with CalSavers but also wanted to see if we could look at offering a different plan instead. Shari stated she shared info on a simple 401k prior to the meeting with the Board via email. Mike asked how many full time employees we have. Shari responded that we have 5 currently. Curt asked if this is a California law or a city of Oakland law. Shari stated that it is state law and the company does not have to participate financially but must offer a plan. Joseph asked how soon	

	does this need to happen. Shari stated that she can set up the CalSavers plan and then have an expert speak to the Board about another retirement plan.	
9) <u>Next Board Meeting:</u>	Meeting adjourned: 7:49pm Next Board Meeting: September 27, 2022 6:30 pm	

By Courtney Russell and Edited by Shari Godinez