



Board Meeting Minutes
Date: May 18, 2023 from 6:30 pm to 7:35 pm
Location: 2633 Telegraph Ave Oakland, Ca. 94612
and Zoom platform

Present: Joseph Jung, Mike Thaler, Alan Wilk, Shakira Scott, Nick Myerhoff, Curt Haven, Nia Jones, Alex Hahn

Absent: Mindy Landmark, Toni Blackstone, Keun Bae Yoo

Staff: Shari Godinez, Greg Harris (zoom), Courtney Russell, Ramon Hall

Guest: Joanne Brenner, Gidget Pugh, Bo Allen

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:35 pm Quorum established	
2. Open Discussion / Announcements	No discussions/announcements	
3. Staff Reports: Streetplus-Operations Supervisor, Ramon Hall b) First Fridays Program-Greg Harris	<p>Ramon- In April collected 14,050 lbs of garbage, removed 602 graffiti tags, power washed 27 block faces, 376 merchant checks, 0-911 calls, removed 57 illegal dumps, 82 homeless outreaches, retrieved 26 needles, 96 -311 requests, gave 171 directions. Ramon stated that for the upcoming summer season their focus is to pressure wash every store front in the district, continue working on the tree well project and using non-toxic weed killer to remove the weeds, and remove all graffiti tags off of the buildings within 3 days. He also stated the fence on the side of the building is being replaced in order to have a shipping container in a secure place so the ambassadors can remove bulky waste from the streets in a timely manner.</p> <p>Curt stated that he happened to see Ramon going down Telegraph and he knew every business owner and acknowledged every person as he went down the street.</p> <p>Nick asked what is the status with the violent woman in the district. Ramon stated that the people she attacked pressed charges but it's up to the DA to move forward with the charges and without that she is released back to the community. Nick stated that we should put pressure on the DA's office about pressing charges.</p> <p>Shari stated that creating a Safety committee is in the works. Shari also asked if Joseph can help to find out the status of Danielle Golden's case and Joseph asked Shari to call the DA's office to find out.</p> <p>Greg-stated the May 5th event experienced rain throughout the night and around 3:15 pm an incident occurred involving Danielle Golden that was handled, also, a human circus decided to set up to curtail another group from setting up in that location. He also mentioned that the mainstage was shut down</p>	

c) Executive Director-Shari Godinez

due to the rain and none of the main stage talent performed. Greg said there were 24 security guards present, including some to assist with the double parking issue around KP Market. Greg has Ramon setting up delineators at 10am on both sides of 24th St. and taking pictures to confirm they are set up. Greg said the vendors remained and continued to sell and the community stayed to enjoy the event despite the rain. Greg also mentioned he's working on OakFF's 10 year anniversary in August and he stated that he was able to make contact with 14 businesses at the Visit Oakland gala that are interested in participating in the event and working on getting more sponsors and has meetings with 6 of those 14 in the coming week. Greg stated that Dreyer's Ice Cream is giving OakFF \$5,000 for July's event and New York Life is giving \$5,000 as well for June. Greg mentioned that on May 22nd 2 interns from a UC Berkeley intern program will begin helping with OakFF's.

Mike-stated that we are losing \$29k on First Friday every month and Shari responded that even though there is a loss, it is not \$29k.

Nick asked if we were still seeing if Moxy could be a sponsor and Gidget responded that there is a huge profit being made during FF's and that we need to have a conversation regarding sponsoring with the general manager at the Moxy as he does understand the benefit of FF's.

Joseph recommended setting up a meeting with the new general manager and Gidget responded that we should work on setting up a meeting in the next few weeks.

Shari-

- May 7th, 4 businesses were burglarized in the district at 4am that were captured on camera.
- Staff received AI training that will help with grant writing etc
- Kaiser confirmed they will add solar lighting to the "Mix Tape" mural on 27th and will determine if they can reopen it as a parking lot
- Replacing side fence in alleyway in order to bring in a shipping container for bulky waste illegal dumps for PW to pick up
- Shari and staff attended Impact510 hosted by Visit Oakland and in attendance were elected officials, business owners and city staff and will be following up with them regarding sponsorship
- Kaiser will sponsor FF's for \$5,000
- Currently working on a sponsorship with Visit Oakland
- Board members successfully completed a Board training and met 2 potential new Board members at the event.
- 3 interns will be working with KONO and First Friday. Nia is taking the lead working with the KONO intern. Shari is conducting a marketing campaign to have the businesses in KONO to get greening certificates through the Alameda Green Business program. Also researching the big belly litter bins for the district
- Conducting marketing campaigns around the importance of filing a police report and registering their security cameras with OPD.

<p>4). <u>Action Item:</u> Approve Minutes from Mar 21, 2023</p>	<p>Mike-Motion to approve minutes Nick-2nd the motion to approve</p> <p>No oppositions/no abstentions Minutes approved</p>	<p><u>Action Item:</u> Minutes approved from March 21, 2023</p>
<p>5) <u>Discussion</u> Burglaries in KONO</p>	<p>Shari-stated that all burglaries were caught on film and the perpetrators hit the businesses in KONO then went to the Dimond, Montclair and Laurel districts, burglarizing 15-20 businesses in a 3 hour span. Shari mentioned the frustrating issue is the “no chase” policy OPD has and that they don’t seem to have a plan B. They have a technology called StarChaser that can be deployed and attaches to a vehicle to be tracked like GPS, however, that can only be used if there was a violent crime committed, they are less than ½ a car length away and going under 30 mph. She stated that OPD stated they cannot pull anyone over for traffic violations. This includes no license plates. Shari said that she and the BID alliance are drafting a letter to the police commission to see what can be done to resolve some of these issues.</p> <p>Shakira- mentioned that the Temescal board is interested in meeting with the KONO board to talk about what can be done about the burglaries and car break ins and recommends that each district have a foot patrol officer.</p> <p>Mike-stated that something drastic may have to happen like recalling the district attorney</p> <p>Alan-stated we should provide the service to the business owners in helping them fill out police and broken glass reports. Shari stated she wants to invite the DA, OPD, CRO, Area captain and Carroll Fife to a meeting and arranging for a Safety Committee that everyone is welcome to attend. She stated we could also contact the city auditor regarding funds earmarked for foot patrol.</p>	
<p>6). <u>Discussion Item:</u> Review KONO updated budget</p>	<p>Shari-started sharing her screen to display adjustments made to the budget</p>	
<p>7). <u>Discussion:</u> Review KONO baseline budget</p>	<p>Shari-started sharing her screen displaying the baseline budget which has a minimum operating expense, without any carry forward, as a negative -\$22,031.89.</p> <p>Alan went on to go line by line going over the baseline budget and talked about having the carry forward however by 2025 will no longer have that carry forward and will need to increase the assessment by 5% for the next 2 years and cut services in order to sustain KONO.</p> <p>Nick stated that he is not willing to pay higher taxes in order to help sustain FF</p> <p>Alex and Curt- stated they need more time to review the budget before making decisions regarding the budget. Shari stated that she has provided the budget and a comparison budget prior to this meeting</p> <p>Shakira stated instead of focusing on making cuts and increasing taxes, find a way to make FF more profitable. Shari responded that the FF contribution is only one line item and it was voted on prior and if the Board does not agree to contribute going forward that can be decided then. Shari then displayed the top</p>	

	<p>10 business owners who pay the most tax and how much the 5% increase would impact them. She then went over the history of the increases.</p> <p>Alex-stated we need to bring more businesses to KONO and cut expenses</p> <p>Nick asked how the calculations are made and Shari responded that NBS uses a formula that determines the assessment. KONO can review a different formula when we renew in 2027</p>	
<p>8) Action Item: Vote on a 5% assessment increase for the 2023-2024 tax year-recommendation from Executive Committee</p>	<p>Joseph -stated that it was the Executive Committee that recommended to increase the assessment</p> <p>Nick-Motioned not to increase the assessment</p> <p>Curt-2nd the motion not to increase</p> <p>3 oppositions/no abstentions 5 in favor Board voted not to increase assessment</p>	<p>Action Item: Assessment not increased for 2023-2024 tax year</p>
<p>9) Action Item: Vote on Board Nominee Gidget Pugh</p>	<p>Gidget introduced herself and stated that she is an Oakland native and works for the Moxy Hotel. She stated that she hopes the Moxy can contribute to KONO knowing how much they benefit from FF and plans to sit down with the General Manager. Shakira stated that the Moxy should contribute to FF knowing how they benefit and even if it isn't monetarily it could be through marketing the event or volunteering.</p> <p>Gidget stated she wants to be apart of the Board because she left Silicon valley to come back to Oakland to help small businesses</p> <p>Alan-motion to approve Gidget on the Board</p> <p>Mike 2nd the motion to approve</p> <p>No oppositions/no abstentions Gidget Pugh approved as new Board member</p>	<p>Action Item: Gidget Pugh approved as new Board member</p>
<p>10). Action Item: Vote on Board Nominee Hye Kyung (Bo) Allen</p>	<p>Joseph stated that he has known Bo for 20 years and she has 2 businesses in Oakland and one in KONO. Bo stated that she is retired and now has the time to help with KONO.</p> <p>Shakira asked Bo what specifically she plans to contribute to KONO.</p> <p>Nia asked how she would leverage her network to help KONO. Bo stated that she plans to volunteer her time as much as she can to help KONO</p> <p>Mike- motioned to approve Bo Allen on the Board</p> <p>Curt-2nd motion to approve</p> <p>No oppositions/ 1 abstention Hye Kyung (Bo) Allen approved as new Board member</p>	<p>Action Item: Hye Kyung (Bo) Allen approved as new Board member</p>
	<p>Meeting adjourned: 8:15pm</p> <p>Next Board Meeting: July 20, 2023 6:30 pm</p>	

By Courtney Russell and Edited by Shari Godinez