



Board Meeting Minutes
Date: September 27, 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, Nick Myerhoff , Shakira Scott , Ryan Thomas

Absent: Keun Bae Yoo

Staff: Shari Godinez, Greg Harris, Ramon Hall

Guest: None

<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. Staff Reports: Streetplus-Operations Supervisor, Ramon Hall	<p>Ramon-stated that the ambassadors removed 3650 pounds of garbage, 79 graffiti tags, power washed 9 block faces, 550 merchant checks, 0- 911 calls, 24 illegal dumps, 46 homeless checks, collected 5 needles, 24- 311 calls, and 138 directions were given. Ramon stated the reason for so many merchant checks is because there has been an increase of homeless people in the area and he has the Hospitality Ambassador going there frequently to make sure they show their presence in that area. Ramon mentioned that they had an issue recently with a person camped out in front of KP Market who did not want to move, however he was successful in packing up all her stuff and relocated it to another location. Ramon mentioned that he appreciated Curt for staying in communication with him on it. Ramon stated that they have the Taylor Dunn back in operation and the goal of the amount of trash being picked up will be back to 10,000 pounds. Ramon stated he's been working with Shari to resolve the ongoing issue of some of the regular homeless people in the area and 3 have agreed to go into permanent housing with the help of MACRO using their transportation services. Ramon also mentioned that he will be continuing the recycle tree well project now that he has the Taylor Dunn to assist him.</p> <p>Mike asked Ramon, where was the homeless person that was in front of KP Market relocated to. Ramon stated this homeless person stole \$500 worth of items out of KP Market and disappeared for 3 days, and during that time Ramon removed the homeless person's belongings. Ramon mentioned that he did reach out to OPD but they were unable to assist due to them being busy so Ramon went ahead and removed the items. Curt thanked Ramon for his professionalism and how he handled the situation with KP Markets management. Curt also stated that it is very difficult to remove someone due to the city ordinance and that a person has a right to camp on the sidewalk as</p>	

	<p>long as they don't block the sidewalk. Shari asked Ramon to speak about the cleanup that was done on 34th St today. Ramon responded that there is a homeless encampment on 34th and they successfully cleaned up half of that area which is near Caltrans. Ramon also mentioned that he is available to assist anyone who needs access to the camera footage if there has been a crime committed in the area and to contact his cell phone if needed.</p> <p>b) First Fridays Program-Greg Harris</p> <p>Greg-stated that the Oakland First Fridays event took place on Sept 2nd with approx 15k attendees. Greg mentioned that vendor space was almost sold out and that there were 8 officers and 24 private security on site and there were no incidents or injuries during the event. Greg stated that OakFF has been able to sustain itself through 2022 however is still working hard to acquire more sponsors in order to keep going as we are still in the red. Greg also mentioned that the OakFF committee consists of vendors, Board and committee members and staff. He mentioned that OakFF hosted a Paint N Sip fundraiser at WeWorks and raised approx \$1375 and gave away tickets for prizes to people who donated during the event. Greg mentioned marketing strategies included ticket giveaways on Instagram. Greg quoted one of the attendees Jason Gonzalez who stated."I love how the actual event brings together the community and highlights local vendors." Greg stated the next goal is to plan another fundraising event during the Holiday season. Greg stated that being transparent with the public about OakFF's financial situation has brought a lot of good attention to the issue. Greg mentioned he has done 3 media interviews in the last couple weeks. He stated our goal for GoFundMe is \$100k and it is currently at \$13,750.00 and have raised over \$2k in the 1st week of Sept due to the interviews we have done with Channel 2, 7 and the radio station KMEL.</p> <p>Mike asked why we need so many officers and private security. Greg responded that there were supposed to be 12 OPD officers and not 8 and that we are supposed to have an armed guard on each side of the block as we need them due to the cash that is flowing through the festival.</p> <p>Sonja agreed that it is good that we have all the security that is required and mentioned that there have been 2 shootings on Telegraph that did not take place on First Fridays and that it is better to be prepared. Sonja also stated that she has a suggestion of what she thinks the Board should do that she will bring up in the discussion later. Joseph asked Greg if anyone from the Korean American Association had contacted him. Greg responded that he did not hear from them however wanted to start promoting the Korean Culture Fest.</p>	
<p>c) Executive Director-Shari Godinez</p>	<p>Shari-stated that there is a lot of construction going on currently on Telegraph for the bike lane and that they are squaring off 22nd St. potentially creating a park area. She also stated that they are talking about creating a circle island on W. Grand and Telegraph to possibly deter sideshows that have occurred there. Shari mentioned that the construction of the bike lane has started on the east side of Telegraph and that they have torn up the ground all the way up to 24th St. which has caused OakFF to lose 30 vendor spaces for the Oct festival which equates to \$9650. Shari stated that she asked OPD if we could expand the event below W. Grand. Shari mentioned that she is excited about the mural that's going up at 27th and Northgate. Shari started sharing her screen to display photos of the mural taken by Ramon. Joseph asked when the completion date of the mural would be. Shari responded that it is a 3 week time frame for completion which would be mid to late October and would like to do a press release and ribbon cutting ceremony. Shari stated Jay from Kaiser is out</p>	

	<p>of town until the 15th of Oct so the ceremony would have to be after he has returned, possibly the end of Oct. Shari also mentioned that she was invited to a meeting along with other BID managers by Visit Oakland and that Jim Macilvaine, who was there, told her that they found the money to cover 100% of the police costs between Nov 2021 and June 2022 which should save OakFF's a lot of money. Shari stated that the next event will be Korean Culture Fest on Oct 7th from 5-9pm and speakers scheduled to speak are County Supervisor Keith Carson, Councilmember Fife and City Economic Development Director Ed Reskin. Joseph asked if the Mayor had responded and Shari responded that she has not seen a confirmation as of yet. Shari stated that we received a \$7100 grant from Alameda County and that she has applied for approx \$100k in various grants. Shari stated that after the shooting on 27th OPD contacted her and she was able to help them access the footage from our cameras and pull up the license plate, and the make and model of the perpetrators vehicle and OPD was able to put that info out there that very night. Shari also mentioned that after the shooting on 31st that OPD called again to view our camera footage. She stated that OPD is very pleased with the quality of cameras and how it's been able to assist them. Shari stated that she is hoping to start working on phase II of the camera project because she has gotten requests from 2 more property owners about installing cameras. Shari stated that we did get a donation back for the security cameras from Town29 for \$3,766. Shari also mentioned that she is working with the Homeless Commission regarding the homeless issue.</p> <p>Curt asked what the Korean Culture Festival was and Shari responded that it's incorporated with OakFF's and the main stage on 27th will have all Korean performers as well as Korean food vendors for the 1st 10 tents. Mike asked to confirm if we are receiving a grant to cover the police costs for 6 months. Shari responded that the city is using their Festival fund to cover the police cost from last Nov to June of 2022.</p>	
<p>4) Action Item: Approve Minutes from July 12, 2022 Board Meeting</p>	<p>Mike Thaler Motioned to approve minutes Sonja Brooks-2nd the motion to approve No abstentions or oppositions</p> <p>Minutes approved</p>	<p>Action Item: Minutes from Jul 12, ... Approved</p>
<p>5) Action Item: Approve financial reports through August 31, 2022</p>	<p>Shari-Bank Balance as of Aug 31, 2022 for KONO is \$638,411.49 Jan-Aug Revenue- \$646,787.72 Total Expenditures- \$390,752.76 Net Income- \$256,034.96</p> <p>OakFF's as of Aug 31, 2022 bank balance is \$212,929.82 Jan-Aug gross profit-\$263,176.31 Total expenditures- \$262,522.90 Net Income- \$653.41</p> <p>Mike asked regarding the FF account if there would be any back debt owed to the police up through June or July. Shari responded that fees are covered through the end of June however, July begins their new fiscal year and they haven't committed anything in the new fiscal year yet. Mike responded, that</p>	<p>Action Item: Approved financial reports</p>

	<p>could mean we owe several thousand dollars at this point and Shari responded that is correct.</p> <p>Joseph asked if we have received an invoice yet and Shari responded that we have not. Curt asked, where does it show the funds that KONO donated to FF's. Shari responded that she didn't transfer the funds until September so it wouldn't reflect in this financial report and \$50k was transferred.</p> <p>Sonja asked if anyone attended the California Conference because it shows on the report. Shari stated that she attended and did provide a debrief of the event. Sonja asked what Choice Admin is on the report. Shari responded that she believed it was the medical insurance deduction but would confirm. Joseph stated that Shari will confirm what the deductions are and report back to the Executive Committee.</p> <p>Mike T- Motion to Approve Curt- 2nd Motion to Approve 1 abstention- Sonja Brooks Financial reports approved</p>	
<p>6) Action Item: Vote on Applicants for new KONO Board members</p>	<p>Joseph-welcomed the 2 Board nominees, Nick Myerhoff and Shakira Scott Joseph asked the nominees to introduce themselves, state what they do for a living, how they heard about KONO and what their expectations are. Nick introduced himself stating he lives in Alameda and is a Street Artist by trade, a Real estate investor and owns 3 buildings in the KONO district. Nick stated that he loves First Fridays because it's a unique cultural experience and believes there aren't a lot of these events like this one in the world. He also mentioned that he feels strongly about the violence that's happening in Oakland and how it affects our ability to enjoy and have these events. He also hopes to be of service to KONO.</p> <p>Shakira introduced herself and mentioned that she was born and raised in Oakland. She stated that her mom is a retired librarian with the city of Oakland. Shakira mentioned she went away for college and returned to Oakland and noticed the extreme changes that have occurred. She stated she had spoken with Greg prior to the 2020 shutdown about getting involved with OakFF's because of all the people she knows and are connected to through her parents. She stated that she wants to be a part of this committee so that black millennials have a voice. Shakira also mentioned she has 2 nationally known businesses and has worked with the Raiders and Marshawn Lynch. She also stated that she has been attending OakFF since it was Art Murmur/OakFF. She stated she would like to help in the push to extend the footprint since we have lost 30 spaces due to the bike lane construction. She also mentioned she is great at organizing and getting young people together. Joseph asked if any of the Board members had questions before voting. Mike asked Shakira if she had a business or lived in the district. Shakira responded that she lives on 40th and Telegraph and she also bartends at Somar at the other end of Telegraph, has volunteered as a social media host/journalist for OakFF's since 2019 and works part-time at WeWorks and her business covers the district and the city as a whole. Mike stated that the Board members have to fall under a certain category of property owner or business owner and wanted to know what Shakira would fall under. Shari responded that the bylaws state that $\frac{2}{3}$ of the Board members need to be property owners and with adding the 2 nominees tonight will still have $\frac{2}{3}$ property owners and we always have at large seats for anyone who's interested in being a part of the Board and don't necessarily have to live or have a business in the district. Mike then asked if we are taking someone from OakFF's shouldn't it be someone like Greg. Shari responded</p>	

	<p>that it isn't a good idea to have staff serve on the Board. Sonja asked both the nominees what committees they would be interested in joining. Shakira responded that she would be a part of any committee that needs the most energy. Sonja responded that the committees won't necessarily need a lot of time, maybe attending side meetings and providing ideas. Sonja restated the question to Nick asking which committees he would be interested in. Nick stated that he was interested in the FF's event, and the homelessness and safety issues. He stated that he doesn't know enough about our needs to determine what he would be best used for but wants to be of service. Curt stated that he is happy to see a property owner coming onto the Board because there is a monetary investment and it is good for Nick to know where his funds are going and looks forward to working with Nick on the Safety Committee. Curt asked Shakira how she would be engaged with the Board of directors, not just the committees. Shakira stated that she has been involved since fall of 2019 and she only recognized, Shari, Greg and Ramon so she hasn't seen or met anyone else at the events that are on the Board and if some of the other Board members maybe took turns or came once a month to see what the festival needs and not just getting a recap of how the festival is doing. Mindy asked Nick to expound on his interest in helping with the homelessness issue. Nick stated that he doesn't believe homelessness should be criminalized and sympathizes with what they are going through. He believes there is a small population of the homeless that are causing major issues in regards to thefts etc and needs to be handled in a structured and methodical manner. Sonja stated she appreciated Nick's comments and she understands the homelessness situation firsthand being that she works with a nonprofit that provides affordable housing to the homeless. Sonja also stated she hopes that the nominees coming aboard come without bias and with an open mind.</p> <p>Nick Myerhoff approved as new Board Member Shakira Scott approved as new Board Member No oppositions or abstentions</p> <p>Mindy mentioned that she believes that the new Board members should understand the structure of the Board and the sub-committees. Shari stated that she will send the new Board members the Board packet. Joseph stated that he looks forward to working with both new Board members.</p>	
<p>7) Action Item: Vote on KONO Contribution percentage for 403b retirement plan (0-25%)</p>	<p>Joseph-stated that KONO is considering a retirement plan for the employees and KONO is not required to contribute to the plan but is required to offer one. Mike asked what we are required to have as a retirement plan. Joseph responded that we are required to offer a plan, which we are, however we are deciding if KONO will contribute any funds to the plan and what percentage to contribute anywhere from 0-25%.</p> <p>Shari started sharing her screen that breaks down the contribution percentages. Shari stated that California state law requires any company that has 5 or more employees to offer a retirement plan and for nonprofits the best plan is a 403b. Shari stated the plan she researched has a set up fee of \$1500 and annual fee to administer the plan is \$1800. Shari went through the spreadsheet that breaks down the cost after the first year with a 2% and up to 25% KONO contribution.</p> <p>Mike stated that Shari needs to make clear that this is like giving a raise to the employee. Shari stated that she disagreed with Mike and that this is not giving</p>	<p>Action Item: 403b retirement plan with 4% employer contribution approved</p>

a raise and every staff member was interested in participating in a retirement plan.

Alan stated that this isn't a raise, it's a contribution or match to a retirement plan. Shari responded that it isn't considered a match, it's KONO deciding to contribute a certain percentage based on the employees W2 income. Mike asked if the costs are per person and Shari responded that the set up costs are a one time fee for the whole plan and not per employee. Shari stated that there is a one time setup fee of \$1500 and a yearly maintenance fee of \$1800 for the full plan. Mike stated that the fees are a lot.

Sonja asked if the spreadsheet with breakdown can be emailed and Shari responded that she had sent it that day and prior to that on another day to be reviewed. Sonja asked if the contribution was based on a match and Shari responded it isn't. Joseph stated that if KONO contributed 3% for example the fiscal impact would be \$10k. and the following year would be approx \$8500 and about the same thereafter. Shari stated that she provided this information at the last Executive Meeting and Sonja replied that she believes we all spoke about it but didn't have this information. Shari and Alan confirmed that it was presented at the last meeting and that Sonja wasn't present at that meeting. Sonja responded that she was not present at that meeting. Shari stated that it was decided at the Executive Board meeting to move forward with the plan and to only decide the contribution percentage at the full Board meeting. Mike responded that he was at that meeting and doesn't remember agreeing to move forward.

Curt stated that these programs are about employee retention and are important and believes that it should be presented as a complete holistic package that includes all the benefits to remain competitive in the marketplace and to retain good employees. Shari stated that there are nonprofits that will put in 3%-5% without the employee having to put anything in. Curt stated he is willing to support the retirement plan but it needs to be together with the medical insurance as a package. Shari mentioned that we had already approved the medical plan in July and she was asked to waive her rights to the health benefits however the rest of the staff now has coverage. Mike stated that Shari was given a raise in lieu of paying for her medical benefits. Shari responded that it was 3 years ago that she was given a raise and in turn made less money due to being put on salary, taking away her overtime and not paying her separately for working on First Fridays and suggested that they look at her previous W2's which would reflect less money after she received the raise. Sonja stated that most Executive Directors of BIDS are on salary and not hourly and that her salary was negotiated and Shari accepted. Shari responded that the conversation should not be about her as she has put on the agenda for later to talk about the fact that she has requested multiple times, in the twelve years she has been with KONO, for a job review and it has not happened. Shari said furthermore that this agenda item is about the California law that requires us to offer a retirement plan and for KONO to decide if they want to contribute 0% or contribute a certain percentage to the plan. Mike stated that even if no one contributes to the plan KONO will have to pay the fees to set up the plan. Shari responded that all the employees said they would contribute to the retirement plan.

Mindy stated that the employees work a certain amount of hours and deserve to have full benefits and up until this point we have been non compliant with having a retirement plan and it isn't a question of whether we should support the retirement plan as we must by law, we need to see how it works into the budget. Joseph stated that we are required to have a plan and the only

question is to decide the percentage of the contribution and we can decide another time what the percentage would be. Sonja asked Shari if this is the maximum cost shown in the examples. Shari stated it is an example based on the 2021 W2's and showing a contribution starting at 2% however the contribution can be anywhere from 0% to 25%. Shari also stated that 73% of BIDs across the country offered a 403b plan and contributed between 3% and 5%. Alan restated that the 403b seemed to be the best plan for the type of nonprofit that we are and feels that 3% to 5% is reasonable and the budget should be able to afford the \$13k based on the \$600k taken in assessment fees annually. Mindy made a motion to agree on contributing 4%. Joseph stated that he didn't think the Board was ready to make a decision. Shari stated that Mindy made a motion to approve and this is an action item so it must be acknowledged. Curt asked if the employee can add to the contribution through their paycheck. Shari responded yes and Curt 2nd the motion to approve the 4% contribution. Mike asked if we have the funds at the end of the year for this and Shari responded that we have a surplus in the budget. Mike responded that as the treasurer he believes we are making a horrible mistake and the new Board doesn't know about Streetplus and how much they will cost us next year. Shari stated that there has been a surplus for a number of years now and has talked to the Board about not carrying a surplus if we are not investing the money back into the district. Curt stated that needs to be discussed and it shouldn't be sitting there if the funds are supposed to be spent on security cameras etc. Joseph asked Shari if KONO contributes the 4% does the employee have to contribute the same. Shari stated that the employee doesn't have to. Mindy stated that she doesn't know of any company that just gives a retirement contribution without the employee contribution and if the employee contributes 2% the employer can choose to match that contribution. Shari stated that wasn't her understanding of the plan and that she did offer to set up a meeting with the Board members and no one responded. Mike said he would be willing to meet with them. Shari stated that the contribution can be from 0 to \$20,500 or \$27,000 max if the employee is over 50 years old. Mindy stated if the employee doesn't contribute anything then the employer has nothing to contribute to and the employee has to choose what they are investing in such as a mutual fund for them to have an account. Mike asked if Mindy was available anytime during the day. Mindy asked when the decision needed to be made. Shari responded that the deadline passed on June 30th however spoke to Calsavers informing them that we are instituting a plan. Sonja asked if Calsavers had a plan. Shari responded that Calsavers has a retirement plan that is basically a savings account that isn't pretax dollars. Sonja suggested that we start with the minimum contribution and make modifications maybe next year to increase it once we understand it better. Joseph stated that we can decide to have a plan and not decide on the percentage. Shari stated that there were 2 motions made so they have to be voted on. Mike stated that he still has questions. Sonja stated that we would have to still vote. Joseph stated that Mindy still had questions even with having made a motion so that needs to be cleared up first. Mindy restated what she understood so far and that she wants to move forward voting on the 4% contribution. Mike asked if we have to pay a fee for each employee who has an account and if they quit and we obtain more employees do we have to pay new fees. Shari responded that it's \$10 per employee. Sonja asked for clarification on the fees and Shari made reference to the spreadsheet that she was sharing on her screen that displayed the fees. Sonja asked the name of the company and Shari responded, Nicholas Pension

	<p>Consultants. Alan stated that at the previous Executive meeting that Shari had looked into other companies and because we are such a small company no one else called back. Shari stated that we still have to find a financial planner.</p> <p>Joseph asked for all in agreement to approve the retirement plan and to contribute 4% to agree. All agreed except Mike Thaler objected. Mindy asked for Shari to confirm if the employee contributes 4% then the employer will contribute the 4%. Sonja asked that Shari share the final paperwork so it is clear.</p>	
<p>8) Action Item: Vote on add Juneteenth as a paid holiday (June 19)</p>	<p>Joseph asked Shari to confirm what holidays that are already paid for. Shari responded that we currently have 9 paid holidays and we reviewed the list of State holidays at the Executive meeting and there were 2 that we did not observe, which is Juneteenth and Caesar Chavez Day. Joseph asked if we are going to add Juneteenth as a paid holiday. Shakira stated that she's in favor of Juneteenth being a paid holiday and believes most companies offer 10 paid holidays. Sonja stated that it's great to offer these holidays but to consider how the budget is impacted. Alan stated that Juneteenth wouldn't fall on a First Friday. Shari stated that June 19th will never be on a First Friday.</p> <p>Sonja motioned to approve Shakira 2nd the motion to approve Opposition by Mike Thaler Holiday approved</p>	<p>Action Item: Juneteenth approved as holiday</p>
<p>9) Action Item: Vote on Cesar Chavez Day as a paid holiday (March 31)</p>	<p>Sonja motioned to approve Shakira 2nd motion to approve 1 abstention by Mike Thaler Cesar Chavez is approved as a holiday</p> <p>Mike asked how many Federal holidays do other companies offer employees Mindy read off the paid holidays in California. Shari gave Mindy screen sharing to show the Federal and state holidays and holiday requirements.</p>	<p>Action Item: Cesar Chavez approved as holiday</p>
<p>10) Action Item: Approve OakFF Banner Designs</p>	<p>Shari shared her screen to display the new 3 banner choices to show more diversity. Joseph asked if there would be 15 banners. Shari responded yes and they may do double banners. Joseph asked to approve the additional banners</p> <p>Mike T motioned to approve Alan 2nd the motion to approve no oppositions or abstentions</p> <p>Banners approved</p>	<p>Action Item: 3 new OakFF banner designs approved</p>
<p>11) Discussion Item: Job review Committee creation</p>	<p>Joseph stated that Shari has been asking for a very long time for a review and that it's time to provide a job review. He also asked when the last time Shari was given a review. Shari responded 3 years ago. Sonja responded that she would provide a template for reviewing. Curt stated that he would like to help. Mike stated that he believes that Shari deserves some adjustment. Mindy stated that she should be given an annual review and Shari should be providing her staff reviews. Curt stated that money is one thing that's deserved but it is also direction, vision and providing empowerment and she can use that to review her staff and that we should provide a thorough review. Joseph asked Shari what would be the next step. Shari stated that Sonja said she would create a template. Sonja stated she would start a template that should</p>	

	<p>be reviewed. Shari asked for a deadline for the template and Sonja said she would provide it by the following Weds. Mike stated he was available any day and time. Joseph stated that it is long overdue and the review should be provided to Shari.</p> <p>Sonja stated that KONO should send something like a letter or something from the Board to the Islamic Center or Layalina restaurant for the killings that took place there. Joseph suggested Shari draft a letter of condolence. Shari agreed. Sonja also suggested sending flowers to the masque. Joseph suggested maybe a plant that would last. Curt stated that he has been working on a number of crimes that have taken place recently around KP Market. He also mentioned that Captain Rosin stated there has been an increase in gang activity on Telegraph and to be very cautious and aware of this. Curt mentioned that there was a survey conducted about the impact of OakFF's and he never got the results of the survey and would like the result on the next agenda. Shari responded that the issue was there weren't a lot of responses to that survey but will provide the info. Mike asked when we will resume in person meetings and when the office will reopen. Shari responded that the office is open and used by ambassadors and periodically by First Fridays staff but she is still working from home. Shakira mentioned that it is known that this area is a well known drug area and that the police don't show up for an hour after a crime has been committed. Shakira also mentioned that if we continue to take precautions like not leaving anything in our cars etc that these smash and grab crimes will begin to go down and have more private security in the area to deter the crime. Curt agreed with Shakira that having more private security, maybe more policing and finding out who our partners are in this fight. MIndy stated that she will look into partnerships to provide to Ramon to help with this. Sonja stated that she is on Citizens app that reports crimes as they happen and there's an uptick in crimes. Shakira asked who are the people approving the businesses that come into KONO because a company like LuLuLemon selling \$100 yoga pants may not be the right company for the demographic on Telegraph. Shakira stated that the community has to be cleaned up before these businesses should move in. Shari stated that Shakira would be a great contribution to the Safety Committee.</p>	
<p>12) <u>Next Board Meeting:</u></p>	<p>Meeting adjourned: 8:45pm</p> <p>Next Board Meeting: November 15, 2022 6:30 pm</p>	

By Courtney Russell and Edited by Shari Godinez