



KOREATOWN NORTHGATE

Board of Directors Meeting Minutes

Date: Tuesday, **January 12, 2021** from 6:33 pm to 8:02 pm

Location: KONO office, 2633 Telegraph Avenue, Suite 109

Oakland, CA 94612

(Meeting held over ZOOM video conference)

Present: Joseph Jung, Curt Haven, Sonja Brooks, Alan Wilk, Matthew Ticknor, Mike Thaler, Mindy Landmark

Absent: Keun Bae Yoo

Staff: Shari Godinez, Greg Harris, (Streetplus) Darnell Mooring, Kevin Paredes

Guests: None

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
<p>1. Introductions: Call to Order Establish Quorum: Joseph Jung, President</p>	<p>Meeting called to order at 6:33pm</p>	
<p>2. Public Comment Open Discussion</p>	<p>Pre call to order: Chat about holiday lights were either stolen or had solar panels removed the day after being put up. Same problem with flowers in the planters. Darnell suggests something less visually tempting, like shrubs.</p> <p>Joseph: Heard a podcast reviewing a book about luck. The author believes luck is something a person earns through effort and personality, not something you're born with. You either attract or repel people, and by attracting people you bring luck to yourself. Joseph wishes in the new year that all KONO Board Members earn a lot of money, have a lot of luck, and have health.</p> <p>No guests present for public comment.</p> <p>Discussion: Alan: A mosaic trash can in front of the Commonwealth Cafe has been knocked over. Pretty heavy to pick up, needs to be fixed. Darnell has contacted Waste Management via 311 because it's too heavy for them to lift, they'll follow up with a phone call.</p>	

<p>3. Board Member Check-in (icebreaker)</p>	<p>Sonja: Happy New Year! KONO Cubed icebreaker: everybody answer three questions:</p> <ol style="list-style-type: none"> 1. Tell us something we don't know about you 2. Remind us why you joined the Board/sought your position here 3. Name something you'd like to change, approve or see in 2021 <p>Curt:</p> <ol style="list-style-type: none"> 1. I helped create the city of Rancho Cordova. Once a year I go deep sea fishing with friends in Mexico, one year we caught a blue marlin and a black marlin. Fed a village with the meat. 2. Is a paid consultant for the Board, really likes BIDs and helping. Hopes to be more than a paid consultant, he really wants to help and participate. 3. Would like to know everyone better. He wants to see more security, and talk about hiring security for KONO. <p>Alan:</p> <ol style="list-style-type: none"> 1. Just got married over New Year's. 2. Got involved with the Board because he wanted to be involved in the community. Finds it very rewarding. 3. He wants to get our name on Google Maps. And to do whatever possible to promote people coming back to the district and become the cultural epicenter it has been for years. <p>Matthew: With his and other major developments open and opening, his vision of what KONO will become is coming to life. Pandemic has had a major impact on businesses, we need to find ways to accelerate the progress of the neighborhood, help small businesses and attract new ones.</p> <p>Mike:</p> <ol style="list-style-type: none"> 1. Will be 82 next week. Birthday is Jan 23. 2. Lives on the corner of 24th and Telegraph. Joined the Board to give back to the community, upon joining, he was the only resident on the Board. 3. Security has degenerated since Covid, less about major crime and more about theft, homeless issues. <p>Greg:</p> <ol style="list-style-type: none"> 1. One of the top DJ's in the Bay Area since 1987. 2. Was asked to do one position at OakFF, and it grew. He is grateful to be able to do what he knows how to do and be a 	
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leader to drive change in the community and learn the tools to do it.

3. I want First Fridays to go from 27th to 14th Streets.

Shari:

1. Had a childrens store for 15 years, always had a passion for small businesses. Manage 16 tenants at rental properties.
2. Just a perfect fit because it lets me help small businesses and make a change.
3. More beautification projects; don't lose more businesses and quickly fill vacancies.

Kevin:

1. He's been promoted and will be leaving KONO. Darnell will be replacing him. Grateful for the chance to work in KONO.
2. The community; fell in love with it, being appreciated for what he did was a new experience.
3. Beautification and security. Would love to see a beat officer or more police presence. Oakland First Fridays return.

Mindy:

1. I lived in S. Korea for a year, loves this cultural celebration.
2. Aligns with my personal and professional passions, esp. working with Sutter.
3. Continued beautification

Thanks Kevin for all his work, and welcomes Darnell.

Darnell:

1. I love to cook, I cook all the time.
2. KONO allowed me to have employment during this pandemic. I grew up here and love doing the work. Seeing all the work we do in the neighborhood is so gratifying because I live here. Has a huge personal investment in KONO.
3. Would like more interaction with local businesses so we can better service them. Wants to build on the standard Kevin set. More street art to deter graffiti in "magnet" spots.

Sonja:

1. I'm an artist, writing/dancing/drama. I think in multiple directions.
2. I'm passionate about helping small businesses and I love Oakland.
3. Agree with everything said, and wants the Board to be more proactive and more committees. Wants VPs in specific areas.

	<p>Joseph:</p> <ol style="list-style-type: none"> 1. Met his wife on a freeway offramp in Hayward when her car stalled and he stopped to help. 2. As a Korean American working in Oakland and patronizing merchants in the district, wanted to give back. 3. Wants KONO to be a destination spot in Oakland where people come to enjoy. Need a more secure place where people want to spend time. 	
<p>4. Staff Reports: a. Streetplus: Kevin Paredes, Outgoing Operations Supervisor</p>	<p>Kevin: December:</p> <ul style="list-style-type: none"> ● Trash pickup: 5,650 lbs, compared to 3,750 in Nov. Falling leaves were a big part. ● 834 graffiti removals ● 21 block faces power-washed, but was mostly spot fixes, should be able to do more this year ● 20 homeless outreach, up from 5 in Nov. ● 58 merchant checks, 41 in Nov ● 18 Illegal dumping, up from 5 in Nov. ● 20 needles found and disposed of ● 11 311 requests, from 5 in Nov ● 25 directions, from 16 in Nov ● No 911 calls, possibly because Covid restrictions caused a drop in foot traffic. <p>Going to be repainting most of the streetlamps, bike lock stations and parking meters. Darnell spearheaded sticker removal.</p>	
<p>4. b. First Fridays Program: Greg Harris</p>	<p>Greg: Just finished Spark program training. Raised about \$27K for the program, \$7K short of initial goal. Applying for new grants. 24 artists have completed training and are reporting monthly.</p>	
<p>4. c. Executive Director: Shari Godinez</p>	<p>Shari:</p> <ul style="list-style-type: none"> ● Joined Oakland African American Chamber of Commerce, and received a \$10K grant from them for the Spark Oakland project. ● Filed 2019 tax returns ● Filed for PPP loan forgiveness. SBA says it could take up to 150 days to find out if it's forgiven. ● Applied for CA Relief grant, hoping KONO businesses are as well ● New business at 2525 Telegraph, not clear what type. ● Nov/Dec newsletters sent out. ● Did holiday promotions for KONO restaurants and stores on Instagram and newsletter. ● Layalina Restaurant opened on Telegraph. ● Still working on the bike lane issue. Survey got 400 responses but skewed toward bike owners rather than KONO businesses or the First Fridays community. 	

	<ul style="list-style-type: none"> Met with Keep Oakland Clean and Beautiful over Waste Management not emptying trash bins. Looks like it's being straightened out. Requesting four additional bins for the district. Waste Management is having staffing issues because of Covid, which has led to bins being emptied twice a week instead of daily. Bike lane bollards are also making it hard for them to access bins, Shari raised that issue with OakDOT. Meeting with Capt. Bolton which Curt attended. <p>Curt:</p> <ul style="list-style-type: none"> Meeting had many neighborhood associations. We need to talk about security, at the meeting we talked about how budget cuts will result in cut services and reduction in community service officers. They're doing their best, speaking up will help keep resources on KONO. <p>Shari:</p> <ul style="list-style-type: none"> New mural completed on 26th by Dragon School, who wants to partner with KONO to find mural space. Shari wants to get one on Kaiser parking structure at 27th and Northgate, and will keep the pressure on. Rest is in the report which was emailed to all Board members. <p>Discussion over security, Matthew and Curt agree to join the security committee; everyone is welcome to join.</p>	
<p><u>5. Action Item:</u> Approve the Minutes from November 17, 2020 Board meeting</p>	<p>Michael moves to approve. Sonja seconds. No objections or abstentions.</p>	<p><u>Action:</u> Minutes from November 17, 2020 were approved</p>
<p><u>6. Action Item:</u> Approve financial report through Dec. 2020 for KONO and First Fridays</p>	<p>Shari: KONO: Bank balance at end of Dec was \$355,498</p> <ul style="list-style-type: none"> Still have receivables sitting on books, a two-year accumulation for First Fridays payroll which we will probably write off again before new year finances come out. Total 2020 income for KONO was \$595,683, about 95% of assessments. Total expenses were \$490,223. Net income of \$111,000 although \$6,000 was from Covid emergency grant money. 	<p><u>Action:</u> Financial report through Dec. 2020 for KONO and First Fridays approved</p>

	<p>First Fridays:</p> <ul style="list-style-type: none"> • Bank balance \$122,797. • Possible liability of \$49,500 PPP loan, unless it's forgiven and approximately \$30,000 owed to KONO for payroll taxes. • Total income for 2020 was \$167,690. • Total expenses \$133,668. • Net income \$34,000. <p>Joseph: To summarize, besides KONO's \$30K, is it fair to say OakFF broke even?</p> <p>Shari: Yes, with approximately \$50K in PPP funds. Not counted as income, but a potential liability. If forgiven, OakFF should be in a good position to restart.</p> <p>Mike moves to approve . Alan seconds. No objections or abstentions.</p>	
<p><u>Not on agenda</u></p>	<p>Item 7 was supposed to be to approve a 0% increase on assessments for 2021/22 FY as discussed at Executive Board Meeting but was not on the distributed agenda, so moved to February.</p>	
<p>7. Discussion: KONO 2021 Draft Budget</p>	<p>Shari:</p> <ul style="list-style-type: none"> • Assessment \$600,472 • "Other income" is the 4.47% KONO is required by the District Management Plan to raise. • Total income is projected to be \$627,313 • 1.7% set aside for renewal that would be approximately \$10K • Operating reserve of 5% is approximately \$31,000 • Added a Covid impact reserve of 1% • So, total operating budget is \$579,010 • Divided into 59% Security and Operations, 14% Marketing and Identity and 27% Administrative • Net carried forward from 2020 is approx. \$105,000 • Total carry forward of \$357k includes reserves from previous years that're supposed to be moved into reserve account. Waiting for the Treasurer to return from Florida to open a new reserve account. • Used recommended inflation rate of 2.5% • Included a 2.7% COL increase for staff Added a paid marketing internship @ 10hrs/wk,\$16/hr, \$8,320 total • Total payroll increase is \$12K, but 67% is for the new internship position. 	

	<ul style="list-style-type: none"> ● Big priority for 2021 is to market our businesses ● Per Sonja’s request, prepared a spreadsheet comparing the 2017-2021 budgets and 20/21 actuals. ● Some of the carry forward will be moved into a separate account for the CBD renewal cost in 2027. ● Need to discuss exact amounts to be moved with Kirsten. ● Matthew asks if surplus needs to be spent per bylaws and if any is budgeted for 2021 project line items. ● Kirsten said 0% increase would result in deficits that could be supported by reserves. ● Joseph: We have about \$300K in reserves and need to do some big projects. Check into getting an arch. Get pedestrian-style street lamps like in Uptown on Broadway. Check to see if the city will pay for it first. ● Discussion of Korea Culture Fest item. ● Will have to find plans for one-time projects for reserve funds. ● Matthew would like reserve fund totals included in budgets for macro view. 	
<p>8. Discussion: Board members donations and fund development to meet 4.47% requirement</p>	<ul style="list-style-type: none"> ● \$26,847 of budget has to come from outside sources: donations/fundraising/grants. ● Got a \$20K grant from Sutter last year, but have not met the number in previous years. ● Joseph suggests Board members make donations of any amount. ● Shari is asked by granters about participation of Board members in development. ● Sonja says KONO is in a unique situation, and non-monetary contributions also matter so a minimum donation should not be required. ● Sonja: Does any Spark program funding come to KONO? Shari: No, it’s funded by sponsorships and grants 	
<p>9. Discussion: Your visions for KONO — Strategic Planning</p>	<p>Shari: I think we covered this item during the icebreaker section.</p> <p>Matthew: Would like to add an agenda item for next meeting on security, and possibly have Kevin present.</p> <p>Shari: Can set up a meeting before Kevin leaves, and add security discussion on the February agenda as well.</p>	
<p>10. Meeting Adjourned Next Board Meeting:</p>	<p style="text-align: center;"><u>Meeting adjourned @ 8:02pm</u></p> <p style="text-align: center;"><u>February 9, 2021 @ 6:30pm</u></p> <p style="text-align: center;">Minutes by: Mike Woolson & Edited by Shari Godinez</p>	