



KOREATOWN NORTHGATE

**Board of Directors Meeting Minutes**

**Date:** Tuesday, **October 13, 2020** from 6:30 pm to 7:38 pm

**Location:** KONO office, 2633 Telegraph Avenue, Suite 109  
Oakland, CA 94612

**(Meeting held over ZOOM video conference)**

**Present:** Joseph Jung, Mike Thaler, Alan Wilk, Mindy Landmark, Matthew Ticknor, Keun Bae Yoo, Curt Haven    **Absent:** Sonja Brooks  
**Staff:** Shari Godinez

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
<b>1.</b> <b><u>Introductions:</u></b> <b>Call to Order</b> <b>Establish</b> <b>Quorum:</b> <b>Joseph Jung,</b> <b>President</b>	<p>After introductions, Quorum was established.</p>	
<b>2. <u>Public</u></b> <b><u>Comment</u></b> <b><u>Open</u></b> <b><u>Discussion</u></b>	<p>No Public Comments</p>	
<b>3. <u>Staff Reports:</u></b>  <b>a. Streetplus:</b> <b>Kevin Paredes</b> <b>Operations</b> <b>Supervisor</b>	<p>(Kevin had a family emergency so Shari will read his report)  <b>Shari:</b> Shared on Zoom the visual Streetplus report.  <b><u>Report for September 2020</u></b></p> <ul style="list-style-type: none"> <li>● Garbage Collected: 2,375lbs</li> <li>● Graffiti Removed: 149</li> <li>● Needles Found: 24</li> <li>● Illegal Dumping: 21</li> <li>● Directions: 115</li> <li>● Homeless Outreach: 91</li> <li>● 311 Requests: 22</li> <li>● 911 Calls: 4</li> <li>● Merchant Check Ins: 191</li> </ul> <p>Shari stated that there was a property where a homeless person broke in and was squatting there. KONO and Streetplus</p>	

	<p>were able to reach the property owner and OPD to have the squatter removed from the premises.</p>	
<p><b>3. Continued</b></p>	<p>In the Streetplus Newsletter, it stated that a property owner gave the Streetplus team a pizza to thank them for all of their work in the district.</p> <p><b>Mindy</b> asked if as a Board, they can somehow honor the Streetplus team as well to acknowledge the work they have done and the connections they are making in the district.</p> <p><b>Mike</b> suggested asking them if they have a favorite place to eat in the district and the Board would prepay or create a “credit” for them to use.</p> <p><b>Shari</b> suggested asking KONO’s marketing person to create a nice card for them as well.</p> <p><b>Joseph</b> suggested the Executive Board discuss this and the suggestions.</p>	
<p><b>3. b. First Fridays Program:</b></p> <p><b>Shari Godinez</b></p>	<p><b>Shari:</b> Continues to work on the California Arts Grant to reconfigure the artist incubation project from an in person event to a virtual event. This project gives artists the tools and the technology for them to sell their art online. Shari has hired Shahabano from Workbench Labs to create the project's infrastructure.</p> <p>OakFF secured partnership’s with Dragon School and Boston Properties to assist with the project. They also secured a five thousand dollar (\$5,000) sponsorship from Square. We still need to raise approximately fifteen thousand dollars (\$15,000) more to meet the matching funds required to move forward with the project.</p> <p><b>Shari</b> commented that after the funds have been secured, she would like to bring OakFF Festival Coordinator <b>Greg Harris</b> back part-time to serve as the Program Manager for this project. Shari stated that there should be enough funds with the grant and matching funds to cover his salary without using any of the retained funds in the OakFF bank account.</p> <p><b>OakFF</b> submitted job listings for the virtual study abroad exchange program with UC Berkeley that will run from January 2021 through May 2021.</p> <p>OakFF also has two other grants, one from the city of Oakland for music performers and another one from the CAC for a community Art Wall.</p>	

**3. c. Executive Director**

**Shari Godinez**

**Shari:** Stated that she and Mike have been working with CPA Kirsten Pfenning, to provide her with documents to complete her analysis. Shari stated that Kirsten will have her report ready by tomorrow.

Shari put in a call to the Starline Social Club because she heard they may be closing permanently. Shari has not heard back from them as of yet.

Shari is looking into the company EVGo, which could provide electric car charging stations in the KONO district.

Shari put in a request to repave 24th St. between Telegraph Ave and Northgate with the head of the DOT. Shari stated she also received a phone call today from a property owner on the other side of 24th street in regards to delivery trucks blocking this residents driveway. Shari put in a request to talk to the DOT and KP market about adding more loading zones.

Shari also put in a request to the DOT to repair the East side of 24th street because of the potholes being made worse by the large delivery trucks.

Shari stated she has been working with KONO's marketing person in order to send out two newsletters in September because of the large amount of information which needed to be shared, including a lot of events happening in other districts, including Chinatown, Vietnamese Chamber event, BLM yoga and a Temescal event which moved to October 25, 2020 called Picnic in the Streets.

There is an organization called "Keep Oakland Alive", which is a platform for local businesses to sell their products online. This platform allows consumers to shop from many different businesses at the same time. Then, KOA will pick up the products from all the different businesses and deliver to the consumer. The goal is to get more KONO businesses involved with this platform. Shari noted that this platform is for retail businesses, not restaurants.

Shari stated that updated COVID-19 announcements have been shared. KONO shared all of the grant opportunities through the CARES Act Fund and the latest updates on the Bike lane petition with the KONO community.

Shari asked for the Board to submit ideas for the last six mosaic litter container art projects.

KONO's marketing person will be joining this meeting around 7pm to show the Board designs for the new KONO banners.

<p><b>4. Action Item:</b></p> <p><b>Approve the Minutes from September 15, 2020 Board meeting</b></p>	<p>Curt motioned to approve the minutes from September 15, 2020</p> <p>Mike seconded the motion</p> <p>All approved</p>	<p><b>Action:</b></p> <p><b>Minutes from September 15, 2020 Board meeting were approved</b></p>
<p><b>5. Action Item:</b></p> <p><b>Remove Zabrina Law as a Board Member</b></p>	<p>Zabrina stated some time ago that she was going to step down as a KONO Board member. Shari reached out to her and Zabrina stated she would retract that resignation and continue as a KONO Board member. Unfortunately, Zabrina has not participated in any Board meeting for the last four months. She also has not responded to any of the several phone calls or correspondence from KONO.</p> <p>Per the KONO bylaws, KONO has no choice except to remove her from the KONO Board of Directors.</p> <p>Mike motioned to remove Zabrina Law as a Board member</p> <p>Curt seconded the motion</p> <p>All approved</p>	<p><b>Action:</b></p> <p><b>Zabrina Law was removed as a KONO Board Member</b></p>
<p><b>6. Discussion:</b></p> <p><b>More KONO Banner draft designs for review</b></p>	<p>Mike Woolson shared the most recent designs for the new KONO district banners with the Board via Zoom. Mike explained each of the four designs and the reasons behind the designs and choice of colors. The Board has been asked to choose four banner designs for the district.</p> <p>The Board commented on the designs and Shari will send the Board all of these designs via email for the Board to narrow down to four designs. After the Board makes their choices, those designs will be sent out in the newsletter to get feedback from the community.</p>	
<p><b>7. Discussion:</b></p> <p><b>Holiday Decorations</b></p>	<p><b>Shari:</b></p> <p>Rockridge spent \$55,000 total for holiday lit snowflakes: \$6,759 for fees and bond, \$36k-40k for decorations, \$8,450 to put them up and take them down for a total of approximately \$15,000 per year to put up and take down.</p> <p>Shari researched 'Holiday Banners' for the KONO district. The costs associated with these banners are approximately:</p> <ul style="list-style-type: none"> <li>• \$150 each banner</li> </ul>	<p><b>Task:</b></p> <p><b>Mike Woolson to create a "Holiday banner" design for Board</b></p>

	<ul style="list-style-type: none"> <li>• \$35 each to put up a banner and take down a banner</li> </ul> <p>So, approximately \$220 per banner plus tax and shipping  Shari suggested 20 “Holiday Banners” for an approximate total of \$4,400 and 40 banners would be double. KONO currently has 40 lamp posts with viable hardware for banners.</p> <p>Shari stated that KONO can choose from their standard designs or have Mike design a “Holiday banner”.</p> <p>Joseph suggested getting a “Holiday banner” design from Mike Woolson.</p> <p>Keun Bae asked about “Holiday” tree lights</p>	
<p><b>8. Discussion:</b></p> <p><b>Bike Lane: Update from planning meeting with OakDOT</b></p>	<p><b>Shari:</b> Participated in three planning meetings with City staff members, Councilmember McElhane, NCPC Chair and representatives of two bike coalition’s.</p> <p>An updated <b>petition was sent out on September 4, 2020 and as of October 5, 2020 we have 780 signatures, which is up by 44 signatures.</b></p> <p>Shari spoke with the DOT Director, Ryan Russo and Ryan stated that the DOT is likely to recommend in their report to the city council to change KONO’s bike lane to a buffered lane. Because this needs to be resolved before the end of 2020, there is an accelerated timeline to get to a decision. The city will score the proposals and then make a recommendation to the committee and there will be a public meeting sometime during the week of October 19, 2020 where they will get public input. The week of November 2, 2020 they put the “matrix” in their report, then mid-November they will publish their report and then late November or early December it will go to the special public works committee.</p> <p>Lastly, in mid-December they will go to the full council to take action.</p>	
<p><b>9. Discussion:</b></p> <p><b>Strategic Plan 2021 - Seeking Board Volunteers</b></p>	<p><b>Shari:</b> During the KONO Board retreat, we discussed having Board members get together with Shari to create a strategic plan and a mission statement as two of the main tasks for KONO.</p> <p>Shari is seeking Board volunteers to start working with Shari towards getting these two items done. Shari asked if some ideas could be presented at the next full Board meeting and then discuss how those goals can be met. Shari stated that this will also correspond with the KONO budget for 2021.</p> <p><b>Matt</b> stated he will volunteer</p>	

	<b>Curt</b> stated he will volunteer	
<b><u>10. Meeting Adjourned</u></b>  <b><u>Next Board Meeting:</u></b>	<b><u>Meeting adjourned @ 7:38pm</u></b>  <b><u>November 10, 2020 @ 6:30pm</u></b>	

**Minutes by:** Shellae Ruffin & Edited by Shari Godinez