

Board of Directors Meeting Minutes
Date: Tuesday, November 17, 2020 from 6:30 pm to 7:24 pm
Location: KONO office, 2633 Telegraph Avenue, Suite 109
Oakland, CA 94612

(Meeting held over ZOOM video conference)

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

Staff: Shari Godinez, Greg Harris

Guests: Jared Spencer (representing County Supervisor Keith Carson)

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Introductions: Call to Order Establish Quorum: Joseph Jung, President	<p>Quorum was established</p>	
2. Public Comment Open Discussion	<p>Jared Spencer, representative County Supervisor Keith Carson: There are new small business grants that rolled out yesterday in the amount of five thousand (\$5,000) dollars. The program is designed to help small businesses that have one (1) to twenty five (25) employees and are not in the unincorporated areas. The requirements are if a small business can show that they have been financially impacted (due to COVID-19) between March 17, 2020 and December 30, 2020 and have not been reimbursed.</p> <p>The link: https://eastbayeda.org/grants/ Shari suggested having a Zoom meeting for the businesses in the KONO district, which Jared said he could facilitate. Shari sent out the information today as well.</p>	
3. Staff Reports: a. Streetplus: Shari Godinez	<p>Shari: Streetplus October Report Streetplus informed OPD and the property owner about a homeless citizen, who broke into a commercial space. The owner was very grateful for our help. For the month of October 2020 Streetplus accomplished the following:</p> <ul style="list-style-type: none"> ● Picked up garbage: 3,365 lbs 	

	<ul style="list-style-type: none"> ● Graffiti abatement: 1,223 (includes parking meter sticker removal and painting of light poles) ● Needles found and disposed of: 28 ● Illegal dumping reported to Public Works: 31 ● Directions for people: 118 ● Homeless outreach: 109 ● 311 requests to City of Oakland: 42 ● Merchant checks: 154 ● 911 calls: 5 <p>Street sweeping by the city is not happening on a regular basis nor is the emptying of the city trash receptacles, which makes more work for Streetplus employees. Shari has reached out to the city about these issues and they stated that in regards to the trash pickup, it has been very difficult because of the bollards, which are in the way.</p>	
<p><u>3. b. First Fridays Program:</u> Greg Harris</p>	<p>Greg: OakFF has started a program called “Spark Oakland”, which helps artists navigate in the online world during this time of COVID-19. They learn how to market and sell their products online in order to help their business survive. Greg has raised ten thousand (\$10,000) dollars thus far towards this program, which will begin on Monday.</p>	
<p><u>3. a. Executive Director:</u> Shari Godinez</p>	<p>Shari: Worked with Kirsten on her evaluation of the KONO financials. Alameda County is back in the “purple tier”, which will force all inside dining to stop again. Shari is working on getting a loading zone for KP Market. She sent out the October KONO newsletter. Shari ordered some solar holiday tree lights and holiday banners for the district. She ordered some lights just to see if they will compliment the district as well as survive vandals. They are due to arrive in early December 2020. Shari has been getting bids to put the lights up in the district trees. Regarding the KONO banners, the feedback favors the tagline about the arts and the design that is favored is the skyline. OakFF applied for a grant from the OAACC (Oakland African American Chamber of Commerce) to help fund “Spark Oakland”. Shari spoke with Temescal about their outdoor event for December 6, 2020, however they have decided to cancel due to the new “purple tier” for Alameda County.</p>	
<p><u>4. Action Item:</u> Approve the Minutes from October 13, 2020 Board meeting</p>	<p>Mike motioned to approve the Board of Directors minutes from October 13, 2020</p> <p>Mindy seconded the motion</p> <p>All approved</p>	<p><u>Action:</u> Minutes from October 13, 2020 were approved</p>

<p>5. Presentation: Kirsten Pfenning, CPA, KONO Financial Evaluation</p>	<p>Kirsten: Presented her evaluation to determine:</p> <ul style="list-style-type: none"> ● The feasibility of meeting contractual obligations and operating expenses at the current district assessment. ● Evaluate whether an increase in district assessments may be required to maintain operations. ● Provide an action plan for assuring that funds are set aside for next renewal of the Community Benefit District. <p>Recommendations:</p> <ul style="list-style-type: none"> ● Open up a separate savings account for holding reserve funds ● Transfer funds for 2018 & 2019 totaling \$74,551.06 ● After close of 2020, transfer additional reserves based on actual income ● On an ongoing basis, calculate actual reserve funds and transfer to savings as revenue is received ● Evaluate the level of support required for First Fridays and increase the budget line item accordingly ● Review the budget to actuals on a regular basis and make adjustments as needed <p>Financial Projections: Assumptions:</p> <ul style="list-style-type: none"> ● The Streetplus contract will increase 2.5% annually ● Rent will increase based on the lease agreement ● The requirement that KONO CBD raise an additional 4.47% of general benefit revenue will be met on an ongoing basis <p>- Assessment revenue with a 2.5% increase should cover budgeted expenses on an ongoing basis if the above assumptions are met. - Given that there are unspent funds carried over from prior years, it may make sense to forgo an assessment increase for 2021/2022 and reevaluate for the 2022/2023 fiscal year.</p>	
<p>6. Action Item: Approve opening KONO Savings Account for reserve funds</p>	<p>Mike motioned to approve opening a KONO savings account for reserve funds</p> <p>Sonja seconded the motion</p> <p>All approved</p>	<p>Action: Approve opening KONO Savings Account</p>

<p>7. Discussion: On assessment increase for the Fiscal Year 2021/22</p>	<p>Curt suggested raising the assessments 5%-6%. Shari shared with the Board what the numbers are with a 0% increase in assessments. If there is a 0% increase, KONO will need to pull from the reserve funds because there won't be enough for operating costs. Using Kirstin's projected budget for 2021, there would be a net loss of (\$-15,881). Joseph suggested a 0% increase for 2021/2022 fiscal tax year Matthew agreed with Joseph Mike asked if Kirsten had suggested 2.5% (Shari stated that Kirsten suggested between 0%-2.5%) Keun Bae suggested a 0% increase Sonja stated that the current inflation rate for 2020 is .62% and also suggested a 0% increase.</p>	<p>Joseph, Matt, Keun Bae, & Sonja (4 members) recommended no assessment increase for the 2021/22 fiscal tax year.</p>
<p>8. Discussion: Bike Lane: Update from planning meeting with OakDOT</p>	<p>Shari: Met with a professor from Harvard on the questions for the bike lane survey. The department of race and equity is going to work with the DOT to set up tents possibly at KP market, but it depends on Alameda County restrictions for COVID-19. The purpose is to get customers in the district to voice their opinions on the bike lane. If this can happen, it will be the weekend of December 5, 2020 and the weekend of December 12, 2020. Shari is working with the city on getting the sales tax data in raw tabulation form and the professor from Harvard will review it with Shari professionally. The sales tax data thus far, since the buffered bike lane was put in, has shown a significant decrease in the KONO district. There was supposed to be a decision made on the bike lane configuration by December 2020, but that has been pushed to February or March 2021. The actual construction of the bike lane will not happen until possibly the fall of 2021. There are two configurations they are considering. One is to keep the protected bike lane with the addition of a concrete curb and the other is a buffered bike lane (cars return to curb with meter) with curb management. Curb management means that the rate of the meter will depend on the demand. The more busy, the meter rate will be higher, the slower or less busy, the meter will be cheaper. The name would change to an "Enhanced Buffered Bike Lane".</p>	
<p>10. Meeting Adjourned Next Board Meeting:</p>	<p style="text-align: center;"><u>Meeting adjourned @ 7:24pm</u></p> <p style="text-align: center;"><u>December 8, 2020 @ 6:30pm</u></p> <p style="text-align: center;">Minutes by: Shellae Ruffin & Edited by Shari Godinez</p>	