



K O R E A T O W N N O R T H G A T E

Board of Directors Meeting Minutes

Date: Tuesday, **February 9, 2021** from 6:33 pm to 8:08 pm

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

(Meeting held over ZOOM video conference)

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

Absent: Mindy Landmark

Staff: Shari Godinez, Darnell Mooring, Greg Harris

Guests: Quinn Wallace, and Kevin ?? Oakland Department of Transportation.

<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>Representatives from the City of Oakland's Department of Transportation were going to do a presentation but are not present, topic skipped for now.</p> <p>After item 3a, Quinn Wallace, OakDOT joins on Zoom, Kevin joins on speakerphone via Shari.</p> <p>Quinn: Parking Benefit Districts (PBD)s will be proposed to the City Council in spring, used in cities across the US. Concept was approved by Council earlier and OakDOT is looking to activate it. The plan is to apportion half of incremental parking revenues (revenues grown from previous year) back to where they originated. This is done in part to preserve current revenue into the general fund but also to invest in where the funds are generated from.</p> <p>They asked, if the Board supports it, that they communicate that to the Council rep because that support will be needed.</p> <p>Sonja: Would this proposal put money into districts where parking was removed?</p> <p>Quinn: No parking spaces would have to be removed to have the PBD. A portion of revenue from meters and citations would simply be reallocated to things that KONO and the Council representatives identify.</p>	

	<p>Mike: Is this related to San Francisco’s demand-based pricing for parking?</p> <p>Quinn: Not directly related. It is a change in how the parking funds would flow, they’d partially flow back into places where revenue is generated. Currently only flex pricing system in Oakland is a pilot project in Chinatown.</p> <p>Curt: Would this require any other funding from business or residents?</p> <p>Quinn: No, it’s only a redirection of currently generated funds.</p> <p>Alan: Why is OakDOT supporting this when it seems like it would limit their autonomy in how parking revenue is spent?</p> <p>Quinn: Currently parking revenues go into Oakland’s general fund and aren’t controlled by OakDOT. We trace how much revenue is generated in each area year to year, and would allocate some to go back to where they were generated.</p> <p>Kevin: Traditionally, PBDs have been a tradeoff with the community, coupled with new meter installation and demand-based fees. It’s a way to take money from the general fund and allocate it back into the community.</p> <p>Shari: My understanding is this requires demand-based parking fees to be implemented and only the extra revenue that generates is subject to reallocation.</p> <p>Kevin: Whatever the meters currently generate is the baseline, and it would be a percentage of whatever revenue is generated above that. Details would depend on how the ordinance is written.</p> <p>Shari: Do you have an idea of how much will be generated above the baseline?</p> <p>Kevin: San Francisco has increased revenue substantially with demand-based fees and increased enforcement, even as average meter rates went down overall. Parking enforcement generates higher revenue. High demand spots generate the most revenue overall.</p> <p>Matt: We had to pay an obstruction permit fee to compensate for revenue loss when Telegraph Arts construction took over several parking spaces, about \$36K for six months. Would that money go back to KONO?</p> <p>Kevin: Only meter revenue sets the baseline. With a parklet, or an obstruction permit, those meters are turned off so the baseline is lower. Fewer meters generate less revenue.</p> <p>Sonja: With so many construction projects generating revenue, isn’t there an argument that the permit fees should go back into the district?</p> <p>Kevin: Supports the idea and will advocate for it but with the budget in shortfall can’t promise it will happen.</p> <p>Joseph: If revenue comes back into the district, who decides how it is spent?</p> <p>Kevin: CBD manager would create an account that Oakland would transfer money into. Decision is up to the community. City will have</p>	
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	<p>certain parameters. Money could be sent as a check, or KONO could invoice the city for a project.</p> <p>Shari: Suggests a meeting with district businesses in the next month to discuss this further.</p>	
<p>3. Staff Reports: a. Streetplus: Darnell Mooring, Operations Supervisor</p>	<p>Darnell: Promotions and training new staff has taken up time, now once again fully staffed.</p> <p>Graffiti Abatement: Has only been responding to calls, down from 20 last month to 7 this month, partly owing to an empty position on the team. Trash collection is up from 226 to 272. Everything else went down: no urine, 2 feces, needle collection went from 10 to 4. Started doing power washing, done 161 block faces so far, most problem areas dealt with, moving forward he anticipates that the numbers will increase with new staff.</p> <p>Curt: Is reduction in numbers because of lower staff or fewer people in the district?</p> <p>Darnell: It's a combination of both. Windy conditions meant more trash blowing around so there was more of that. But, lack of staff did impact service. Number of people in the district fluctuates, bad weather January probably had more of an impact than COVID.</p> <p>Joseph: Asks for a summary report before the next meeting, Darnell agrees to send one by email.</p> <p>Curt: Asks that prior month be included in the report.</p> <p>Darnel: Change in use of equipment means he can't share a screen as Kevin did, he will send a report to Shari moving forward so she can share.</p>	
<p>3. b. First Fridays Program: Greg Harris</p>	<p>Greg:</p> <ul style="list-style-type: none"> ● In the fourth month of Spark program. Have two months of reports from 16 of 24 artists and we are preparing a report. Have invited artists to join San Francisco's Van Gogh project, and are preparing a tutorial on getting individual artist grants. ● Partnered with UC Berkeley to get volunteers for data entry, no cost to KONO. Program will start either March or May 28 and run till Aug 12. ● Purple Tier will allow live entertainment where food is being served, looking into who now controls the permits for Oakland. Might be able to have a small First Fridays live event. 	
<p>3. a. Executive Director: Shari Godinez</p>	<p>Shari:</p> <ul style="list-style-type: none"> ● \$49,5000 PPP loan was forgiven, so funds are now a grant ● Invited to apply for round 2 of PPP funding, completed application last week, means we can't apply for Shuttered Venues grant when that opens. ● Applied for CA Relief Grant, moved to round two because of over 300K applications ● Applied for \$18K CAC to continue Spark Oakland. No matching funds required this year. 	

- Shellae is on unpaid leave because of another job, Mike Woolson is now doing minutes.
- Have proposed several ad hoc committee meetings, on tonight's agenda.
- Proposing bimonthly Board meetings to make time for ad hoc committees.
- January newsletter out, highlights are in ED report that was emailed to the Board.
- Brought on paid intern for marketing Spark Oakland program and KONO businesses. She has been reposting a lot of KONO businesses.
- Creating an updated survey to decide on the new KONO banners.
- Maintenance and security, shared the crime report from Capt. Bolton. Darnell is very enthusiastic and motivated in his new position. Team is back up to four people.
- Been working with a potential volunteer and the city to get trees pruned. City wants KONO to use a licensed contractor and sign permission forms from every property owner. Shari said that was done when trees were planted and it gave KONO the right to maintain the trees. Shari asked the city to provide the pruning maintenance, but was informed that the tree department has no funding. Shari is still working on a resolution.
- New mosaic art going onto a litter container in the next few weeks.
- Still trying to get a recycle bin from Cal Waste for district cardboard.
- Bike lane meeting Feb 11 with multiple city departments.
- Curb management plan (demand-based meter pricing) will be required if they put in buffered bike lanes. They were emphasizing the revenue by also making it a Parking Benefits District. They believe it will also help reduce double parking that would block the buffered bike lane and be a safety issue.

Sonja:

Stated that she is not comfortable with "Artrepreneur" name in the Spark program. She appreciates the program, but that word was used in her Green Leaf Artrepreneur program. Says name and idea came from what she did. Shares link to page and sign.

<https://www.facebook.com/TheGreenLeef>

<https://thegreenleef.com>

Greg said he didn't know anything about this. Shari suggested that a meeting to discuss it with her, Sonja and Greg be scheduled for the next day.

Alan: Regarding flexible metering, do we have any leeway? Maybe better to pick battles and go with the plan that will save First Fridays.

Shari: We will know more about the bike lanes after the Feb 11

	meeting, City seems to be leaning toward buffered lanes but the bike coalition is opposed. Majority of our survey respondents were cyclists; the city had to cancel their popup outreach because of shelter in place. Shari will share documents with the data. The DOT is working on a report for city council. They seem to be leaning toward buffered lanes in KONO, but keeping protected lanes in Temescal.	
4. Action Item: Approve the Minutes from January 12, 2021 Board meeting	Joseph: Alan had asked to get Koreatown/Northgate on Google Maps, any progress? Alan: Said he thinks Google has to be notified to get it marked. Wonders if the controversy over Koreatown name figured in. Shari: I see Northgate/Waverley on the phone map. Will check with Mike Woolson. Mike moves to approve the minutes from Jan 12, 2021. Alan seconds. No objections, no abstentions. Minutes approved.	Action: 1.12.2021 Minutes approved
5. Presentation: Approve final KONO Budget 2021	Shari: <ul style="list-style-type: none"> ● From last meeting, calculated carry-forward per Alan's request. Accumulated carry-forward (from all years) is \$328,400. In speaking to Kirsten and Executive Committee decided to allocate that over three years, so there is \$109,466 to be incorporated into this year's budget (line 10), for a total operating budget of \$688,477. ● The budget shows the assessment amount of \$600K. ● Shows amount to be brought in from outside sources. 	Action: KONO 2021 Budget approved.
	<ul style="list-style-type: none"> ● Subtract 1.7% for the renewal process, 5% for reserves and 1% for COVID impact on assessment in the coming year. Amounts are shown and need to be moved into a separate account, waiting for Mike to come back to town so they can go to the bank and open a new account. ● The details for each category are in the other tab. ● Divided the carryforward by percentages for each category then put the carry-forward into one-time projects under each category ● Hoping the Board will generate a Strategic Plan which will decide how those funds will be spent. Joseph: There is a proposal for 2.7% Cost of Living increase for employees. Shari: That number was recommended by Kirsten. Mike: That increase is in line with what we do for StreetPlus. Mike moves to accept the budget. Alan seconds. No objections, no abstentions. KONO 2021 budget approved	

<p>6. Action Item: Approve a zero increase on assessments for the 2021/2022 fiscal year</p>	<p>Shari: This item was supposed to be voted on last month but was accidentally left off the agenda. We had discussed previously that because of the COVID impact and the carry-forward funds, there's not a need to increase assessments right now. Mike: What are other districts doing? Shari: Many, but not all, are not increasing assessments. Mike: What's the deadline for submitting? Shari: It has to be submitted in July, but should be in the KONO Annual Report to City Council due in March. Alan moves to approve; Curt seconds No objections, Mike abstains</p>	<p>Action: Zero percent increase on assessments for the 2021/2022 fiscal year approved</p>
<p>7. Action Item Approve bi-monthly (every other month) Board meetings for 2021 (For 2021 April, June, August, Oct, Dec)</p>	<p>Shari: Bimonthly meetings would free up time for Board members to work on ad hoc committees so more hands-on work can be done on projects. She plans to attend meetings but wants Board members to lead, organize, set agenda, etc. Mike: If First Fridays is able to resume in August, monthly meetings may be necessary to deal with that. Joseph: The decision can be revised if necessary. Alan: Thinks it's a good idea. Shari: The Executive Committee will continue to meet monthly. Mike moves to approve; Matt seconds No objections, no abstentions Keun Bae: Asks if other BID budgets are similar to KONO, and how many employees they have. He thinks Temescal only has one staff person. If people don't work hard, there is a problem. Shari: Suggest this topic be taken up at a separate meeting.</p>	<p>Action: Bimonthly Board meetings for 2021 is approved</p>
<p>8. Action Item: Approve the creation of the following ad hoc committees: a) Safety & Maintenance b) Organizational Policy c) Marketing & Identity Each committee to be chaired by a Board member</p>	<p>Joseph: Asks if this wasn't already done. Shari: We had committees in the past, but not active for a while. Joseph: Suggests each Board member should join at least one committee. He is Interested in marketing and identity committee. Matt: Curt and I are interested in Safety and Maintenance. Sonja: Tentatively interested in Organizational Committee. Mike: Will join Safety and Maintenance. Alan: Will join Organizational. Keun Bae: Marketing and Identity Shari: Will follow up with Mindy to see which committee she is interested in joining. Curt moves to approve; Mike seconds. No objections, no abstentions.</p>	<p>Action: Motion to create three ad hoc committees: a) Safety & Maintenance b) Organizational Policy c) Marketing & Identity Each committee to be chaired by a Board member, is approved.</p>

<p>9. Discussion: Creating of a KONO Merchandise store with a percentage of proceeds to go towards a charitable cause to be determined.</p>	<p>Shari: Wants to put the KONO logo into an online merch store where people can order what they want. No capital required for inventory. We set the price on top of what the service provider sets. Threadless and other sites do this. We could promote it through giving 50-100% of proceeds to a charity. Could change the charity over time. Could be used to help struggling local businesses. Curt: Thinks it's a good idea, would boost KONO name recognition. Mike: Asks if it will take a lot of time to run. Shari: Involvement is minimal. Shop and all activity are online, we'd just promote through a link.</p>	
<p>10. Discussion: Purchase of KONO branded masks to be distributed to KONO businesses</p>	<p>Joseph: Came up with an idea for some of the carryforward funds; something to give back to KONO businesses. Will look into pricing, type of mask. Shari: Prices can range from \$5-20, average \$6-8 based on quick research. Joseph: \$6-8 seems high. Shari: Will vary based on size of order. Suggests picking a target cost and working with that. Need to determine how many would be needed. It is not practical to give the same number of masks to each business. This is a good topic to discuss in the new Marketing and Identity Committee. Keun Bae: Recommends a friend of Curt's (name unclear)</p>	
<p>11. Discussion: Security in the district</p>	<p>Curt: Came up during the police meeting, anticipating cuts to OPD budget and service. BJ Yu, owner of KP Market, is very concerned with security. They had three incidents this month and OPD was unresponsive. He wants to know more about what StreetPlus does. Wants to get OPD to plant a couple of officers in the District. Needs more security, the homeless situation has gotten worse.</p>	
	<p>Joseph: Asks how many foot patrol officers are assigned to KONO. Shari: None, they were taken away. Just emailed Rebecca Kaplan asking to have them reinstated because they are effective. With budget cuts it will be hard. Shari suggested KONO look at things like security cameras. Curt: They're very important, but we need to work with merchants to save camera files. But they only help after the crime is committed. There need to be patrols, community policing interacting with all the businesses and proactive measures. He wants to discuss cost and feasibility. Shari: Suggests setting up a meeting with Capt. Armstrong, who is very familiar with the district. Board should also set up a meeting with the new City Council representative, Carolle Fife. Joseph: Suggested we continue to reach out to OPD to get patrols, and share police reports. Curt: Likes Capt. Bolton, knows he wishes more could be done. Look at ways we might be able to assist. Alan: We had the City's homeless czar come to a meeting before,</p>	

	<p>since the situation seems to be getting worse, can we get her back?</p> <p>Mike: Could StreetPlus have a security specialist? Situation at his building is getting worse.</p> <p>Alan: Kevin did a lot of outreach, as did Safety1st</p> <p>Joseph: Suggests looking into private security.</p> <p>Curt: Doesn't think that's any more effective than Streetplus. Need an inventory of everything: StreetPlus, OPD, what are they all doing and what's needed? Need police on the streets. He doesn't think private security is successful with this sort of problem, they can be eyes and ears but there need to be consequences. Maybe find ways to support cases and convictions.</p> <p>Shari: Mentions the volunteers in response to attacks in Chinatown.</p> <p>Curt: Again, no consequences, and it is temporary.</p> <p>Keun Bae: Mentions four glass doors smashed with hammers, one costs \$700.</p> <p>Curt: Need to distinguish between homeless, who face extra problems with COVID, and criminals in that group who are causing problems.</p> <p>Mike: Would like to hear if Darnell has any ideas on support he might need.</p> <p>Darnell: Since COVID, OPD has been very lenient toward the homeless. StreetPlus has tried to be proactive so they can redirect them when there's an issue. Knowing the homeless community lets them weed out the criminals, and the homeless community supports them in this because it reduces pressure on them. Smoke shops and liquor stores attract a certain element.</p> <p>StreetPlus can't enforce, they can only redirect. That's where referrals come in and they've been working to engage the community.</p> <p>StreetPlus company does offer security services in some districts and he can inquire. But private security can't enforce the law.</p> <p>When StreetPlus responds to a disturbance, it helps when the community supports them.</p> <p>Police can't do anything without a report. Has had situations where a window is broken, the perpetrator is there but the owner doesn't want to make a report, so they let the perp go. That leads to OPD not responding to calls, and would defeat a purpose of having officers assigned to the district. Suggests working with local businesses to encourage them to follow through with reports so action can be taken.</p> <p>Curt: Agrees, that's the missing piece, having eyes on the street, but no consequences. That's a goal of the committee. Property owners need to take responsibility.</p>	
<p><u>12. Meeting Adjourned</u> <u>Next Board Meeting:</u></p>	<p style="text-align: center;"><u>Meeting adjourned @ 8:08pm</u></p> <p style="text-align: center;"><u>April 12, 2021 @ 6:30pm</u></p> <p style="text-align: center;">Minutes by: Mike Woolson & Edited by Shari Godinez</p>	