



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, **April 13, 2021** from 6:32 pm to 7:44 pm

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

(Meeting held over ZOOM video conference)

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

Absent: None

Staff: Shari Godinez, Darnell Mooring, Greg Harris, Mike Woolson

Guests: Walter Rosencranz and Paul Seymor, Superpedestrian Link Scooters; Christine Ferrouge, Workshark, artist and gallery owner

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Introductions: Call to Order Establish Quorum: Joseph Jung, President	<p>Quorum was established</p>	
<u>Public Comment</u> <u>Open Discussion</u>	<p>None</p>	
<u>Presentation: on Superpedestrian</u>	<p>Walter Rosencranz:</p> <ul style="list-style-type: none"> • Superpedestrian started in 2013 out of MIT, identified a gap of short trips in transit options. First product converted standard bike to electric bike. • Three years ago, they designed a scooter for the rental market. Existing programs used consumer scooters but they broke. Theirs are made to automotive standards for a fleet environment. • Launched operations a year ago. • Their scooters are bigger and stronger, 61 mile battery life (twice average), mostly waterproof. • Systems behind it report problems and reliability. • Rental process is similar to other companies; you can rent throughout Oakland with certain boundaries. Member opens the app and selects the scooter. System does safety checks 	

	<p>on the scooter. Unlock fee is \$1 and 36 minutes to ride it anywhere in the city.</p> <ul style="list-style-type: none"> • We have a low income program, 70% discount for anyone on a subsidy program. • Operations are a full W2 workforce, living wage, no gig workers, full training program. • Launched in Oakland 6 months ago. Good way to get from BART to KONO. Also want to set up connections in case riders leave scooters in a bad place. Always open to feedback on how they can best serve the community. • This is just an introduction, no requests from KONO. Interested in opportunities at First Fridays, etc. <p>Sonja: Where is your home office? Walter: Cambridge MA. Launched in Oakland in November, San Jose last month. Also in Seattle and San Diego, those are the west coast markets. Everything is designed in-house, US company. Sonja: How many FT employees in Oakland? Walter: Probably 20-25 shared between Oakland and San Jose. Currently hiring. Will get contact info to the Board. Curt: What issues have you encountered in Oakland? Businesses seem to love or hate them because they often block sidewalks. Walter: Overall feedback has been positive. They're lockable and riders are supposed to secure them. We monitor the See Click Fix reporting system, not a lot of reports of that. Christina: Is there a quick way to report mislaid scooters? Walter: Phone number is on handlebars. Alan: Can you set up contact with businesses who are using bike racks for sidewalk service so they aren't blocked? Walter: Problematic because so many businesses. I would encourage them to put a sign on the bike rack notifying people not to park bikes or scooters.</p>	
<p>2. Staff Reports: a. Streetplus: Darnell Mooring, Operations Supervisor</p>	<ul style="list-style-type: none"> • Darnell Hall reported that he arranged for a tour of OPD and the KONO community on Jan 9th (1pm and 5pm) and 11th (1pm). It was very successful. Darnell's team worked hard to clean up the areas prior to the meetings. • They mulched a lot of the tree wells. He explained that some of the numbers on certain task are down because they were focused on other tasks. • Illegal dumping is down because they are dealing with it themselves instead of calling 311. They have done a lot of pressure washing, 14 blocks at 2 hours each, in a month's time. He stated that he can do 12-14 blocks and maintain the ones he has already done. 7 blocks of tree wells (4-5 per block), cleaned 28-35 tree wells and mulched them. • Trash pickup is lower because of daily maintenance. Added new services. 	

	<ul style="list-style-type: none"> Met with OPD and residents/business owners so they could discuss concerns including homelessness, mental illness. Shari sent an email to city council asking for a beat officer in the district, very important for board members to reach out to council so we can be proactive instead of reactive. <p>Curt: Likes the StreetPlus reports, easy to read, comparisons help understand what's happening. What level will it take to maintain at that level, what's missing?</p> <p>Darnell: When we keep it clean, we just have to do touch up. It was a morale booster, I lead by example to motivate my team. Communication with the community is also a morale booster, motivates everyone to help maintain it. We've changed our style since January, more of a family orientation, we work together and support each other.</p> <p>In terms of what's needed: more staff, more people to do the work. Current higher level of services is just because of changes in processes, to do more we need more people, which would mean more money.</p> <p>Shari: Darnell has been a complete rock star. Brought out so many people to meet with OPD on each block, residents and business owners. I was very impressed. It was a bonus to connect with the officers, though OPD couldn't get all the officers for this beat. A lot of different concerns were expressed, I will sum up and share.</p> <p>Joseph: Genghis Khan said those who build a castle will perish, those who move around will make changes.</p>	
<p>2. b. First Fridays Program: Greg Harris</p>	<p>Greg:</p> <ul style="list-style-type: none"> We're hoping for a comeback, shooting for July 3. Not 100% sure but restrictions open June 15. Still have questions about the new rules and have been talking to a lot of folks. Been talking to some of the vendors about what's going on at Lake Merritt. We sent out a survey and saw a lot of support for reviving OakFF. Greg is trying to set up a meeting with OakDOT to discuss the removal of the bollards. Greg announced that not all staff are returning. Two interns coming in from UC Berkeley starting May 5 through a program we've run before. Impressed with the work Darnell and his team have been doing. Want to see what we can do to make a difference, a couple artists I've spoken to are willing to come out to make the relaunch a bang. Challenges with DOT but it's good to see people are excited. Spark Oakland artists have been getting Instagram and Facebook exposure, they're turning in their sales and social media numbers every month. We just produced a report. A lot of them really benefited from the exposure. This is another 	

	<p>way we can enhance the art at Oakland First Fridays.</p> <p>Mike W: Also had three Spark artists attend my tutorial on the CAC artist grant fellowship, and we've applied for another CAC grant to renew the program.</p> <p>Mike T: Asked about Christine.</p> <p>Christine: Super excited about OakFF coming back. Have a studio on 25th, run Workshack, on the venue committee for Art Murmur. Resident of Oakland for 16 years.</p>	
<p><u>2. a. Executive Director:</u> Shari Godinez</p>	<p>Shari:</p> <ul style="list-style-type: none"> ● Everyone should have received the 2020 Annual Report that was also sent to the city council. ● We received the 2nd round of PPP funding, \$46,650 ● Waiting to apply for Shuttered Venues Operators Grant ● We are in the approval phase for the CA Covid Relief grant for arts and culture, so hopefully we'll get that. ● Still working with Curt and KP Market on the yellow curb, we got one but it needs modifying ● About to order KONO masks and new KONO banners ● A volunteer pruned all the trees on Telegraph, and now working on 25th between Telegraph and Broadway. ● In the process of ordering a new 8x10 shed for the side alley, the shed at 23rd is falling apart and access is a problem. Ordering from Home Depot, it will be under \$3000 including assembly. ● Working with StreetPlus to create heat maps to show hotspots for things like illegal dumping. ● Encouraged the Board members to start a campaign to get a foot patrol in KONO. Shari spoke with Chief Armstrong and he is in favor of footpatrol. Shari wrote to the mayor to ask her to support Chief Armstrong in whatever he needs to be successful. Shari said she shared an email from Kaplan saying she got \$10 million in Covid funds which can support foot patrol. Encouraged everyone to write to Chief Armstrong, the Mayor and to city council in order to assure KONO gets foot patrol. ● Two meetings tomorrow: one is with the police chief, the other is MACRO (Mobile Assistance Community Responders in Oakland). Mostly for East Oakland, it's an alternative to 911 for some calls. ● 333 Arts has suggested a partnership where we pay them \$1000 a quarter, and they'll get murals put on different buildings in the district. They said they were very confident that they could find walls to put them on. ● OakDOT is recommending a buffered bike lane in their report to council, but with Curb Management, where meter rates fluctuate with demand. They also want to add more meters in 	

	<p>the district, and they want suggestions from the community. It's also an opportunity to look at 15 minute zones, loading zones, etc. They shared a map where they could potentially add meters.</p> <p>Curt: Report looks great. Is this the same you'd send to the membership of KONO?</p> <p>Shari: I usually make it more like a newsletter with photos, so it's more visually appealing. Usually do a hard copy printout to mail. I'd also add the reelection letter, so we should talk about when to plan that. We used to have it in January but we've skipped it around. Maybe plan it for June.</p> <p>Joseph: When will Council vote on the bike lanes and when will changes be made.?</p> <p>Shari: They said they'd vote in May, but any changes wouldn't be made till fall.</p> <p>Joseph: How likely is it we can have the event with the bollards in place?</p> <p>Shari: When they went in, they told me they were removable, so Greg is checking with OakDOT to see who's going to do it/pay for it. I don't know how easy it is to remove them.</p>	
<p>3. Action Item: Approve the Minutes from February 9, 2021 Board meeting</p>	<p>Mike T moves to approve Curt seconds No objections/abstentions Motion passes</p>	<p>Action: 2.9.2021 Minutes approved</p>
<p>4. Discussion: Updates from the ad-hoc committees 10 min a) Curt Haven: Safety & Maintenance</p>	<p>Curt:</p> <ul style="list-style-type: none"> ● Committee was started so we could engage with OPD and stakeholders to have conversations about how to bring more security to the district. Thanks Shari for organizing the committees. ● They are working, we're getting OPD's attention, we have meetings, cell phone numbers, we're connecting businesses with OPD staff. Been working with service and residential groups. Whole idea is to pull information together so we can determine priorities for security spending. Foot patrol is imperative, it's happening because we've been asking for it. So we have to follow through, write the letters, get the businesses to as well. ● OPD is really trying, they want to do a better job. We have to assist them so they can do their job. ● Wasn't able to attend recent meetings because of family issues, will work with Shari on next steps. Going to need to decide how we can spend money, still need information. <p>Shari: We're also going to get businesses to sign up for Crime Prevention Through Environmental Design reviews.</p>	

<p>4.b.. Sonja Brooks: Organizational Policy</p>	<p>Sonja:</p> <ul style="list-style-type: none"> • Alan and I have some suggestions, we still need to discuss further: Review/revise organizational statement • Determine what are the pillars in our district, what needs strengthening • Come up with ideas and programs to support businesses with speakers/volunteers. Could be bimonthly, maybe survey businesses to see what they'd like • Determine short/long term goals, possibly advisory committee, bring on new board members with background in finance/politics/community support/information officers 	
<p>4.c. Joseph Jung Marketing & Identity</p>	<p>Joseph: Three big items: Arch in district, like in Fruitvale Replacing banners, those are in works KONO Face masks</p> <p>Mike:</p> <ul style="list-style-type: none"> • Shares the four banner designs, finalizing the designs and vetting translations. • Set up the threadless shop, and need to optimize graphics for various uses. Most of it is t-shirts but some other products crop the designs badly, pls let me know if there's a particular item you'd like. • Found one agency that is \$1800 for 500 masks. Reusable, washable. Will have KONO logo on one side, in color (drives the unit price up \$1) <p>Discussion on how many to order, decide on 2,000 to start.</p> <p>Mike: Sisters of Perpetual Indulgence will be doing a neighborhood cleanup on Sunday April 18, working from Commonwealth down to Good Hop, at 1pm.</p>	
<p>5. Discussion KONO Statement on Anti-Asian hate</p>	<p>Shari: Idea came about after Mike W mentioned it, and I have also heard mixed messages about whether some Asian businesses in KONO have been targeted. CAC now requires a racial equity statement for grant applications, which we created. It would be good to have a statement for the website. Maybe three paragraphs. It should be a statement rather than a commentary. Shari suggested that the Organizational committee work with Mike on a statement.</p> <p>Joseph: Have there been any reports of attacks on Asians in KONO?</p> <p>Darnell: The woman who owns the building at 25th where Econo Jam is located called to have a car towed because of people living in it/drug use. They got wind of it, one of the people in it banged on her</p>	

	<p>garage door with a pipe and she called OPD. Also Malay Thai was vandalized, across the street, a window was broken. So there has been some targeted violence toward Asians. We even had eggs and something like ice cream hurled at the KONO window, maybe because of the name.</p> <p>Sonja: The Org committee will review the statement and give input. I saw a Stop Asian Hate sign, is that a sign we could get to put in windows to get the message out in the district?</p> <p>Darnell: Doing that might attract negative attention and do the opposite.</p> <p>Curt: I would recommend being careful, and looking at how other cities have done this. The best ones are inclusive/universal, standing against hate. Will find some samples for comparisons.</p>	
<p>6. Discussion: Suggestions for charitable cause for percentage KONO Merchandise store sales</p>	<p>Shari: I was thinking of Oakland Indie Alliance since they're helping small businesses get back on their feet, or 333 Arts. But we didn't decide on an org or whether we're going to do it.</p> <p>Joseph: We can swap it out weekly/monthly/quarterly. Suggestions can be sent to Shari.</p>	
<p>7. Discussion: Budget and number of KONO branded masks to be purchased and distributed to KONO businesses.</p>	<p>Joseph: We've covered this, 2,000 masks to start.</p> <p>Shari: 2,000 masks will be close to \$8,000, need to check marketing budget and bylaws, because anything over \$5,000 may need to have an RFP but not sure if that applies to purchases or just contracts. She will check.</p> <p>Joseph: I think it's a good way to give back to our stakeholders, businesses and property owners.</p> <p>Walter: We are offering free rides/credit to help people get to vaccination appointments.</p> <p>Mike T.: Wants to officially praise Shari for the Annual Report.</p>	
<p>8. Meeting Adjourned Next Board Meeting:</p>	<p><u>Meeting adjourned @ 7:47pm</u></p> <p><u>Next meeting, June 8 2021 @ 6:30pm</u></p> <p>Minutes by: Mike Woolson & Edited by Shari Godinez</p>	