



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, September 15, 2020 from 6:30 pm to 7:47 pm

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

(Meeting held over ZOOM video conference)

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

Absent: Alan Wilk, Mindy Landmark, Zabrina Law

Staff: Shari Godinez, Kevin Paredes (Streetplus), Mike Woolson (KONO Marketing)

Guests: Jared Spencer (County Supervisor Keith Carson's Office)

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
<u>1. Introductions:</u> Call to Order Establish Quorum: Joseph Jung, President	<p>After introductions, Quorum was established.</p>	
<u>2. Public Comment</u> <u>Open Discussion</u>	<p>No Public Comments</p>	
<u>3. Guest Speaker:</u> Jared Spenser, Field Representative, Alameda County Supervisor Keith Carson, District 5: Economic Recovery	<p>Jared Shared some of the County of Alameda resources for COVID-19 for businesses. This plan is a combination of what the county's Health Officer and the team working with them along with what the state guidelines have come up with. Jared provided the following links for information. https://covid-19.acgov.org/reopening.page</p> <p>State of California Activity Status: https://covid-19.acgov.org/reopening.page</p> <p>Alameda County COVID-19 Data: https://covid-19.acgov.org/data.page</p> <p>Small Business Development Center - Small Business Training Events: https://nc.ecenterdirect.com/events?reset=1</p> <p>Jared also emailed Shari the document from the Workforce</p>	

Development Board displaying the COVID Affected business/sectors.

Jared stated that there is “**pop-up**” testing happening for COVID-19 to get better data in order to inform the public. UCSF is conducting a research study on the African American and Latino population. Jared stated that there is **significant spread in the Latino community** due to essential workers being exposed. He also stated that the data shows that it is with the **larger manufacturing businesses** and not so much with the smaller businesses.

Jared stated that the data shows that in the **African American** community, the challenge is they are not getting tested in large numbers, the numbers are extremely low.

Jared stated that in the **Asian community** numbers for testing are also low, but the data is not showing a high number of deaths from COVID-19 in the Asian American community in **contrast to the high number of deaths in the African American community.**

Jared stated that UCSF will be focusing on those communities. Alameda County will be focusing on the areas that don’t have a lot of data regarding COVID-19 testing. Jared stated that there is a “disconnect” between the Health Department and what they are hearing on “the ground”. They are relying on businesses and the community stakeholders to inform them about what is needed or what business and stakeholders may be able to provide to aid them.

Jared stated that their office has been in contact with **211. 211** has been asked by the state to carry out **micro disaster preparedness training.**

Jared stated that Shari had asked him about the possibility of reopening the OakFF event. He said the challenge with OakFF according to their Health Officer is that although there are elements of the OakFF event that are permitted, **the overarching problem is that the event causes the public to gather in large numbers**, which is not permitted at this time. Jared stated that the public is encouraged to support local businesses, but discourages large gatherings even though the event is an outdoor event.

<p><u>3. Continued</u></p>	<p>Shari asked Jared, regarding “pop-up” testing if they have thought about providing that service for the homeless encampments and the Tuff Shed communities. Jared stated that, yes, that is part of what the “pop-up” testing is looking at doing. He stated that there is a difficult element when it comes to testing the homeless population because there is a voluntary portion and a street outreach portion.</p> <p>Jared stated that the street outreach portion would actually go out conduct testing, however, people have to then volunteer to get tested. If people from the homeless community then test positive for COVID-19, they have to voluntarily take themselves and their belongings to a hotel that the county and state have paid for in order for them to shelter in place for two weeks. Jared stated that they need help from the communities, and people in the area.</p> <p>Matthew Ticknor asked if residents in apartment buildings are able to go back to using the amenities provided by their buildings. Jared stated that he did not have that information with him, but he would have a conversation with their Health Director and relay the information to Shari to share with the KONO Board.</p> <p>Curt Haven asked Jared if the county had any numbers on businesses that are permanently closed due to the COVID-19 pandemic.</p> <p>Jared said he would share the list with Shari.</p>											
<p><u>4. Staff Reports:</u> <u>a. Streetplus:</u> Kevin Paredes</p>	<p>a. Kevin: Stated that his “Hospitality Ambassador” stepped up and helped the team as a “Cleaning Ambassador” when an absence on the team occurred. As a result, he stated that the checklist of his HA went down in numbers as a result.</p> <p><u>Hospitality Stats:</u></p> <p>Business Check-ins: Last month: 107, This month: 46</p> <p>Directions Given: Last month: 35 , This month: 20</p> <p><u>Total overall Hospitality checks: 66 Last Month: 142</u></p> <p>Kevin stated that he expects those numbers to rise this month.</p> <p><u>August 2020</u></p> <table data-bbox="444 1671 1084 1856"> <tr> <td>311 Requests: 16</td> <td>Last month: 23</td> </tr> <tr> <td>Needles found: 14</td> <td>Last month: 36</td> </tr> <tr> <td>Illegal dumping: 29</td> <td>Last month: 19</td> </tr> <tr> <td>Graffiti removed: 152</td> <td>Last month: 99</td> </tr> <tr> <td>Trash Removed: 1.52 tons</td> <td></td> </tr> </table>	311 Requests: 16	Last month: 23	Needles found: 14	Last month: 36	Illegal dumping: 29	Last month: 19	Graffiti removed: 152	Last month: 99	Trash Removed: 1.52 tons		
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**b. First Fridays
Program:
Shari Godinez**

Shari: Stated that she is Working with Shahabano on the California Art Council Grant, which is a grant for an Art Incubation Program. They switched the use of this grant from an OakFF event program to apply its use to a **virtual program. Spark Oakland:** Artrepreneur Accelerator, empowering artists with the technology tools and practical skill they need to thrive in the digital age. Shari stated that she has secured a partnership with **Dragon School** and is working to get other partners as well. Dragon School will help find mentors along with up and coming artists to participate in the program. Shari stated that she and Shahabano have created a sponsor packet and are looking at sponsors to match the funds from the grant. Shari stated that she submitted a story to the California Arts Council for their series **California Creative Uplift.** This series has stories about strength, hope and love from working through this difficult time. Shari submitted the story about OakFF's mask and meal giveaway by the OakFF team before they were furloughed due to COVID-19.

Shari stated that there is another opportunity for internships (**virtual**) beginning **January 2021 through May 2021** to help with the grant projects.

Shari stated that KONO received their final disbursement from the City today in the amount \$52 072.86. Shari stated that the total number of unpaid assessments is showing at \$8,020.

Economic Development:

Shari has shared grant information with KONO business owners and she is collaborating with the **Oakland Indie Alliance** on an economic recovery survey, which assesses how much longer businesses will be able to survive before they have to shut down permanently.

Shari stated that she has been working with the marketing person and sent out the August 2020 newsletter, which features the **F45 Gym.** Shari stated that they worked with F45 to find outdoor space for their workouts.

Shari is working with the marketing person on new KONO district banners, which will be approximately forty banners.

**c. Executive
Director
Shari Godinez**

Shari is working with the mosaic artist, who has put art on a lot of the KONO garbage cans in the district. The artist has completed two more designs for two more garbage cans, which the artist is planning on installing at the end of September 2020. After those two installations are complete, there are approximately six more cans for the artist to complete with mosaic art.

Shari announced **Restaurant Week**, which was from September 1 to September 13, 2020.

Shari stated that she is partnering with **Visit Oakland**, working on a campaign to encourage locals to spend their time and money in **The Town**. The campaign is called, “**Spend. Stay. Love. Oakland.**” **Visit Oakland** has a partner portal to post district events so any business can put their events on the **Visit Oakland site**.

Shari stated that she has had some requests for services from property owners, which she has passed on to **Kevin**.

Shari has input all the data for the **Sutter Health** grant. **Shari** stated that she and **Kevin** will have a meeting with **Mindy Landmark** on Friday regarding this grant.

Shari organized a meeting with the district's **Community Resource Officer, Curt Haven (representing KP market) and Kevin, Streetplus**, regarding the increased number of aggressive homeless citizens in the KONO district.

Shari has also connected with the foot patrol officer for the KONO district. **Shari** stated that they will meet on a more regular basis to get a hold on what has been happening in the district lately.

Shari stated that she worked with **Kevin** on the July 2020 streetplus report, which was shared with the Board.

Shari stated that there was a “pop-up” cannabis shop on 20th/Telegraph in the parking lot, which OPD was informed about.

Bike Lane: **Shari** stated that she participated in two planning meetings with city staff, the City Council member, the NCPC Chair and representatives from two bike coalitions. **Shari** stated that she also participated in the Northgate Neighbors NCPC meeting to discuss the bike lane. **Shari** stated that on August 17, 2020 she spoke with the Temescal BID Director about the concerns about the drop in KONO sales tax revenue. **Shari** stated that she shared this information with the Race and Equity Department and the council’s office. Sent a letter to the

	BPAC (Bicycle and Pedestrian Advisory Commission who invited her to speak on August 20, 2020 at their meeting.	
<u>c. Continued</u>	<p>Shari invited other speakers through the KONO database. At least six bike riders who spoke, stated they are opposed to the “protected bike lane”.</p> <p>KONO sent out a petition on September 4, 2020, which currently has 736 signatures, asking the city to change the “protected bike lane” back to a “buffered bike lane”. There is a place for comments on this petition and Shari stated that there are many bike riders who commented on how dangerous the “protected bike lane” is. Shari stated that she has also received emails from bike riders, a Temescal Board member and Temescal businesses who are opposed to this protected bike lane.</p> <p>Shari stated that there is one business owner who did a survey in 2018 of both Temescal and KONO district business owners and stated they did not have one person in support of the “protected bike lane”.</p> <p>Shari stated she received a request from Dave Campbell of Bike Eastbay to pull the survey down, which KONO did not do.</p>	
<u>5. Action Item:</u> Approve Minutes from August 11, 2020	<p>Mike motioned to approve the minutes from August 11, 2020</p> <p>Curt seconded the motion</p> <p>Sonja abstained because she did not remember being late (but later in the meeting she confirmed that she did arrive late)</p> <p>Motion passed and the minutes were approved for August 11, 2020</p>	<u>Action:</u> Minutes from August 11, 2020 were approved
<u>6. Action Item:</u> Approve Financial Reports for KONO and OakFF through July 2020	<p>Mike motioned to approve the Financial reports for OakFF and KONO through July 2020</p> <p>Sonja seconded the motion</p> <p>All approved</p>	<u>Action:</u> Financial reports for OakFF and KONO through July 2020

**7. Discussion:
New KONO
Banner draft
designs review**

Mike shared his Zoom screen to show the KONO Board examples of banners in other districts in Oakland. Mike also showed how some of the banners are very faded in what he stated may only be a couple of years old. Mike stated that the KONO district is very diverse and the messaging on the banners should reflect this. On the shared Zoom screen, there is a list of “Goals for the Banners”.

1. Increase awareness of the KONO district and CBD
2. Promote the businesses and give it a personality
3. Be clean, engaging and easy to read
4. **Durability:** Colors fade quickly, so designs need to be based on dark/light contrast
5. **Simplicity:** Banners are 20 feet up, so designs need to be simple and quick to absorb (especially to passing cars)
6. **Messaging:** Some districts have multiple banners around different messages. KONO’s differentiator is the diversity of the district. For that reason, I’ve designed four banners and taglines, each representing one aspect
 - Medical: **“KEEPING OAKLAND HEALTHY”**
 - Arts & Galleries: **“THE HEART OF OAKLAND ARTS”**
 - Food: **“FINE DINING AND FUN DINING”**
 - Diverse Shopping: **“YOU’LL FIND IT ALL RIGHT HERE”**

(Possible fifth category: Services (salons, auto shops etc.)

The “Bottom Identifier” at the bottom of the banners also had four different concepts, which included the KONO website, the long version of KONO (Koreatown Northgate) and the addition of “Community Benefit District”.

Sonja commented that the taglines do not need to be “redundant”.

(ie: “Fun Dining and Fine Dining” to simply “Fine and Fun Dining”)

Sonja and Mike discussed other possibilities for taglines based on the district.

Mike Thaler asked about the “maximum lifetime” of the coloring.

Mike Woolson stated that based on the current KONO banners, which are over seven years old, a lot of the color may fade in that same time frame, with the black background still intact. Mike Woolson used the example of the JLS banner, where only the JLS is visible in black.

Joseph asked if four designs are being chosen or one design.

Mike stated that KONO is looking at using four designs.

	<p>Joseph asked if KONO could have four different designs (10 for each of the designs) being there are forty poles to work with.</p> <p>Mike stated that is the idea KONO was thinking of as well and that the cost would not increase with four different designs.</p> <p>Joseph stated that his “pick” for the bottom identifier for each banner is number 3.</p> <p>Sonja agreed with Joseph</p> <p>Keun Bae agreed with Joseph</p> <p>Shari stated that the designs presented at this meeting are not the final designs and were presented at this meeting to get some feedback to make sure they were “going in the right direction”.</p> <p>Matt commented that it may be tough to read the bottom lettering on the first banner.</p> <p>Joseph suggested that the banners have some Korean culture icon/representation included on the banners.</p> <p>Sonja commented that there should be something that shows diversity based on inclusiveness.</p> <p>Shari stated that it could be included in the Arts & Entertainment banner.</p>	
<p>8. Discussion: Bike Lane: Update from planning meeting with DOT</p>	<p>Shari spoke about the last meeting with the DOT planning committee, which included participants from Ryan Russo (DOT), Warren Logan (Mayor's office), Mr. Lewinsky (DOT), Dave Campbell (Bike Eastbay), Chris Wang (Walk Oakland, Bike Oakland), Nate Moon (NCPC), Bridgette Cook (Lynette McElhany's office)</p> <p>Not in attendance: Darlene Flynn (Race & Equity Department)</p> <p>Shari stated that they discussed the “measurements of success” for the bike lane. She spoke about merchants and how the OakFF event is a “valuable economic boost” to the city. Shari stated that the number of bike riders using the lane has not been studied by the DOT since the lane was put in four years ago.</p> <p>Shari stated that there was some discussion on which stakeholders have not given their input on this issue to date.</p>	

	<p>Shari stated that there isn't much data on what the property owners think about it or what the impact is for disabled citizens. She also stated that the vendors nor the attendees of the OakFF event have been asked their opinion on the bike lane. She went on to state that the delivery drivers nor the customers that patronize businesses have been asked their opinion about the bike lane.</p> <p>Shari stated that there was a discussion about the method of receiving feedback and she suggested that surveys are not repeated, but to conduct a survey that will include those that were not included initially. Shari stated that there was some discussion around the "implications" of the grant finances of the project, but she stated there have been no clear answers from the DOT.</p> <p>She stated that the DOT emphasized they need to "expedite this" because of the "accident". Shari stated that they discussed that the top concerns are safety and the impact to the businesses.</p> <p>Shari and Dave Campbell will come up with new questions for a new survey to be reviewed by the committee for approval. Shari stated that then it would be sent out and the committee would meet again in two weeks.</p>	
<p>9. Discussion: PPP Loan Forgiveness Criteria</p>	<p>Shari shared the new rules for the PPP loan forgiveness. FTE reduction Safe harbors state if your business is still not allowed to be open, those businesses are not at risk for "loan forgiveness" if they are not at full staff or staff requirements.</p>	
<p>10. Meeting Adjourned</p> <p>Next Board Meeting:</p>	<p style="text-align: center;"><u>Meeting adjourned @ 7:47pm</u></p> <p style="text-align: center;"><u>October 13, 2020 @ 6:30pm</u></p>	

Minutes by: Shellae Ruffin & Edited by Shari Godinez