



**Executive Committee Meeting Minutes**  
**Date: April 5, 2022 from 6:00 pm to 7:00 pm**  
**Location: Zoom platform**

**Present:** Joseph Jung, Alan Wilk, Mike Thaler, Sonja Brooks

**Absent:** None

**Staff:** Shari Godinez, [Courtney Russell](#), Greg Harris

**Guest:** Karen Wertman, Board Retreat Facilitator, Noah Friedman, Vibemap

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
<b>1. Welcome and Establish Quorum</b>	Meeting began 6:05pm Quorum established	
<b>2. Open Discussion / Announcements</b>	<b>Introduction:</b> <a href="#">Joseph Jung</a> <b>Sonja</b> mentioned she did attend Housing California regarding affordable housing and how to obtain capital in order to acquire housing for low income and homeless people. Carol Fife, Councilmember was a guest speaker. <b>Shari-</b> mentioned the old KONO building at 2301 is being renovated into 100% affordable housing.	
<b>3. Discussion with Retreat Facilitator, Karen Wertman</b>	<b>Karen-</b> mentioned that she considers Oakland as her adopted hometown, originally from NY and has lived in Oakland since 1995. She stated she helped launch the first social media campaign with the city of Oakland and worked with the Art and Soul festival. She stated she enjoys working with BIDs. Karen stated she feels a retreat should feel different than a typical Board meeting and should be inspiring. Karen stated she wanted to have a conversation about our last experiences with previous retreats and what worked and didn't work for us. She also wants to know what our vision of a successful outcome of the retreat is. Sonja stated that with previous retreats the information is given and then it isn't implemented. Sonja feels that the retreat should be about goals, action items and implementation and being more inspired and motivated about being a part of the board and the impact that we should be making. Karen stated that the things that Sonja mentioned are a part of what she intends to bring about during the retreat and everyone walking away feeling inspired and more committed to KONO. Mike stated that he thinks we should have at least one session where we could come up with some crazy ideas in order to create inspiration. Karen stated she has been working with Shari and Courtney on ways to come up with fresh ideas. Joseph stated he would like to have some of this time for the staff and the board members to get to know each other a bit more, to gain encouragement and inspiration to continue serving. Alan stated that he agrees with Joseph and wants to be more inspired to achieve the goals. Greg stated that he's hoping to get a greater understanding of what the board visualizes Oakland First Fridays and his position as Festival Director, and how it can be improved. Joseph asked if we were going to review any past financials at the retreat. Karen responded stating with the limited time that we have, when it comes to board meeting issues to be set aside	

	<p>and deal with the bigger issues that typically don't get addressed in a typical board meeting. Joseph asked if there will be any reading materials or binder given out ahead of time. Karen stated that there will be an agenda with scheduled times. Sonja stated that she believes the retreat should be about team building.</p>	
<p><b>4) <u>Presentation by Vibemap, Noah Friedman</u></b></p>	<p><b>Noah</b>- asked everyone if we were familiar with Vibemap or heard of it prior to this meeting. Everyone stated that they are not familiar. Noah stated that Vibemap has already been collaborating with KONO and Oakland First Fridays, creating the Oakland First Fridays After Dark guide, which is to help people to disburse from Telegraph and into local businesses after First Fridays is over. Noah also mentioned that for the November First Fridays Vibemap created a challenge that asked people to check in to local businesses using Vibemap which would enter them into a raffle to possibly win a night stay at the Moxy Hotel. Noah stated that Vibemap was launched in January 2020 to help people, especially through the pandemic to alleviate isolation and loneliness and to help local businesses thrive. He mentioned that his purpose for the presentation is to go over partnership opportunities and let us know that the community was very receptive. Noah stated that there are a few different partnership packages and the first is the basic Place Listings partnership that allows business to be listed and found on Vibemap for free. He stated the next possible opportunity is a partner page and a page has already been created for KONO. He mentioned the 3rd option is having Vibemap embedded into the KONO website which would provide KONO their own map to be searched by the community. He mentioned that we could have an events feed that provides the community with upcoming events and even ticketed events that can be purchased, which could create revenue. Noah mentioned that they can provide Social Media and Digital Marketing campaigns. Noah stated the Basic Partnership package is \$5k and the Premium Partnership package is \$10k. He then stated that he would like to do a Neighborhood challenge which is what they did in Jack London as a full fledged marketing campaign.</p> <p><b>Sonja</b>-stated that one of the challenges we have been facing is bringing more sponsorships and funds to First Fridays and maybe collaborating and coming up with ways to do that would be beneficial.</p> <p><b>Noah</b> responded he and Shari have been working on coming up with different ways to do that and for example Vibemap was a cash sponsor for the Nov event and suggests that we use a QR code cash app instead of using the cash buckets to receive donations. Noah also stated that through the neighborhood challenge they can encourage people to donate.</p> <p><b>Joseph</b> asked who is Vibemaps typical client, for example the city, other BIDs.</p> <p><b>Noah</b> responded, destination management organizations, DMOs, visitor organizations, PMOs and affiliate revenue through ticket reservations, tour reservations.</p> <p><b>Sonja</b> asked when Vibemap launched and how many followers do they have</p> <p><b>Noah</b>-founded in Jan 2020/launched their website Sept 2020 and became available on the app store in July 2021. He stated that they have an average of 50k downloads and 20k visiting the website as well as 10k subscribers</p>	

**5) Staff Report:**

**a) Executive Director Updates - Shari Godinez**

**Shari-** stated she completed the KONO Annual report and submitted it to the city. She mentioned that the Stork club is reopening July 1st. Alan mentioned that he understands that the new owner of the Stork Club is the same as the owner of Eli's Mile High Club. Shari mentioned that the March newsletter was sent out and hopes everyone is reading it. She mentioned that we received a quote for Oakland First Friday banners for \$7k. Shari stated she met with Kaiser today and it was exciting because we are in talks to do a mural at 27th and Northgate and invited 333 Arts into the meeting which made a good connection. Shari mentioned Oakland First Fridays had a successful green theme event on April 1st. She stated she had a meeting with the city's Administrative office to talk about the special permit going from OPD to the city Administrator. She also mentioned that the team met with McClymonds High School regarding a student entrepreneurship program to sell products at First Friday. She mentioned we had We Skate at the event and they took over 23rd St with roller skating. She stated that she and Greg had a meeting with BART and AC Transit regarding sponsorships but stated it doesn't look promising. Shari stated that the large grant we applied for through the DVP was denied, however we were given an opportunity to appeal which we submitted on March 8th. She also mentioned that she received the proposal for the camera project for the cameras we propose to put at 24th, 26th and 29th Streets. Shari stated she put together a security meeting with OPD and property owners because of the rise in commercial burglaries. She stated that out of that meeting 2 of the property owners stated they would be interested in joining in the camera project and stated we need to talk about KONO's contribution to that project. Shari stated she and all of the Streetplus ambassadors attended an Alameda County Mental health service webinar around training on de-escalation.

**b) Greg Harris, Festival Director**

**Greg-**stated that we had the Oakland First Fridays event on April 1st and it was very successful and the weather was beautiful with about 12k attendees. Greg mentioned he had a meeting with OPD about the rising attendee number because they don't have enough officers to cover that amount. He stated that they are in talks of having Alameda County Sheriffs to come out, however, they haven't heard back yet. Greg stated that he had some issues with getting the permit late and he had to request special allowances from ABC. Greg also mentioned that Xfinity sponsored and hosted the Kid's Zone and also provided sweatshirts for the event and they plan to sponsor May and June as well. He stated that we partnered with senior volunteers 55 and older. He also mentioned we are partnering with EventBrite and they are providing \$1500 to be a part of a group that will come together to work on ideas. Greg stated that it looks like they will have to increase security as OPD cannot provide enough officers. He said OPD suggested using rooftops and possibly Matt's building for that so that's a conversation that's needed. Greg stated he has a meeting with the Oakland A's tomorrow to talk about sponsorship. He also stated we are working on extending the hours for First Fridays starting July 1st but that is not yet approved. Joseph asked when the transition was taking place from OPD to the city Administration office. Greg stated it should be July 1st. Shari stated that it has to go through city council twice to be approved. Joseph asked how many private security do we usually have on staff at the event. Greg responded 18 and we went up to 30 in Feb and back down to 18 for Mar and April.

	<p>Greg stated, because of the summer months we may have to go back up to 30. Mike asked if we have incidents at the event that really require so much security. Greg responded that we really haven't, however if something had occurred in Feb we would have been outnumbered by 3000 to 1 officer. Greg stated we 5 officers present with 12k attendees which is not good. Joseph asked where the Kid's Zone was located. Greg responded, on 23rd and Northgate side a block away from Taco Bell. Shari mentioned that the former Mayor Jean Quan came out with her whole family to First Fridays.</p>	
<p><b>6) Action Item:</b> <b>Approve Minutes from March 8, 2022</b></p>	<p>Mike T-Motion to Approve the Mar 8, 2022 minutes Sonja- 2nd the Motion No objections or abstentions</p> <p>Minutes Approved</p>	<p><b>Action:</b> <b>Minutes from Mar 8, 2022 approved</b></p>
<p><b>7) Discussion cont on Assessment increase for 2022/23:</b></p>	<p><b>Shari</b>-stated the Board had asked her to look at what the other BIDs were doing regarding the increase and the ones she heard back from are raising their assessments by 5%. She believes this is due to the districts not raising the assessments last year and inflation. Joseph asked if the last time we increased 5% was 2 years ago. Shari responded, yes. Sonja asked if the other districts have been consistent with their increases, other than during the pandemic. Shari responded that we have only raised the assessments twice since 2017. Sonja stated that it makes sense to stay consistent with our frequency of increases even if it's minimal. Shari responded that she is taking into consideration the projects we have coming such as the camera project. Sonja stated that we should consider the increasing crime rates. Joseph asked when the deadline was to finalize the increase. Shari responded that it should be in May so we will have to vote on it at the May's board meeting. Mike asked if he could make a motion now to increase the assessment. Joseph stated that this is a discussion item so it can't be voted on at this time. Alan stated we need to bring this up to the board regarding the camera project and increase the assessment to increase the revenue. Shari asked if Alan is requesting we send something out prior to the board. Alan stated that it is important to pinpoint all the objectives for doing the increase. Joseph agreed that the board as well as the stakeholders should understand the reasons for the increase if we decide this is the best option and suggested that Shari document how expenses have increased. Mike asked, don't we have the security project coming up in a couple months. Shari responded yes. Sonja asked if it would make sense to also show that the security and expenses are increasing for First Friday in regards to the increase. Greg asked if we are still going with October for Cultural Fest. Joseph said yes he believes it will be Oct and will let Greg know. Joseph asked Shari about the banners and mentioned that he may be out of town for the Board meeting but will let Shari know.</p>	
<p><b>8.)Next Executive Committee Meeting</b></p>	<p><b>Meeting adjourned 7:08 pm</b></p> <p><b>Next meeting Tuesday May 3, 2022 at 6:00 pm (meeting canceled)</b></p>	

Minutes by [Courtney Russell](#) and Edits by [Shari Godinez](#)