



**Executive Committee Meeting Minutes**  
**Date: August 9, 2022 from 6:00 pm to 7:00 pm**  
**Location: Zoom platform**

**Present:** Joseph Jung, Mike Thaler, Sonja Brooks, Curt Haven  
**Absent:** Alan Wilk  
**Staff:** Shari Godinez, [Courtney Russell](#), [Greg Harris](#), Ramon Hall  
**Guest:** N/A

<u><i>Subject</i></u>	<u><i>Discussion</i></u>	<u><i>Action</i></u>
<b>1. Welcome and Establish Quorum</b>	Meeting began 6:03pm Quorum established	
<b>2. Open Discussion/ Announcements</b>	<b>Introduction:</b> <a href="#">Joseph Jung</a> No Announcements or Open discussions	
<b>3. Staff Report: Executive Director Updates- Shari Godinez</b>	<p><b>Shari-</b>Shari mentioned we sent out the annual mail out that included the invitation to the open house at the Moxy Aug 25th 5:30-8:30pm and Kingston11 will be catering the food. Courtney stated that we have 14 RSVP's currently. Shari asked the Board Members to RSVP so we can keep an accurate count of attendees. Shari stated that we are working with a videographer that is working on a short KONO video. Shari mentioned she researched a retirement plan that is on the agenda to go over later. Shari watched a presentation on a BID database software that has an expensive monthly cost that she will have to consider. Shari stated she contacted payroll because they had missed a payment to the IRS back in March in 2021 and they have reassured Shari it will be paid. Shari mentioned that she submitted the 2021-2022 tax levy to the City of Oakland and worked with NBS to complete that. Shari stated that Joseph is working with Herc Rental to resolve what is owed for the stolen generator and asked Joseph to follow up with them. Shari mentioned that Courtney did a great job on the July newsletter and stated she hopes that all the Board Members read the newsletter. She mentioned that we have a projected start date for putting Mosaic art on the litter containers starting mid August with artist Debbie Koffman. We also have a proposed design review for the mural at 27th and Northgate and she had a meeting with Kaiser and their whole staff that included their racial equity and diversity team and 333 Arts as well as the 3 artists; Urban Aztec-Jessie Hernandez, Norm, and David Cho. Shari stated the proposed start date is mid Sept and should take 30 days. She stated that when we get to item no.7 she can display some of the images she took from the meeting. Shari mentioned that there were a lot of winners for the Best of the East Bay</p>	

from KONO. OakFF's won for best outdoor Art event, KP Market won for best ethnic market, the Moxy for best boutique Hotel, Minute-Man Press for best print shop, The Good Hop for best beer selection and Commonwealth Cafe. Shari stated the East Bay Magazine is having an awards event and giving one comp ticket and selling tickets for \$20 and stated if anyone was interested she would purchase the tickets. Shari stated that she is currently working on a grant from Bill Graham and that we were awarded the Alameda Covid Relief grant for \$7100.00, due to arrive at the end of August or early Sept. Shari mentioned that the Taylor Dunn stolen vehicle was located and will be repaired and returned to us. Shari stated that we are working on getting funds for the camera project to move on to phase 2 of the project. Curt asked if BJ should attend the Best of East Bay award event. Shari responded that he could pick up the award there and that it is also a networking opportunity. Curt stated that he may attend. Sonja asked if Shari could send the invitation to the Moxy Open House and would like to attend that and the Best of the East Bay event. Shari asked Courtney to send out the electronic version of the invite to the entire Board

**b) [Greg Harris](#)  
Festival  
Coordinator,  
First Fridays**

**Greg-**Greg stated that OakFF happened on Aug 5th and had approx 18k attendees. He stated that the weather was great and had about 5 police officers there, but his email from OPD stated something different, and 24 security guards. Greg stated that there were no issues until the end of the event when a fight broke out at Legionnaire which OakFF's is not being blamed for because it was due to intoxication and someone was arrested. Greg also mentioned there was a shooting at 2am but OakFF's had not been blamed for that at this point. He stated that OPD will provide a report tomorrow on what exactly took place in the shooting. Greg stated that we have a new employee Janina Engo that took over Christina Serna's position as Marketing and Social Media Intern. Greg mentioned that OPD is charging only \$14k instead of the initially stated \$90k for police coverage, however we are still waiting for confirmation of that. He also restated that he will be confirming the number of officers that were present at the last First Fridays with Jorge Cabral. Shari mentioned we partnered with the Black Cultural Zone. Greg stated that the Black Cultural Zone brought out a roller skating rink and a kids zone play area. Rob Skate, an old vendor from 2019, came back out providing some skating services too. Greg also stated we had a canvas paint wall that attendees could participate in, and had a live artist painting to music. Shari mentioned that we have an issue with the garbage. Greg stated that we had an issue with vendors dumping their garbage that they had at the end of the night in city trash cans and spoke to Ramon to figure out ways to resolve the issue. Greg stated that a lot of emails were received asking why the porta potties were left out overnight and that there was so much trash. Greg mentioned that there wasn't a street sweeper this last First Fridays and that was one of the reasons the trash was out of control. Greg thanked Ramon and his team for all that they did and that it would've been a lot worse without their help. Greg mentioned that we had a talent show for the entertainment at

<p><b>c) Streetplus Operations Supervisor, Ramon Hall</b></p>	<p>First Fridays and had 3 winners which 2 were young ladies and 1 gentleman that won. Prizes included \$500 and a stay at the Moxy, \$300 and a night at the Kissel and 3rd place \$200 and had a total of 12 participants. He mentioned that attendees are requesting we do the talent show again and will have it possibly 4 times a year going forward. Sonja asked who sponsored the talent show. Greg responded that we had multiple sponsors for First Fridays and not specifically for the talent show and that he is still working on getting more sponsors for the event. He mentioned that several sponsors are still not participating due to covid and now the spreading of the Monkeypox virus. Greg stated some of the KONO businesses are wanting to be sponsors and we are working on making that happen. Shari mentioned that we were successful in bringing in more than \$10k in sponsorship money for this event and working with businesses who directly benefit from OakFF's and Kingston11 has agreed to give \$500 to the event monthly. Shari also mentioned she is hoping that the Moxy and other bars who directly benefit from the event would do the same. Shari asked for everyone to save the date Sept 9th as OakFF is putting on a Paint N' Sip fundraiser being held at WeWork's and encouraged everyone to purchase a ticket or share it with friends. Shari stated that speaking at two city council meetings was successful in getting the permit fees reduced for non-profits, getting a 50% discount. Mike asked for confirmation that OPD will no longer be in charge of issuing permits. Shari responded that the city administrator's office will be in charge of issuing permits but she hasn't heard of when this is transitioning as of yet. Shari asked if Mike was participating in the OakFF Committee meetings and stated that the OakFF vendor fees have been increased and if it sells out, it will bring in an extra \$8k.</p> <p><b>Ramon</b>-Ramon stated that the Taylor Dunn vehicle will be getting repaired this week and he looks forward to getting some deep pressure washing done throughout the district due to having the Taylor Dunn back. Ramon mentioned that he and his team will pick up any additional trash left over from First Fridays the next day, and also pressure wash the entire area removing any evidence First Fridays happened. Ramon stated that he's once again fully staffed and had a new employee start on Monday. Ramon stated that there has been increased issues with the homeless in certain areas which typically happens during the summer months. Ramon mentioned that he uses the MACRO service and when there's an issue with a homeless person he calls that number and they come out and handle the situation directly. Ramon stated that other than that everything is good in the district. Shari asked if Ramon knew the ETA of the Taylor Dunn. Ramon stated it should be repaired and returned this week and he spoke with a technician who is sending someone out this week to start the repair process. Shari asked if having the Taylor Dunn will help to remove the trash easier. Ramon stated with having the Taylor Dunn he will be able to do a garbage run the night of First Fridays, being able to remove 20 bags at a time, speeding up the clean up process. Shari stated that Ramon was able to use our camera system to identify</p>	
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	<p>which vendor left grease and trash behind and we are giving that vendor a fine. Curt stated he appreciates the update and report.</p>	
<p><b>4) Action Item:</b>  <b>Approve Financial Reports through June &amp; July 2022 2022</b></p>	<p><b>Shari</b>-Shari started sharing her screen.  Oakland First Friday balance at the end of July- \$205,958.75  Total income: \$225,260.00  Total expenses: \$230,127.00  Net loss: \$4,866.00 (which does not include outstanding OPD fees of \$13k) Shari stated there are also some outstanding checks from the Oakland Public Works Dept. totaling \$7k</p> <p>KONO-balance at the end of July- \$723,315.46  Gross profit- \$646,787.72 which includes the assessments, anonymous donation of \$5k and the \$25k check from Sutter Health  Expenses: \$276,751.19  Net Revenue: \$370, 036.53</p> <p>Curt asked if this includes the money that is being donated to the First Friday account. Shari stated she has not transferred the money from KONO to First Friday yet. Curt asked if OPD has sent an invoice and Shari responded that they have not sent an invoice for the outstanding balance owed and only provided a handwritten sheet of the balance and said it needs to be confirmed by the finance dept. Joseph asked how many events are included for the total of \$14k. Shari responded that she believes it's for 4 or 5 events.  Mike-Motioned to approve the financial reports  Sonja-2nd the motion  no oppositions/no abstentions  Financial reports through June &amp; July 2022 approved</p>	<p><b>Action:</b>  <b>Financial Reports through June &amp; July 2022 approved</b></p>
<p><b>5) Action Item:</b> <b>Approve Executive Committee Minutes July 5, 2022</b></p>	<p>Mike -Motioned to approve</p> <p>Sonja-2nd motion to approve</p> <p>no oppositions/no abstentions</p>	<p><b>Action Item:</b>  <b>Executive Committee Minutes from July5, 2022 approved</b></p>
<p><b>6) Discussion:</b>  <b>Retirement plan 403B for nonprofits</b></p>	<p><b>Shari</b>-Shari stated she did a lot of research because most companies don't offer 403b plans for nonprofits because they don't make money from offering them. Shari stated that she found a company, <b>Nicholas Pensions</b>, located in Lafayette. Shari found out that there's a one time document set up fee for \$1,450 plus \$10 per employee. Shari mentioned that all the staff members are interested in the plan. She stated there is also an annual administration fee of \$1,650 plus \$10 per employee.</p>	

Shari also mentioned that KONO can decide to make a contribution of 0 and up to 25% of the staff's total W2 amount. She stated that we are also required to get an investment platform advisor to invest the money. Shari suggested that she could put together a financial cost basis on different scenarios and present it at the Board meeting. Sonja suggested that since it's an employee interest that Shari put it together and include the consultant and investment fees. Shari stated that the consultant would charge \$750 and possibly a 1% fee of the assets invested. Mike stated considering all the fees that the employees may be better off investing on their own. Sonja agreed and stated that offering this makes more sense for a different type of nonprofit and structure and considering the ongoing expenditures of OakFF, not sure where to leverage the funds from. Shari stated that it would be a benefit to the staff because the retirement plan is pre-tax dollars. Shari stated that the annual cost to manage the plan is nominal. Mike asked how many full time employees we have. Shari stated we have 4 and a 5th employee is part-time and on a 90-day probation. Sonja stated that she believes we need more information and thanked Shari for sharing however it may be presented by a 3rd party that's offering the plan. Shari stated she requested a presentation, however the company will not present it after hours. Shari asked if anyone was interested in being a part of an ad-hoc committee she could set up a presentation during the day. Mike asked what other similar organizations do. Shari stated that other organizations set up a similar plan and the 403b plan is best for a nonprofit. Sonja stated if we could compare apples to apples and look at other similar CBD's to see what they are doing. Shari stated that KONO can afford an annual fee of \$1650 for a retirement plan. Sonja responded that we need more information and believes that as an organization, we are constantly expanding our expenses and not necessarily expanding our income and we are not the standard business model that offers full benefits for our employees. Shari stated that there are a lot of nonprofits that offer full benefits for their employees and recently a new BID manager was hired for Chinatown who receives full medical, dental and getting paid a considerably higher salary amount. Sonja asked if we are comparing salaries to salaries or comparing organization to organization and overhead and expenses and through review, make sure the plan is adequate and suits our organization. Joseph suggested that we should have a company to give a full presentation at a Board meeting. Shari responded that she hasn't been able to find a company that will do it after hours and if anyone would be willing to do a meeting during the day. Mike

asked that we see what other CBD's do. Shari responded that she's surprised that paying \$1650 a year for a retirement plan would be a problem. Curt stated that maybe the concern is the contribution the organization would make towards the plan and concerned where these monies are coming from. Sonja stated that the concern is not specifically about the money, rather it's about having an adequate amount of information in order to make an informed decision. Shari stated that it is a discussion item and that everyone is saying it's not about the money but is hearing that the concern is if KONO can afford it and do other nonprofits do this. Sonja stated that again the expenses are increasing and not a lot of income is coming in and is KONO in a position to do this. Shari stated she has brought in approx \$500k from outside sources. Joseph stated that things stated can be misunderstood and misinterpreted. Joseph also mentioned that we need to know as an organization the fiscal impact before deciding to move forward and make an informed decision. Joseph stated that this is not a performance evaluation or criticism of Shari's work performance and knows that she has done a great job. Curt suggested that we group the medical benefits and retirement plans together for review so we can make sure we are competitive in the marketplace which will help to retain long term employees. Shari stated she has requested a job review multiple times however instituting the medical benefits has already been approved by the Board and has already started on July 1st which Shari was excluded from per Board request. Mike asked what the cost is per employee. Courtney stated she would send out an email stating the breakdown of cost per employee. Curt stated that he would like to look at the full benefits as a whole in order to help retain the long term employees. Shari stated that the reason this has come up is because of a law that required companies to sign up for CalSavers which is a new California law. Curt stated he would like to know where we stand with offering benefit packages in comparison to other nonprofits like ourselves and do we need to change or update. Shari stated we spent a considerable amount of time doing the research for the medical plans. Joseph stated perhaps because it's a new law being instituted that retirement plan companies are just getting wind of it and we should try and get someone to give us a presentation. Mike stated since we only have a couple employees it doesn't benefit a company to do a presentation after hours and that's why Shari may be having a challenge. Joseph suggested maybe asking our own personal financial advisors. Curt stated that he was available during the day if Shari put together a meeting. Sonja stated she knows someone who does retirement plans and worked for Comerica

	Bank and she will ask him if he would do a presentation for us on a 403b.	
<p><b>7)</b> <b><u>Discussion:</u></b> <b>Update on Mural project at 27th &amp; Northgate</b></p>	<p><b>Shari-</b> Shari started sharing her screen and stated that she had snapped some photos from her meeting with Kaiser and the artists from 333 Arts and asked the artists if she could share them to get feedback from the Board. Shari displayed a mock up image of one of the more colorful murals. Shari displayed a 2nd image from a different artist. Joseph asked Shari if they will provide a final mock up before they start the mural. Shari stated they wouldn't and would be best to provide the feedback now so she can communicate any requested changes. Shari stated that she sent the artists the 7 different languages spoken in the district and Korean symbols hoping they would incorporate that into the artwork. Joseph asked if they could provide a draft before they start the work. Shari confirmed that a greenlight was given to start the mural by Kaiser. Joseph asked when the artists plan to start. Shari responded mid Sept and will take 30 days. Joseph asked if Kaiser is funding the project. Shari responded that Kaiser is 100% funding it and 333 Arts is the project coordinator. Joseph asked what the budget is. Shari responded with \$78k. Joseph stated it would be nice to incorporate the different cultures by adding simple words that are in Korean or the other languages in the community. Sonja stated adding welcome would be nice in a different language. Shari stated that we used different languages on our banners. Shari stated that she doesn't think the artists will want to put words in an art mural. Joseph and Sonja suggested that we ask.</p>	
<p><b>8) <u>Discussion</u></b> <b>Update on KONO Open House Thursday Aug 25th, 2022</b></p>	<p><b>Shari-</b>Shari mentioned to please RSVP and that the event is on Aug 25th. She stated that she wasn't sure if we can get the brochure done since we just hired a new marketing person working less hours. Joseph stated that it doesn't need to be fancy. Curt asked if we are going to offer joining the Board at this event. Shari stated that it is one of the goals of this event to attract more Board members and will have a sign up sheet for that. Curt asked who we sent the invites to and Shari responded that it was sent to all the property owners and this is the first time we sent it to all the business owners as well. Joseph stated that the catering is confirmed and asked if we had sent out the letter yet. Shari mentioned that she sent the letter to Joseph for approval.</p>	
<p><b>9)</b> <b><u>Discussion:</u></b> <b>Review dignitaries invite list</b></p>	<p><b>Shari</b> shared her screen listing all of the dignitaries and asked if we needed to add or delete any on the list. Curt asked if we were inviting any corporate managers etc. Shari responded that Jay Murphy from Kaiser will be attending. Joseph stated that if Mindy can't make it from Sutter to ask her for someone who could come to represent so we can acknowledge their contribution. Joseph asked if any real estate developers were coming. Shari responded that this list is of people we are asking to speak. The list was approved.</p>	

<p><b>10)</b> <b>Discussion:</b> <b>Review</b> <b>OakFF</b> <b>Banner</b> <b>Design</b></p>	<p><b>Shari-</b>Shari started sharing her screen displaying the KONO banners drafts. Joseph asked how many designs there were and Shari responded that there's 12 different designs and that the banners will be double-sided. Joseph asked how many locations will the banners be placed. Shari stated 10 or 15. Joseph responded that we will have approx 30 banners in total. Shari asked for confirmation from Joseph that he didn't like the banner that displays the crowd wearing masks. Joseph confirmed he didn't like that one. Shari went on to go through each design. Sonja stated that it looks like the artist is doing graffiti on the art wall rather than art and we should use a stronger representation instead of that photo. Shari stated that the artist is holding a paint brush. Joseph agreed it looks like art. Shari asked if we wanted to remove the one with the masks. Joseph and Sonja agreed. Shari went down through the rest of them and Joseph and Sonja agreed on all of the rest except for the crowd shots.</p>	
<p><b>11)</b> <b>Discussion:</b> <b>Check in on</b> <b>Committees</b> <b>(OakFF meets</b> <b>weekly)</b></p>	<p><b>Shari-</b> Oakland First Fridays Committee has been meeting every week and getting a lot done. She stated she hoped Mike had been attending so he could report on the progress. Shari stated that Sonja was interested in the Marketing Committee and sent her info regarding that and Sonja stated that she didn't remember that and thought it was an Economic Committee. Shari stated that Alan and Curt are on the Safety Committee. Curt stated he would like to talk to Shari about the agenda and goals for the Safety Committee. Shari stated she sent Sonja info on artist David Polka who wants to paint the Utility boxes and sent in 2 designs. Sonja apologized and stated that she is swamped with development projects but she will review it. Shari asked if she should share her screen to display the Utility art box draft designs. Joseph, Sonja and Mike agreed that they are both good. Joseph asked when our next Board meeting was and Shari responded Sept 13th. Joseph stated that we are here for a common goal and let's not get offended and set issues aside and continue to work together.</p>	
<p><b>12) Meeting</b> <b>Adjourned</b></p>	<p><b>Meeting adjourned 7:19pm</b></p> <p><b>Next meeting Tuesday September 6, 2022 at 6:00 pm</b></p>	

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