



Executive Committee Meeting Minutes
Date: February 2, 2021 from 6:00 pm to 6:59 pm
Location: Zoom platform

Present: Joseph Jung, Sonja Brooks, Mike Thaler

Absent: Alan Wilk

Staff: Shari Godinez

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:02pm Quorum established	
2. Open Discussion / Announcements	None	
3. Staff Report: a) Executive Director Updates - Shari Godinez	<p>Shari:</p> <ul style="list-style-type: none"> ● Received forgiveness for \$49,500 PPP loan. Started PPP Round 2 application, It looks very similar. ● Shuttered Venue Operations grant still isn't open, but can't apply for this if you're requesting PPP. Need to look into which would be a higher amount. ● Applied for a \$15K CA Relief Grant.They had 300K+ applicants, we got waitlisted for the second round. ● Applying for California Arts Council Local Impact Grant. We applied for and got this grant last year. This year doesn't require matching funds. We're pitching a round two of Spark Oakland with an emphasis on social impact. ● Shellae is on unpaid leave while working in LA, had hoped she could do both jobs but isn't able to. Mike Woolson has been doing minutes. ● Shari wants to establish ad hoc committees: Safety and Maintenance, Organization Policy, & Marketing. ● Developed a racial equity statement for CAC grant, would like to have KONO officially adopt one. ● Some Organizational ideas to work on are: Job review policy for staff, new onboarding info for new board members, annual review of Robert's Rules. We can determine items later. ● Marketing Committee: Reimagining marketing during the pandemic. Not many businesses have shown interest in parklets, though they seem successful. They might become permanent, a great way to expand capacity, maybe KONO should play a bigger role. ● Committees will also discuss best ideas for one-time use of carry-forward funds. ● Would like to propose Board meetings go bimonthly for 2021 to allow time for ad hoc committee meetings. April/June/Aug/Oct/Dec. Executive Committee meetings to remain monthly. 	

Sonja:
Likes the bimonthly meeting idea. Recommends electing Board members as VPs of areas like marketing, memberships, programs, chief public information officer, events (could tie in with marketing), community affairs. Will make Board members more accountable and engaged. Committees of 2 or more people could assist. Employees on a limited basis to work with VP in certain areas. Assign Board members to be VP of a specific area, each member would have something to contribute at the Board meeting. We need to think differently than what we've been doing. Members may take more pride in being a VP than chairing a committee.

Joseph:
Suggests having Board members chair the committees.

Sonja:
Thinks people shy away from the task of being committee chair, VP would be more of a team engagement.

Mike:
Would VPs then be on the Executive Board? Could make it unwieldy.

Sonja:
That's an issue. Being a committee chair also makes them an officer.

Joseph:
Suggests bringing back committees, with Board member as chair, selected or elected. Position will give pride and accountability, simpler than creating VP positions.

Sonja:
Agrees.

Shari:
With bimonthly board meetings, we'll be able to get more done without excessively increasing time commitment. Can adjust as we go. Suggest putting it on the agenda for a Board vote. Is anyone here interested in any committees?

Joseph:
Interested in Marketing, and one-time projects.

Sonja:
Has ideas for 2021 objectives, maybe another committee? Wants to improve engagement with the Board (checked off now), come up with programs and ideas to engage and support local businesses. Launching speaker events that can help businesses. Introduce and engage new D3 rep. Have Board members suggest speakers and create a target list for the year. KONO launching a technical growth impact phase, committee could discuss what that looks like.

Shari:
Organizational committee could take on planning and other items, but should start with mission and vision statements and go from there.

Joseph:
Suggests Sonja for the organizational committee.

Sonja:
Suggests job description file on Google drive for committees to review.

Shari:
Was suggesting annual review with ED by Executive Committee, annual review would be like a policy statement. Most suggestions are just general policy for discussion.

Sonja:
Would be good to have all this handy, in a package.

Mike:
Interested in the Organizational Policy committee.

	<p>Sonja: Interested in the Economic Development committee, thinks Matt would be too.</p> <p>Shari (continues report):</p> <ul style="list-style-type: none"> ● Shuttered venue grant was in the newsletter ● New intern is helping with marketing. ● Sent out crime reports. ● Jan newsletter includes properties for sale and lease. ● Two performance venues, Comedy Club and Starline, have permanently closed. ● Blindspotting TV series has a call out for West Oakland extras. ● Creating an updated banner survey. ● First Fridays is doing a grant workshop for artists. ● Working with Darnell, he is ambitious and enthusiastic, he is organizing and inventorying supplies. A new ambassador just joined the team. ● Shari has a volunteer willing to prune trees in KONO, trying to get a green bin or mulching machine from the city (mulch could go in tree wells) ● Requested four more litter containers based on Kevin's recommendation. ● Bike Lane meeting Feb 11 to discuss survey results. OakDOT popup survey was cancelled because of Shelter in Place. ● Met to discuss curb management plan, which will come with buffered bike lane. Also discussed adding loading zones, esp. for KP Market. ● Had a meeting to discuss adding electric vehicle chargers. 	
<p>4) Action Item: Approve Minutes from September 8, 2020, November 10, 2020 and January 2, 2021</p>	<p>Sept 8, 2020 minutes Mike moves to approve. Joseph seconds. No objections. Sonja abstains.</p> <p>Nov 10, 2020 minutes Mike moves to approve. Joseph seconds. No objections. Sonja abstains.</p> <p>January 2, 2021 minutes Mike moves to approve Sonja seconds No objections or abstentions.</p>	<p>Action: Minutes from September 8, 2020, November 10, 2020 and January 2, 2021 are approved</p>
<p>5) Action Item: Approve KONO 2021 Budget draft for final approval at full board</p>	<p>Shari (reviews summary page)</p> <ul style="list-style-type: none"> ● Total assessments at approximately \$600,000 ● 4.47% required from other sources is \$26,000 ● Total income is estimated at \$627,000 ● Subtracts the endowment of 1.7% for the renewal of \$10,000 ● Operating reserves \$31,000 ● COVID impact reserves, 1% or \$6,000 ● Brought 1/3 of the total carry-forward into this year, \$109,000 ● Operating budget of \$688,000 	<p>Action: Approved to Submit KONO 2021 Budget draft for final approval</p>

	<ul style="list-style-type: none"> • Divided carry-over into categories based on District Management Plan <p>Mike: How is PPP forgiveness treated?</p> <p>Shari: You could count it under other assessments, the issue is that First Friday expenses need to be separate from KONO, but that's not the case in our tax returns. We should discuss this. The new head of the city Economic Development Department wants to take a look at the BID reporting. Shari flagged a problematic issue in the KONO District Management Plan re: First Friday with the now retired program manager but she didn't take action. Technically anything brought in for First Friday could be "other income".</p> <p>Sonja: Suggests it could be charitable income.</p> <p>Mike: Will look into it.</p> <p>Shari (continues to detail report):</p> <ul style="list-style-type: none"> • Worked with Kristin on breaking out the carry-forward calculations. • Retained earnings for Dec were \$286,974 • Net income \$111,000 • Total equity \$398,000 (less the First Friday writeoff, which won't be repaid) • Total adjustments \$70,000 • Total carry-forward of \$328,400 • Kristin suggested allocating it over three years instead of putting it all into one year. • Draft budget has carry-forward added. of the \$109,000, \$7,945 went into security and operations. • \$3,000 went into admin • \$1,885 went into marketing <p>Discussion of misplaced lines, totals are fine. Want to allocate the carry-forward into the categories.</p> <p>Joseph: Asks if admin costs increase every year. Is this payroll?</p> <p>Shari: Yes. 2.7% this year, something like that last year.</p> <p>Joseph: Why is staff salary separated into three areas?</p> <p>Shari: Because you can't exceed a certain amount of budget in admin, so it has to be broken out.</p> <p>Sonja: This is how we've done it, our charter is ambiguous on whether this is the correct way. It's been discussed before.</p> <p>Shari: We did try not doing it one year then switched back. Talked to other BID managers and this is how they do it.</p> <p>Joseph: What is storage rental?</p> <p>Shari:</p>	<p>to full board for approval</p>
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	<p>We have storage rental for First Friday in Sears Lofts, and KONO storage at the mortuary. Has \$5K listed as past due because the mortuary didn't send invoices last year and we had to pay for it this year. Line 63.</p> <p>Mike: Asks if there would be any useful service to pay StreetPlus for that's not in their current contract.</p> <p>Sonja: Thinks given what StreetPlus do, they deserve a little extra.</p> <p>Joseph: Suggests buying masks in bulk to distribute.</p> <p>Sonja: Suggests masks have KONO branding. Could go to business owners.</p> <p>Joseph: Suggests looking into non disposable masks.</p> <p>Shari: The Threadless shop doesn't require pre-investment but is more expensive. For masks it makes more sense to prepay.</p> <p>Joseph: Thought about COVID test kit but decided it is probably too expensive.</p> <p>Sonja: Very big logistical challenge. Suggested doing something for senior/eldercare facilities in the district.</p> <p>Joseph: Suggests having COVID test site, ask people to affirm that they don't have insurance.</p> <p>Sonja: Suggests partnering/sponsoring a local agency which does that work. Publicize in the newsletter. Doesn't think KONO has the capacity to do an event.</p> <p>Shari: Should do research and follow up.</p> <p>Mike moves to accept the budget for a presentation and final vote at the Board meeting. Sonja seconds. No objections, no abstentions.</p>	
<p>6) Discussion: KONO merchandise store. Proceeds to benefit__? Ideas: Building parklets, mosaic litter container, other ideas.</p>	<p>[Mike departs meeting]</p> <p>Shari: Online store where people can order KONO merch, benefits go to projects, COVID test kits per prior discussion, since funds are not from assessments. Can be promoted as a fundraiser.</p> <p>Joseph: How do you deal with the cost of merchandise?</p> <p>Shari: Threadless sets base price per item, KONO gets any amount we choose over that price. No upfront investment.</p> <p>Joseph: Can adjust costs moving forward, depending on the project being funded. Shari will bring to the Board for further discussion.</p>	

<p>7. Action Item: 7) Action Item: Set February 9, 2021 Board Agenda</p>	<p>Board Agenda Joseph:</p> <ul style="list-style-type: none"> ● Ask each member to join one ad hoc committee and select chair ● Approve draft budget ● Discuss merch store ● Vote on having Bimonthly meetings ● Ask about mask distribution <p>Sonja: Please resend the 2020 budget with comparison of previous years broken out on categories for each.</p> <p>Shari: Has that already, and will send it.</p>	<p>Action: none</p>
<p>*Next Executive Committee Meeting</p>	<p>Meeting adjourned 7:08 pm Next meeting Tuesday, March 2, 2021 at 6:00 pm</p>	

Minutes by: Mike Woolson & Edited by Shari Godinez