



**Executive Committee Meeting Minutes**  
**Date: January 10, 2023 from 6:00 pm to 7:00 pm**  
**Location: Zoom platform**

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

**Absent:** None

**Staff:** Shari Godinez, Greg Harris, Courtney Russell, Ramon Hall

**Guest:** Shakira Scott, Board member, Nia Jones, and Briana Brown-Rep for Councilmember Fife

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:06pm Quorum established	
2. Open Discussion/ Announcements	<p><b>Introduction:</b> <a href="#">Joseph Jung</a></p> <p><b>Joseph</b> asked Nia Jones to introduce herself and provide some background on her interest in becoming a member of the Board.</p> <p><b>Nia</b> introduced herself and mentioned that she is originally from Washington DC. and has also lived in Atlanta, Boston Massachusetts and now resides in Oakland. She stated that she moved in 2020 to 24th and Telegraph across from KP Market. She mentioned that she was invited by Shakira and would like to observe before inserting any ideas or opinions. Nia stated that she currently works for UC Berkeley as a director for Community Engagement and Outreach for the Civil Engineering Environmental Department.</p> <p><b>Briana-</b> mentioned that they are looking for people to adopt dogs during this time because of the heavy rain.</p>	
3. Staff Report: Executive Director Updates- Shari Godinez	<p><b>Shari reported the following;</b></p> <ul style="list-style-type: none"> <li>● She and Courtney worked on the KONO Comparison Budget that was requested that will be reviewed in this meeting</li> <li>● She has been talking to 2 new possible Board members</li> <li>● Announced 2 upcoming events for Mayor Sheng Thao via email</li> <li>● Nick and Keun Bae met to discuss safety being that they own properties next door to each other</li> <li>● Completed the new Bridge Bank signature card-removing Sonja Brooks and adding Courtney Russell</li> <li>● A claim was filed against KONO and the city of Oakland for an injury due to a missing sewer cover at the Dec 2021 event</li> <li>● Successfully opened a 7 month CD for \$75k at 3.55% (\$75k is potentially the cost for the renewal)</li> <li>● The bike lane construction is almost completed with the last block between 26th and 27th St remaining.</li> </ul>	

	<ul style="list-style-type: none"> <li>● The Social media intern has been promoting KONO businesses heavily on all the social media platforms and newsletters highlighting a business a day for 25 days.</li> <li>● Put the word out to all the KONO businesses regarding the Facade and Tenant Improvement grant that's available to be applied for until the end of Jan. and is up to \$75k per business. Ramon is picking up flyers to pass out to each business in case they don't see the email.</li> <li>● She is working with Janina on a survey to find out what type of businesses would the community of KONO like to have in the district and then attempt to recruit any of those businesses into the vacancies</li> <li>● The Walgreens property is currently in escrow and had a total of 9 offers in which 8 were cash offers</li> <li>● The Starline Social Club has closed</li> <li>● The December/January newsletter was sent out</li> <li>● She requested that Janina report all of the Social media stats for 2022 at the next Board meeting</li> <li>● The proofs are being finalized for the Oakland First Fridays banners which should be up in the district in the next 30 days</li> <li>● The Oakland First Fridays January event was canceled due to weather</li> <li>● The stolen generator claim was resolved</li> <li>● OakFF's did a coat and toy drive to help the needy in the month of December</li> <li>● Private Security was hired to work in KONO for the month of December and there wasn't much activity other than a dispute between 2 people which resulted in one person being shot in the leg and the security guard was ½ a block away at the time. Shari stated that we are still waiting on the grant funds to cover the private security cost. She is requesting the crime data to see if it made a difference in having private security, which the CRO said we should have by next week.</li> <li>● Phase II of the camera project has begun-The building at Thomas L. Berkeley has agreed to move forward with the project, paying for 50% of the cost for the external cameras which is approx \$3k. She mentioned that we are also looking to put cameras at 34th and Telegraph.</li> <li>● The violent homeless woman, Danielle Golden is back in the KONO district after being arrested, despite contacting the DA's office. She stated she plans to send another letter to the DA's office</li> <li>● She shared the new Streetplus addendum with the Board reviewing it in this meeting</li> </ul>	
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**b) Festival Director-Greg Harris**

**Greg** stated that the Dec 3rd event was successful. He stated that there were 3 snow machines set up in 3 different locations of the festival, and had a 10 ft stocking in front of the festival. Greg mentioned that they conducted a coat and toy drive that began right after Thanksgiving and ended on Dec.19th. and gave toys to a family of four who lost their father who fell onto the bart tracks last year. He stated that they will also be giving the family a cash donation so they will be able to buy groceries for the holiday season. Greg mentioned that OPD gave an approximate headcount of 12k people that attended the Dec event. Greg also stated that the January event was canceled and that the 35 vendors that were paid for will be rolled over to the February event and that there were 38 vendors in total enrolled for Feb. He mentioned that the theme is Black Love, focusing on black artists and Eventbrite posted and advertised the event on their website. Greg talked about how not having the January event prompted some people on social media to voice not liking the fact we canceled due to the weather, and he also mentioned the conversation that was had concerning canceling between him and a Board member. Greg stated that the number of security guards that are required by OPD to be in place is 1 for every 50 people during the event, however that is not what is being required for our event and he is still working on the number of security to maintain while remaining safe and keeping the cost down. Greg mentioned that the event will have some new activation zones featuring double dutch and the Kids Kit Cube that focuses on educating kids about Science, Mario B Fashion Show, Oakland's Originals doing their dance routines, and Soulbeatz. Greg mentioned that this is Oakland First Fridays 10 year anniversary and would like to make every event special in celebration of that anniversary.

**Mike**-asked if Greg believes we should have 1 security person for every 50 people. Greg responded that OPD is asking for us to have that and George Cabral who issues the permit states that. Mike asked if Greg agreed with that and Greg responded that he believes in safety first, however we have never hit that number at an event and are trying to lower the amount of security while still keeping it safe.

**Shari** stated that number isn't what OPD is enforcing and that if we took that ratio we would have 240 security guards at an event. Mike stated that wouldn't be true if there were 5000 attendees. Shari responded that Greg stated there were 12000 attendees.

**Joseph** asked if we have any issues with getting a permit based on the number of security guards we are employing. Greg responded that had not happened. Joseph asked how much

<p><b>c)Streetplus-Ramon Hall, Operations Supervisor</b></p>	<p>vendor space do we have now with the bike lane. Greg responded that they plan to do a mock up and prior had 86-90 spaces but still waiting for the construction to complete to know the exact number and maybe currently at 60-65.</p> <p><b>Nia</b>-stated that she and Greg spoke about the possibility of having a Greek step show and wanted to know if that was still a possibility for the next event and that she knows at least 4 chapters that are interested in participating. Greg stated that he has a meeting about it and asked to speak to Nia about it after the Executive meeting is over.</p> <p><b>Ramon</b> stated that he had picked up the flyers from the city of Oakland and will be passing them out to all the businesses in the district regarding the facade grant. He stated that he and his staff's main focus has been to make sure there is no excess debris clogging any of the gutters and removing large debris in the district to avoid any unnecessary flooding. He mentioned there have been three areas in the district that have been excessively flooding which are on Northgate, West Grand and 33rd. He stated that they have been calling 311 and making requests and spoke to the engineer working on the bike lanes and he mentioned that he would call the city as well to have them come out to fix the drains. Ramon mentioned in regards to the violent homeless woman, Danielle, that she was released but has not seen her in the district and spoke with some of the other unhoused people and believes that they told her to stay away. He also mentioned that his relationship with OPD has gotten better due to the assistance that our cameras have been in identifying perpetrators of crimes in the area.</p> <p><b>Briana</b> asked Ramon if he would send her the 311 ticket number so that she could advocate for him as well in getting the gutters cleared out. Ramon asked Briana for her email and stated that he would email her the ticket numbers.</p>	
<p><b>4) Action Item: Approve Minutes from December 6, 2022</b></p>	<p><b>Mike</b>-Motioned to approve minutes  <b>Alan</b>-2nd to approve minutes  no oppositions/no abstentions</p> <p>Minutes approved</p>	<p><b>Action: Approved Minutes from Dec 6, 2022</b></p>

<p><b>5) Action Item: Approve Financial Reports through Nov &amp; Dec 2022</b></p>	<p><b>Shari</b>-As of end of Nov the KONO bank balance was \$445,057.78  Gross Income-\$650,553.72  Total expenses-\$590,871.76  Net Revenue-\$59,681.96</p> <p>OakFF thru Nov bank balance \$238,993.69  Gross Income-\$386,870.96  Expenditures-\$360,739.10  Net Income-\$26,131.86</p> <p>KONO bank balance thru the end of Dec \$400,679.87 (which include the \$75k in the CD account)  Gross Income-\$650,581.76  Total expenses-\$641,968.95  Net Revenue-\$8,612. 81</p> <p>OakFF thru Dec bank balance \$217,672.43  Gross Income-\$400,344.91  Expenditures-\$399,652.52  Net Income-\$709.42</p> <p><b>Joseph</b> asked why there is over \$200k in the OakFF's account. Shari responded that the most of the funds are from covid grants that were received. Joseph stated that according to the profit and loss that we barely broke even. Shari responded that OakFF's was able to put on events mostly because of the covid grant money and that we need to figure a way to make it more sustainable, otherwise it will continue to keep losing money and eventually disappear.</p> <p><b>Mike</b> stated that he called Greg because of the forecast 10 days ahead of First Friday asking if he knew about the storms ahead and he stated that Greg responded that the event is still on as of right now. Mike mentioned that he believes there should be a more organized way of canceling the event rather than waiting until 2 days prior if it is known that there are storms coming.</p> <p><b>Greg</b> stated even though we canceled the event, it actually didn't rain on that Friday at all and the weather shifts very quickly. Greg stated that he was following protocol of waiting until the Wednesday before the event which is what has been done for years prior to him being with OakFF's. Shari stated that we have been running the event for 10 years and have a</p>	<p><b>Action Item: Financial Reports Approved through Nov &amp; Dec 2022</b></p>
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	<p>protocol in place that has been successful on when to call the event.</p> <p><b>Alan</b>-Motion to approve financial reports  <b>Joseph</b>-2nd motion to approve  no oppositions/no abstentions</p> <p>Financial report for Nov and Dec 2022 approved</p>	
<p><b>6)Discussion:</b>  <b>Review 2nd Draft of KONO Budget-3-year comparison</b></p>	<p><b>Shari</b> asked if everyone had the opportunity to review the Budget Comparison.  Shari started sharing her screen and proceeded to go through each line item and went through the 3 year comparison, the proposed 2023 budget, the actuals for 2022 and actuals for 2021</p> <p><b>Mike</b> asked if the Security and Operations included Streetplus and the new proposed contract and Shari responded that it did. Mike mentioned that in regards to the camera project that OPD has already found it useful and requested footage from their buildings cameras a couple of times so far. Shari stated that it has definitely been worth the investment.</p> <p><b>Joseph</b> asked why Shari's income was allocated in the budget differently than prior years. Shari responded that the percentages were not allocated as they should have been in the past so her salary is divided between Administration, Security and Operations and Marketing. Joseph stated that he understood that but doesn't understand the drastic increase. Shari responded that the percentage of her income should have been higher in the Security and Operations category so that is the reason for the drastic difference between the previous years.</p> <p><b>Alan</b> asked if we can have the amounts equally calculated. Shari responded that she didn't get word until late last night and that her salary will have to be decided later. Joseph stated that he is asking why the amount is so high in the Security and Operations category. Shari responded that she will have to look at the percentages because the amounts are entered in by the accountant into Quickbooks and he doesn't always put the right amounts into the right categories. Shari stated the percentages for each category can go up by 5% and the percentages we have allocated in each category is the baseline and go up and down by 5% in each of the categories.</p> <p><b>Shakira</b>-asked regarding the tree project, the discrepancy of one year being \$300 and the budget being \$3500 for the trees. Shari stated that we are doing a tree project and adding mulch to the tree wells as well as having to get a dumpster to prune the trees. Mike asked if the weather has caused havoc with the trees.</p> <p><b>Ramon</b> responded that there hasn't been any serious issues with the trees and they have held up pretty firm.</p>	

	<p>Shari offered to share the budget that was created for 2023 which provides more details. Joseph asked why the accounting costs were so low for 2022. Shari stated that possibly the cost got mis-categorized. Joseph asked who was the consultant and was it for the retreat speaker. Shari asked Courtney to go into Quickbooks to look up the consulting fees.</p> <p>Alan asked if the budget was estimates or hard numbers. Shari stated that these are estimates and has to be approved by the Board. Courtney stated that the \$2000 Consulting fee was for the retreat facilitator and \$5000 was for NBS. Shari asked Courtney to confirm if only \$1170 was charged for the accountant. Courtney confirmed that was the only amount showing for the accountant and will verify if some was mis-categorized.</p>	
<p><b>7)Discussion: Review of the new Streetplus amendment to contract</b></p>	<p><b>Shari</b> stated that the amendment was sent out in advance and Curt had a lot of questions that she responded to. Joseph asked if the costs increased about 10%. Shari responded that it is almost 11% which includes the increases in wages for all the ambassadors. Joseph said he will take a look and sign off on the amendment.</p>	
<p><b>8)Seet Board Agenda: Vote on Nick for Secretary position Vote on Streetplus Amendment Vote on KONO Budget</b></p>	<p><b>Shari</b> asked if there was anything else to add to the Board meeting agenda other than the 3 action items stated on the agenda. Shari stated the agenda will include to vote on Nick for Secretary position, vote on Streetplus Amendment, vote on KONO Budget and the presentation of Social media intern Janina. No other items were added to the agenda.</p>	
<p><b>9) Meeting Adjourned</b></p>	<p><b>Meeting adjourned 7:08pm</b></p> <p><b>Next meeting Tuesday February 7, 2023 at 6:00 pm</b></p>	

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