



Executive Committee Meeting Minutes
Date: January 5, 2021 from 6:00 pm to 6:59 pm
Location: Zoom platform

Present: Sonja Brooks (presiding in place of Joseph Jung), Michael Thaler
Absent: Joseph Jung, Alan Wilk
Staff: Shari Godinez

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:05pm No quorum, all Action (voting) items will be moved to the next Executive Committee meeting	
2. Open Discussion / Announcements	<ul style="list-style-type: none"> ● Welcome, exchange holiday wishes and updates ● Mike asks if Joseph will be back in time for the next Board meeting, Shari confirms he will return the day before so no postponement will be required. ● Shari announces that StreetPlus Operations Supervisor Kevin Paredes is leaving within the next two weeks, and he recommended moving Ambassador Darnell Mooring into his position and will start training him this week. Sonja praised Kevin’s work and says he’ll be missed, Shari agrees. High hopes for Darnell, who is from the neighborhood. 	
3. Staff Report: a) Executive Director Updates - Shari Godinez	Shari: <ul style="list-style-type: none"> ● 2019 tax returns filed ● PPP forgiveness application completed, still waiting to hear, hopefully this week. ● KONO found and is applying for another COVID small business/nonprofit grant from the state. ● Feds are supposed to do another round of PPP, keeping an eye out for that. ● There’s a new business at 2525 Telegraph (former site of All Out Comedy Showcase), but it’s unclear what this new business is. ● KONO Holiday Shopping guide was created, posted to the site and linked in the newsletter. ● Oakland Restaurant Week is next week. ● Spark Oakland completed its workshop portion, and is now in the second phase where we promote the 24 artists, then will track their sales for six months. ● Interviewing marketing interns for KONO and Spark. Paid internship was put into budget but is covered by Spark program funding. Would also like to use her 10 hours a week for KONO businesses. 	

- Holiday banners are up.
- Tried to put up solar lights, StreetPlus put up ten and all were gone or had the solar panels stolen by the next day.
- Put poinsettias into the planters, all but one were stolen.
- Set up an Instagram account for KONO.
- First Fridays got a \$9900 CARES Fund grant, and \$10,000 from Oakland African American Chamber of Commerce.
- Tom Garieno, community liaison from PGE passed away from COVID.
- There is a meeting with Capt. Bolton tonight, asked Kevin Paredes and Curt Haven, from the Board, to participate since Shari couldn't attend. They are cutting half the community resource officer staff, don't know yet how that will impact KONO.
- Purchased \$60 Oakland Indie Alliance gift cards for KONO Ambassadors and staff.
- Mural completed by Dragon School, at San Francisco Design Studios on 26th, picture was in the newsletter. Really nice mural, Dragon School wants to work with KONO to get more murals in the district.
- Shari met with HOA from Mike's building, and the CRO for our district participated. The HOA was supposed to draft a letter to try to help get more police attention and services around Telegraph and 24th, where there have been instances of drug dealing and aggressive behavior by the unhoused. Mike says they just had their annual elections and people are just getting back from the holidays but he'll follow up.
- Shari contacted the city regarding the litter containers, there were complaints about litter around the cans. She sent a list of businesses that were using the public trash cans and the city followed up on the list with Waste Management to determine which businesses are not in compliance with trash services. KONO Street Ambassadors say Waste Management is not emptying the public trash cans every day, regardless. Waste Management says they are not emptying some of them because of the bollards on the bike lanes (another long term impact from the changes to the lanes). The city says if they can't access them they'll move them, Shari said there's art on the cans and we don't want them relocated. Shari's trying to set up a meeting with the city, Waste Management, the recycling department to figure out a solution.
- Last bike lane survey had 75% cyclists responding. Not enough response from KONO business owners and residents for the survey to be useful.
- Sonja says she hasn't heard anything about Spark Oakland, doesn't know if it had to do with her piloting the Greenleaf Incubator, feels she had something to offer the program and wishes she'd been included in some way. Shari says it's been in the newsletter repeatedly and discussion goes back to when we applied for the grant in 2019. Sonja says she didn't get anything in email, she has some ideas for First Friday, working with businesses/doing something online, but isn't sure if her ideas will be heard or she'll be involved in what happens with them. Feels board members should be included. Wants to apply her expertise and vision working with small businesses to create synergies and impact. Would like a sit down to be thoroughly educated on the Spark program.

<p>4) Action Item: Approve Minutes from September 8, 2020 & November 10, 2020</p>	<p>No quorum, so this must be carried to the next Executive Board meeting.</p>	<p>Action: none</p>
<p>5) Action Item: Approve KONO & OakFF Financial Reports through November 30, 2020</p>	<p>No quorum, so this item will go to the full Board for approval.</p>	<p>Action: none</p>
<p>6) Discussion: Review draft of KONO 2021 budget</p>	<ul style="list-style-type: none"> ● Shari shared a budget draft and narrative. Because of concern about COVID impact, she did a 1% reserve (about \$6K). Total assessments are approximately \$600K, and in addition we're supposed to bring in \$26,841 from outside sources. Which gives a total of approximately \$627,000. The endowment for the renewal is 1.7%, operating reserve is 5%, COVID impact reserve is 1%. Gives a total operating budget of \$579,010 for the 2021 calendar year. ● Expenses by category: Security & Operations 59%, Marketing & Identity 14% and Admin 27%. Categories broken down by detailed spending. New budget includes a 2.7% pay increase for all staff, and Shari divided staff salaries into categories and highlighted her's in purple to make it easier to identify total salary. Sonja asks if staff increase is included in admin, Shari says yes, line 6 has info on the dollar amount for each staff position. She added 20 hours/week for an intern but split hours between OakFF and KONO. Took 15 hours of 30 hours for the marketing position for this budget. She did line by line projection from last year's budget, some items have a 2.7% increase per Kristin's recommendation. Some things were adjusted based on expectations for this year. Won't know the carry forward till next week after meeting with Kenny (accountant) to reconcile through the end of December. Staff increase cost is \$12K but 67% of that is for the internship. ● Shari says marketing businesses have to be one of the biggest priorities for 2021, because we need to help them survive this situation. ● We were supposed to raise 4.47% from outside sources in 2019, but we were short \$17K, in 2020 we were short \$6K. KONO needs more support from the Board in raising this money. Many grants ask about Board donations because they take that into consideration because it shows the Board members support the mission. Mike and Sonja ask if that doesn't mean you have to be wealthy to be on the Board. Shari says absolutely not. Board members can donate any amount but they can also help with fundraising and finding donors. Some grants ask what percentage of the Board is donating so even if everyone gave \$5 she could say 100%. ● Sonja says economic hardship needs to be discussed, people are unemployed and businesses are closing, we need to see how that'll impact our revenue and tax base. What's our plan b if there's a recession? Shari says we can do ongoing budget analysis. 	

	<ul style="list-style-type: none"> • Mike says there's a \$25K expense in the budget under Marketing for the First Fridays but it will likely be smaller since the festival won't resume until summer at best. Shari says she projected the same expenses as last year for First Fridays and Korea Culture Fest but it's unknown what will happen with COVID, and the funds can be reallocated as the budget is reassessed. • Sonja asks what percentage of assessments was collected last year and Shari said KONO collected 95% of the budget. Sonja suggests forecasting for COVID impacts and asked if the county is doing any adjustments. Shari says they'll know more when they receive the first assessment in the next few weeks. • Uptown/Downtown are setting aside 5% COVID impact in addition to their 5% reserves. KONO budget was too tight to do 5%, we'll have a better idea next week how much carry-forward there is and that can possibly be added to COVID reserves. • Sonja wonders about the impacts of COVID on businesses, isn't sure the budget is allowing for it. Sonja suggested that 2% would be a better buffer than 1%. Shari says total reserve is 6%, plus the carry-forward. First Fridays is also continuing to seek COVID relief funding so the expense to KONO for First Friday may be reduced. • Mike asks if Darnell could attend the Board meeting next week to be introduced. Shari concurred. • Sonja asked about the mortuary storage. Shari says we're still paying \$500 a quarter, the \$2,050 budget item included a 2.5% bump but that may not happen. 	
<p>7. Action Item: 7) Action Item: Set January 12, 2021 Board Agenda</p>	<ul style="list-style-type: none"> • Discussion about donations from Board members, fund development, and matching the CBD 4.47% requirement and set an amount. Shari said the Sutter grant helped last time and she'll see if they can do it again. • Sonja suggests reaching out to Sutter to see if there's any way KONO can partner with them on COVID matters. • Sonja suggests discussing outreach to senior centers in KONO places to help uplift them and let them know that KONO hasn't forgotten about them. • Discussion about budget based on currently available information. Sonja asks if they can have 2019 and 2020 percentages and amounts for top-level categories for comparison, Shari says she's started that on another spreadsheet. Mike points out that StreetPlus is a more expensive operation so the comparison would be skewed. Sonja says the information is useful for analysis. • Shari says we need to discuss a strategic plan, at least for 2021 but preferably for 2-3 years out. Sonja suggests asking the Board to brainstorm ideas to start the conversation and do a deeper dive on that later. Shari says it can also be done by email and surveys. <p>Mike moves to adjourn, Sonja 2nd and meeting adjourns at 6:59 pm</p>	<p>Action: none</p>
<p>*Next Executive Committee Meeting</p>	<p>Tuesday, February 22, 2021 at 6:00 pm</p>	

Minutes by: Mike Woolson & Edited by Shari Godinez