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

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

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:03pm Quorum established	
2. Open Discussion / Announcements	Introduction: Joseph Jung No Announcements or Open discussions	
3. Staff Report: Executive Director Updates-Shari Godinez	Shari- mentioned she attended the West Coast Downtown Forum in Reno June 15-17th 2022. The forum goes over new ways to increase funding. Shari mentioned she completed the Workers Comp audit for the year. She stated she assisted Layalina Restaurant at 3109 Telegraph Ave with connecting them to the right people to get a Parklet completed. Shari mentioned that we set up the healthcare benefits and 2 staff members waived them and 2 staff members opted in also excluding Shari and it went into effect Jul 1, 2022 . She stated she discovered new law that went into effect on Jun 30, 2022 called the mandatory CalSavers program that has to be offered to employees to be able to contribute to a retirement plan/Roth IRA. She mentioned that employees can waive participating in the program. Shari stated she's working on our 1st Annual property owners gathering for Aug 18th and will be at the Moxy hotel catered by Kingston 11. She stated she attended the Oakland Metropolitan Chamber of Commerce meeting at Fairyland on June 22nd. She sent out information regarding National Night Out on Aug 2nd in the newsletter. Shari also mentioned she received the \$25,000 from Sutter Health that was a contribution for 2021 and put it in the bank immediately. Shari stated she requested that Councilmember Fife allocate funds for the KONO Archway to match the estimate that we received and she hasn't heard back from her as of yet. Shari stated she connected the business owner Saigon Market with the DOT regarding a new loading zone. She mentioned she's working with All Out Comedy to help them find grants and financial assistance as they try to reopen. Shari stated she's working with artist Debbie Koffman to complete the mosaic trash can project. Shari mentioned she worked with a marketing person to revamp half of the KONO website. She stated we applied for the American Rescue Plan Act covid relief grant for \$68k and Bank of America grant for First Fridays. Shari stated we completed the camera installation phase 1 for 24th, 25th, 26th, 27th and 29th and is hoping to start phase 2 already having a property owner interested in installing a camera at 23rd St. Shari stated she met with the property at 2520	

**b) Greg Harris
Festival
Coordinator,
First Fridays**

Telegraph who has a vacant parcel and another that's going out of business and connected him with a commercial broker. She mentioned he gave them a tour around the vacant parcel and that it once was the Sequoyah Theater. Shari mentioned that she received a lot of calls the previous month regarding illegal dumping and is forwarding those complaints over to Ramon. Shari stated that she doesn't know if she previously mentioned that the Taylor Dunn was stolen on June 3rd and we plan to get it replaced as soon as possible. Shari stated she's working with the DOT to get the potholes on 24th St fixed as she discovered it is on repave list for 2024 however trying to get it fixed prior to that.

Greg-Greg stated that we had the last event on July 1st and had approx 10k attendees, not as much as expected possibly due to the weather. He mentioned we were sold out of vendor space. He stated that Ramon and the recycling guys did a great job with getting the recycling space set up correctly. Greg mentioned that Minuteman Press was not pleased how things were going but now things are back on track. Greg mentioned that they had increased the security staff and OPD was fully staffed as well with 10 or 11 officers and 24 security officers. Greg mentioned that there was only one incident where the fire dept was called. Greg stated they are required to do a monthly encroachment report and now that the system is being streamlined with the city so hopefully won't have to do it that way. Greg mentioned that he wants to talk about Culture Fest and that the Moxy wants to sponsor a stage for that event and needs to confirm with OPD if we can have the stage in front of the Moxy Hotel. He mentioned that Christina was putting her 2 weeks in and will no longer be the Marketing and Social Media Mgr after July 22nd and looking for a new employee and posting the job on Indeed. Greg mentioned he had a meeting a couple weeks ago with the Golden State Warriors and wanted to be a sponsor with First Fridays, however they won the championship and disappeared. Greg stated he would be following up. Greg also stated Visit Oakland stated they wanted to contribute \$20k to First Fridays as well. Greg mentioned we did a program with the seniors a while back and they now would like to sponsor one of the invoices for the porta potties for \$1500. He spoke to Habitat for Humanity in conjunction with 9 other companies that plan to build their favorite building and will build it in our kids zone and will be a part of our Sept 2nd event. Greg mentioned that for the Aug 5th event we will be conducting a talent show called Oakland has talent and allow locals to showcase their talent. He stated there will be 1st, 2nd and 3rd prizes yet to be determined and the participants will be sending in videos displaying their talent and can be instrumental to singing to rap so wanting to give the community something to be a part of. Shari mentioned that the theme for June's event was Juneteenth and July was Indie businesses so she wanted to acknowledge the fun themes that Greg is coming up with for the events. Greg mentioned that the August event is called Family Reunion to bring us all together as one. Shari mentioned that we had a in-person vendor meeting and it was held at We Works and 8 people signed up for our First Friday Committee and had 7 vendors sign up to volunteer and one would volunteer in the kid's zone. Shari also mentioned she's been working with the Oakland BID Alliance to reduce the permit fees for non-profits and it went to council today and will follow up to see what the outcome is. Shari also mentioned that EastBay Express stated that we won 22 Best of the East Bay events. Shari stated that she has been in contact with former mayor Jean Quan asking about First Friday needs and talking to Carol Fife about adding funds into the budget for First Fridays. Sonja mentioned that Shari should let Jean Quan know that it's a high priority to

<p>c) Streetplus Operations Supervisor, Ramon Hall</p>	<p>acquire funds for the OPD fees. Mike Thaler asked if we could hear him as he was having trouble signing in. Shari mentioned that she was successful in getting the multiple council members to sign off for the litter bins. She also stated that the Moxy mentioned that they benefit tremendously from the First Friday event. Shari stated that we received a check for \$10k from Oakland Natives Give Back. Shari also mentioned that she did speak at last week's council meeting about reducing fees. She mentioned that the insurance policy paid out \$10k (the policy limit) for the stolen generators even though the total was \$13k. She also stated that there was a law passed on July 1st regarding cooked food and every business has to have a plan on what they are going to do with remaining food at the end of the night as they are not really supposed to throw it away. Shari partnered with East Oakland Collective to pick up the food at the end of the night. She also mentioned that we did invoice the city for \$20k for a grant we were awarded from the Cultural Arts dept. Mike asked if there are issues that warrant the need for so much security and police coverage? Greg answered that we don't find out until the Weds before the event if there will be a full staff of police or not and we don't find out the true number that will show up until the day of and at that Greg has already requested a certain amount of security officers to be there. Greg mentioned that they have scaled down from 24 security guards to 18 in the last few months and because of it being summer, want to ensure the safety of everyone. Mike asked what kind of problems require all that security? Greg answered that they haven't had any issues other than handing out a bandaid but rather be safe than sorry. Shari mentioned that she did hear there was a fight at the last event. Greg said he did hear about it and when he arrived at the fight, it was gone. He stated security was there and that the participants broke it up themselves. Shari stated that an ambulance needed to be called for a man who passed out inside Burrito Express and was not related to any incident at First Fridays.</p> <p>Ramon-Ramon confirmed that the Taylor Dunn was stolen and he filed a police report and in order to get the finalized police report he had to go pick it up himself which took about 15 days. He stated that he sent the finalized police report to his boss so he could send it to the insurance company. He stated that he followed up with his boss today to find out the timeline on the replacement of the Taylor Dunn. Ramon mentioned that they haven't been able to pressure wash the sidewalks, and a struggle to pick large illegal dumps. He mentioned that with the Taylor Dunn they are able to pick up 20-25 garbage bags on average. Ramon stated he ordered a trailer hitch for the bike and can only pick up 4 to 5 garbage bags at a time. He stated that they have been doing their best to keep the district clean and remove any graffiti as soon as it goes up. He stated the recycling tree well project has slowed down because they can't put all the gorilla hair and supplies to complete the project in the trailer. Ramon stated they have been a lot more homeless in the neighborhood but it is due to the nice weather. Joseph asked if Streetplus will get another Taylor Dunn? Ramon responded that yes they will for sure. Joseph asked how it was stolen? Ramon responded that about a month ago around 10pm a person broke into the gate and cut the club off the steering wheel, removed the boot off the wheel and either hot wired it or made a key and drove off with it. Joseph stated that it's not a car and should be easy to spot. Ramon stated that he spoke with the police and they have been unable to recover it and received footage of the beauty supply next door showing the person who stole the Taylor Dunn.</p>	
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<p>4) Action Item: Approve Financial Reports through May 2022</p>	<p>Shari- KONO-\$785,537.93 Gross profit-Jan-May \$583,395.36 Total Expenditure- \$204,437.81 Net Operating-\$378,957.55</p> <p>First Friday-\$202,550.42 Gross profit-Jan-May \$147,643.05 Total Expenditure-\$149,957.41 Net loss-\$2,315.96</p> <p>Joseph mentioned that the net loss for Oakland First Fridays is decreasing. Shari mentioned that there's still outstanding checks from Public Works for \$7k and OPD has not invoiced FF's for their services for the last 3 or 4 months. Joseph asked what is the realistic monthly police cost? Shari stated that she doesn't know because OPD has only billed us twice and one was for \$2000 and the other was \$1600 however OPD requests that Shari sign an estimate that states the cost as \$10k. Joseph asked how many officers showed up to the last First Fridays and Greg responded that we had a total of 11 officers. Joseph stated that since they don't let you know how many officers are showing up ahead of time that the city should allow for more time to know how many OPD officers will be there. Joseph asked Greg if we request a certain number of officers or take whatever they offer? Greg responded that we have to take whatever they provide. Mike asked how we can run an operation not knowing if OPD will ask for \$10k for the last 3 months? Shari stated that she was thinking of talking to the city auditor about it. Mike asked how many attendees were at the last event and Joseph responded 10,000</p> <p>Motion to Approve-Mike T 2nd Motion by Sonja Brooks No objections or abstentions Financial reports through May 2022 are approved</p>	<p>Action: Financial Reports through May 2022 approved</p>
<p>5) Action Item: Approve Executive Committee Minutes May 3, 2022</p>	<p>Motion by Mike T to approve 2nd motion Sonja Brooks No objections/no abstentions Minutes approved</p>	<p>Action Item: Executive Committee Minutes from May 3, 2022 approved</p>

<p>6) Discussion: Mandatory retirement plan deadline June 30, 2022 with Calsavers or look at a 401k option</p>	<p>Shari stated that she wanted to look into doing a 401k and she reached out to a broker to do a presentation. Joseph asked when can we see this presentation and Shari responded that she could set it up for the next Board Meeting. Joseph asked what is the Calsavers plan and Shari responded it's a plan that the employer is required to sign up for and list all of the employees and the employees can opt in or out. Joseph that maybe the presentation will shed light on the program.</p>	
<p>7) Discussion: Property owner gathering proposed date Thursday Aug, 18, 2022</p>	<p>Joseph asked how big is the conference room at the Moxy in order to have this gathering? Courtney responded that she doesn't believe we will be having it in a conference and the setting will be a bit more casual like a mixer rather than a presentation setting. Shari said that they stated they would section off an area near the bar. Joseph asked what the maximum capacity was and Courtney answered that it's currently arranged for 75 people however in case we have more she will inquire what the maximum capacity is. Shari stated that since we have never done this before, it's hard to estimate how many people will show up. Joseph asked who was providing the food and Shari responded Kingston 11. Joseph asked what the budget was and Shari stated that it goes back to the headcount. She stated that Kingston 11 has catered previous gatherings there before. Joseph stated that since we are only one month away we have to send out invitations, venue set and time. Shari asked for confirmation if the date and time are good? And Joseph responded that it's all fine. Joseph responded that we should call it the 1st Annual Open House. Joseph stated that we should invite some dignitaries, deputy chief. Sonja said that we should definitely invite fire and OPD. Joseph asked if we should invite the person who issues our permits? Joseph also asked what type of program we are coming up with? Joseph stated that he should make a welcoming remark and suggested that Shari say something as the Executive Director and allow guest speakers to speak. Sonja agreed and stated it may be beneficial to have property owners speak. Sonja stated that maybe the director of Public Transportation could speak. Joseph asked if we would have a screen to play a video to show what KONO is about. Shari said she will look into that. Sonja mentioned that maybe we should invite someone from BART or AC Transit, some transportation facilitator. Shari suggested having Greg speak about First Friday. Joseph asked if we could create a 2 minute marketing video. Shari responded that it would be good, however our marketing person just quit today. Sonja suggested doing a video talking about the future of KONO or what's next or in the next 5 years, covering commercial, shopping and safety. Joseph recapped the order of the mixer. Shari said she will draft up an agenda to be reviewed. Shari requested after drafting the invitation that Joseph would sign it and he agreed.</p>	
<p>8) Discussion Check in on Committees</p>	<p>Shari mentioned that we have a committee for First Fridays tomorrow night. She stated that Mike Thaler is on the committee and asked if anyone else would like to be on it. She stated the first agenda item may be a fundraiser for First Friday. Shari asked Sonja what committee she was signing up for. Sonja stated that she may have picked a committee but doesn't remember what the choices were. Courtney went back to the retreat topics and read what the committees were-Marketing and Beautification, First Fridays and Security. Sonja stated she would want to be on the committee concerning economics. Shari stated that we could create an Economic development committee. Sonja agreed that she would like to be on the committee</p>	

	that is Economic Development and Marketing. Sonja mentioned if Marketing, Beautification and economics should be blended into one committee. Joseph stated that this is a topic that should be decided at the Board meeting. Shari stated she would want the Board members to take the lead on the committees and she would get the word out but does not want to be in charge of the committees. Joseph asked did an insurance claim cover the stolen \$25k check. Shari responded that the bank did reimburse SutterHealth.	
<u>9) Set Agenda for July 12, 2022 KONO Board Meeting</u>	<p>Shari stated that we could go over the financials at the Board meeting and Joseph agreed. Shari mentioned we can go over the 401k plan, the minutes, and the KONO Open House. Shari stated the requirement for the retirement plan came up in payroll paperwork and it stated that if it wasn't set up by a certain date that there would be a fine. Sonja stated that she read that as well.</p> <p>Greg asked if there was a date that he and Joseph could meet regarding the Cultural Fest. Joseph stated that they could meet about it and asked to confirm if it will be held on the Grand Ave side. Greg answered that he could move the main stage to Grand Ave and let them take over the stage on 27th. Greg asked Joseph if he was booking all the entertainment and Joseph affirmed that is the case. Joseph asked if Greg still has all the booths and tables. Greg replied that he does and if Joseph can provide a count. Joseph stated that it's 5 and 5 and one stage and will bring their own PA system. Joseph stated that the generator did not work last time. Greg suggested that he arrange ahead of time to plug into a nearby business.</p>	
<u>10)Next Executive Committee Meeting</u>	<p>Meeting adjourned 7:03pm</p> <p>Next meeting Tuesday August 9, 2022 at 6:00 pm</p>	

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