



Executive Committee Meeting Minutes
Date: July 7, 2020 from 6:02 pm to 7:44pm
Location: Zoom platform

Present: Joseph Jung, Sonja Brooks, Mike Thaler, Elisse Douglass

Staff: Shari Godinez

Absent:

Guests: Greg Harris, Ryan Russo (Director of DOT), Mohamed Alaoui (Principal Civil Engineer with Oak Dot), Wladimir Wlassowsky (Assistant Director for DOT), Kirsten (CPA)

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Quorum was established	
<u>2. Public Announcements</u>	None	
<u>3. Guest Speaker: Greg Harris (Festival Coordinator OakFF) Report on success of July 3rd virtual event</u>	<p>Greg: OakFF held its first virtual event and was sponsored by the American Kidney Fund. OakFF recorded four commercials, three of which were for KONO businesses. We used a portion of the grant for a videographer, who also did editing. There were 37 participants who tuned in to the event. Greg has received many calls from people who want to participate in the next event. Some want to donate items to the gift boxes that will be given away to those who donate \$35 or more to the event.</p> <p>The next virtual event is slated for August 7, 2020. Greg stated that it was great to see all of the posts on Instagram stating how much the event is missed. Neighbors in the district also stated that the OakFF event is missed. Greg stated that approximately \$200 was spent on the virtual event.</p>	
<u>4. Staff Reports</u> <u>a. Executive Director Update:</u> Shari Godinez	<p>Shari: The hardship request is still pending and as Shari is still waiting to get a response, therefore this item is being suspended until further notice.</p> <p>Shari asked Joseph about compensation for employees who are working from home. Joseph stated that he would talk about it the next day.</p> <p>Shari is working with NBS to compile the assessments for the 20/21 tax year. The deadline is July 20th.</p> <p>The KONO office switched from AT&T to Xfinity for the internet and phone, which will increase productivity at a lower cost.</p> <p>Shari generated the Pro Forma that Mike requested for OakFF and consulted with bookkeeper, Marjorie Jones.</p>	

Shari was interviewed about the use of Cargo Cycles in the KONO district as an alternative for freight deliveries.

Shari spoke with the property owner John Mervin (23rd/Telegraph) about any assistance available for commercial businesses. She informed him about Oakland Indie Alliance, a nonprofit who raised funds for broken windows or other damage from protests and was in the process of raising funds for businesses general needs from the impact of the pandemic.

Shari sent out an “ask” to the Board and has only received one response in return regarding the City Council’s Oakland business tax structure change. This item is being fast tracked although it does not go into effect until 2022. **They are voting on this next Tuesday, July 14, 2020.**

Shari has been working with the other BID managers and the Chamber to ask them to slow down the process in order to have communication with small and large businesses in figuring out how this will impact the city of Oakland. The Oakland Chamber composed a long list of questions for the City Council to answer, but they have not answered them to date, yet they are actively pushing this through. The Chamber is concerned that it will drive away the larger businesses that are already here.

Shari reached out to Randy’s Donuts again, since she had not heard back from him and he stated that he would know more in two weeks. Shari attended a Zoom meeting with the Oakland Metropolitan Chamber for their annual awards breakfast. The **Oakland BID Alliance** was awarded the “**Heart of Oakland 2020**” award.

KONO provided KONO businesses with free Covid safe posters for business windows, which were provided by the Chamber of Oakland along with other sponsors.

Parking enforcement started back up on July 6, 2020.

The Flex Street Initiative gives businesses the ability to open an eating space outside on their sidewalk, parklett or on city owned property. Kingston 11 is the only business thus far that has reached out to Shari for this information.

Shari continues to send information to the stakeholders from Alameda County regarding reopening plans.

The business directory has been updated on the KONO website.

KONO businesses that are permanently closed:

1. Phat Matt’s BBQ
2. Black Springs Coffee
3. Stork Club

There is a **new business at 2502 Telegraph**, which was formerly a nail shop. Details on what the business will be have not been shared.

Cafe Dareye has had financial challenges, but due to their Gofundme campaign, they have raised **\$14,320 as of July 7, 2020.**

	<p>Shari has the KONO marketing person working on a business vacancy directory.</p> <p>Shari has proposed a temporary community art wall project to the developer of the upcoming Moxy Hotel at W Grand on the construction wall. They agreed and she sent an MOU with a budget and is waiting to hear back. The plan is to repurpose some of the grant funds from the CAC for the art wall from the OakFF event to fund the project.</p> <p>The five street planters that were donated by the Temescal district will be delivered on Thursday July 9, 2020.</p>	
<p><u>4 a. Continued</u></p>	<p>The OakFF Gofundme campaign is not doing well as only \$965 has been raised as of July 6, 2020.</p> <p>Shari completed the final documents for the two California Arts Council grants.</p> <ol style="list-style-type: none"> 1. Local Impact grant (\$17,062) 2. Artists in Communities grant (\$3,705) <p>OakFF held their first virtual event on July 3, 2020. It included commercials for two KONO businesses: Uptown Body and Fender and Marwa Market. The commercials will also be put on the website for public viewing.</p> <p>Rebecca Kaplan is proposing a resolution to put the Special Events permits process in civilian hands and away from the OPD.</p> <p>KONO District Dumpsters: The district dumpsters may be housed in the alleyway next to the KONO building. KONO is getting estimates to alter part of the fence so part of it will open wide enough for the dumpsters to be pulled in and out.</p> <p>Sutter Health is hosting a Grant Application Webinar, which Shari has registered for. It will be held on July 9, 2020.</p> <p>Shari worked with StreetPlus to complete a visual report for KONO Board and stakeholders. The information will be for January 2020-May 2020.</p> <p>Kingston 11 and Sankofa complained about the proposed new changes to the bike lanes as the lanes have already negatively impacted their businesses.</p>	

<p>5. Action Item: Approve Minutes from June 2, 2020</p>	<p>Mike motioned to approve the minutes from June 2, 2020</p> <p>Sonja seconded the motion</p> <p>All approved</p>	<p>Action: The minutes from June 2, 2020 were approved</p>
<p>6. Action Item: Approve KONO & OakFF financial reports May 2020</p>	<p>Sonja motioned to approve the financials for KONO and OakFF through May 2020</p> <p>Joseph seconded the motion</p> <p>Mike abstained due to not being able to open the document to review</p> <p>Financial reports approved with one abstention</p>	<p>Action: The KONO and OakFF financial reports through May 2020 were approved.</p>
<p>7. Discussion: KONO Protected Bike Lane</p>	<p>Shari put out several questions regarding the protected bike lane around line of site issues and concerns from bikers who refuse to use the protected lanes for safety reasons. Some bikers choose to use Broadway instead of the protected lanes. To date, Shari has not received any response to the questions and concerns. The one reason/pushback that Shari was given was that the grant money that was received for this proposed project would have to be given back if it was not implemented as it is currently and they did not have it in their budget to switch it to a buffered lane.</p> <p>Ryan Russo (DOT): Stated that it has been a very challenging period regarding this project. Ryan stated that the DOT in Oakland is relatively new and a bit of a misnomer in that the DOT's main responsibility is to manage all of the public land and right of way. He stated that the DOT is aware of the "needs" of the KONO district with regards to businesses and safety concerns. He says there are plans to "make things better". He also stated that he appreciates that KONO's number one concern is safety. Ryan stated that one of the challenges with the KONO district is the "mixed nature" of the district. He stated examples:</p> <ol style="list-style-type: none"> 1. The intersections are not aligned with one another. 2. There are surface lots and driveways and pedestrian oriented buildings. <p>He stated that's part of the "challenges and the charm". He stated that "we get" that the thriving of the businesses are a top priority and it's not just about "moving things". He stated that the DOT recognizes how much of an "institution First Fridays is".</p> <p>He stated that one of the reasons the design and layout of the street in the proposed new protected bike lanes is "preferred" is because when there is a "bustling commercial corridor", the Uber drop offs, quick loading and unloading and delivery trucks tend to double park in that "buffered lane" area.</p>	

Shari asked Ryan:

If he was familiar with the recent accident involving a bicyclist and a car in the intersection and the condition of the bicyclist?

He stated that he was and has read the preliminary police report.

In that preliminary report, **Wvlad** stated that there were no obvious external injuries and the bike was not damaged.

He stated that they have asked the OPD for a followup on the condition of the bicyclist that was hit, but have not received an update.

Shari stated that the number one preference, when KONO did a survey of proposed new bike lane configurations was the "Cycle Track Lane." Respondents thought that was the safest style of bike lanes.

Sonja stated that the protected bike lanes give the cyclist a false sense of security. She stated that some cyclists, because of the "protected bike lane" just ride right through intersections without looking or slowing down. She stated that some cyclists opt out of using the lane altogether and ride alongside the parked cars on the street side, which makes it difficult for the owners of the car to get in and out of their vehicle safely. There is no control over the cyclists and where they decide to ride. Sonja also stated that with the "protected lane", there are a lot of obstructed views. She stated that cross traffic has to be very cautious, and she has witnessed "near misses" with vehicle accidents. She also stated that it poses problems for emergency vehicles as well. And lastly, Sonja stated that the design also has to take into consideration people who are handicapped.

Shari stated that she is concerned that this project, which was only a "pilot" project, is being pushed through without looking at the data.

She asked if he has looked/received data on the "protected bike lane"?

Has the use of bicyclists increased or decreased?

What has been the economic impact on small businesses along Telegraph Ave.?

Shari stated that those questions, along with safety, need to be looked at.

Mohamad stated that there is an increase in both pedestrians and bicyclists, pedestrians being higher than bicyclists with a combined ninety six percent (96%) increase. He stated that they attribute that to both the economic success of the "corridor" and the work that KONO does. He also stated that they also attribute the success to the changed design. He said that on record, they have no bicycle crashes for 2019, but one for pedestrians. He stated, that said, **the information they receive** is dependent on **OPD collecting the data**. He stated oftentimes, crashes are not reported and therefore not known by OPD. He claimed that per the information, vehicles are yielding to pedestrians at a three hundred percent (300%) increase. **Mohamad** stated that the implementation of the "bollards" will stop vehicles from parking in the "protected bike lane". He said that in a few weeks they will have a plan to improve "sight distances" and a year later, more improvements. One of the "improvements" would be to close some smaller intersections to

<p>7. Continued</p>	<p>vehicle traffic.</p> <p>Shari stated that these “changes” need to be vetted by the community and how determined they will impact them. Shari stated that one of the changes she read was to not allow left turns. She said that this would greatly impact the businesses down those streets. She asked what percentage he stated earlier was attributed to bikes and what percentage was attributed to pedestrians. Mohamed stated that 103% in increase was for pedestrians and 86% in increase was for bicycles. Shari asked when this information was collected and Mohamed stated that it was not within the last two years. Sonja asked if it would take away parking and Mohamed stated that it would not.</p> <p>Shari stated that the “bollards” would impact the OakFF event and in other places where they are implemented, they are still knocked down by vehicles and remain that way. Mohamed agreed and stated that the “bollards” are not a long term solution. The long term solution is what they were funded for, concrete. Mohamed stated that they are working with OPD to try and increase the OakFF overall footprint so some loss of space for vendors can be made up elsewhere in a larger footprint.</p> <p>Shari asked for another meeting regarding only the bike lane so that businesses are able to participate. Ryan Russo agreed and suggested it be a town hall style meeting.</p>	<p>Task: Ryan Russo said the next step would be to set up a separate meeting with the DOT and the community to discuss the bike lane.</p>
<p>8. Discussion: Hardship Request</p>	<p>Item not discussed</p>	
<p>9. Discussion: Pro Forma budget report Oakland First Fridays</p>	<p>Shari: Oakland First Fridays</p> <p>Income for April 2020 was \$4,335:</p> <ul style="list-style-type: none"> ● \$120 in donations ● \$200 in equipment rental ● \$3,155 in sponsorship and vendor fees ● <p>Income for May 2020 was \$0</p> <p>Expenses for April 2020 was \$21,728</p> <ul style="list-style-type: none"> ● \$12k payroll ● \$9,000 in residual expenses from invoices <p>Expenses for May 2020 was:</p> <ul style="list-style-type: none"> ● \$10,000 (returned to sponsor for not being able to hold an event.) ● \$379 in ongoing operations (online services) <p>Grant PPP loan \$49,500</p> <p>Shari determined that the OakFF budget can sustain for 5 years with just the ongoing operations expenses.</p>	

<p>10. Discussion: Hire a financial planner to project our financial future</p>	<p>Sonja's guest Kirsten is a principal CPA for Alameda County. Kirsten stated that from what Sonja has spoken to her about is the performance and financial projections within the business district. What she can do is perform a review of the financial statements. She reviewed the 2017 plan and it looked like there was an upward trend.</p> <p>Mike stated that for the near future there are a lot of big businesses that are coming into the district. Kirsten asked if what KONO/OakFF is looking for is a performance audit or are "we" looking at it from a planning perspective of how to move forward? Mike stated that we are looking at our long term plans with projections on what money will be spent moving forward.</p> <p>Kirsten stated she is licensed to be a compliance and performance auditor, not a financial auditor. Kirsten explained the differences between audits. Kirsten's fee is \$100 per hour.</p>	<p>Task: Joseph suggested setting up a meeting with Mike, Shari and Kirsten to discuss further</p>
<p>11. Action Item: Set June 9, 2020 Board Agenda</p>	<ol style="list-style-type: none"> 1. Approval of minutes 2. Approval of financials 3. Discuss Virtual event 4. Discuss Bike lane without DOT participation 5. Discuss hiring Kirsten 	<p>Action: Agenda was set for August 4, 2020 Board Meeting</p>
<p>*Next Executive Committee Meeting</p>	<p>Meeting adjourned at 7:44pm</p> <p>August 4, 2020 at 6pm</p>	

Minutes by: Shellae Ruffin & Edited by Shari Godinez