



**Executive Committee Meeting Minutes**  
**Date: March 8, 2022 from 6:00 pm to 7:00 pm**  
**Location: Zoom platform**

**Present:** Joseph Jung, Alan Wilk, Mike Thaler, Curt Haven, Sonja Brooks

**Absent:**

**Staff:** Shari Godinez, [Courtney Russell](#) Ramon Hall

**Guest:**

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:05pm Quorum established	
2. Open Discussion / Announcements	<b>Introduction:</b> <a href="#">Joseph Jung</a> No Announcements	
3. <b>Staff Report:</b> a) <b>Executive Director Updates - Shari Godinez</b>	<p><b>Shari-</b>Shari indicated she completed the financial reports through Feb. and that she and Courtney created a budget draft for 2022 and both will be reviewed in this meeting. She mentioned that the staff attended the Kissel Hotel preview and it was really nice and they offered free food and drinks. Shari stated she met with NBS and went over 2021's Assessment Report and it's reported that we have 450 Parcels in the district with an assessment total of \$627,160.64 and because of the new developments it went up about \$5000.00. Shari stated we are currently working on the March newsletter and she's working with Daniel Chan regarding the arch way project. Shari stated that the First Fridays in March was successful. She met with the president of Visit Oakland regarding sponsorship for First Fridays and he is supposed to follow up with Shari this week. Shari mentioned that we were successful in getting another grant from the city of Oakland's Cultural Arts Dept for \$20k towards the Korean Culture Fest and First Friday events. Shari got 2 property owners to agree to install security cameras. One is our building at 2633. The management was looking at installing cameras and KONO will collaborate with them. They are installing the interior cameras and we will collaborate on the exterior cameras at 26th and 24th Streets. Shari mentioned that the recycle bin has been removed by WM. It was used for all the cardboard for the district. KONO did not want to pay for it. Joseph asked where we stand regarding the arch project. Shari stated \$150k is set aside for the archway project and Allan Chan is working on the design after giving him feedback. Joseph asked if the city is going to hire their own contractor and Shari stated that she believes so.</p> <p>Joseph asked since Greg isn't present if Shari would give the report on First Fridays. She stated that the last couple events have been successful and was surprised how many people came out despite the weather and vendor space was almost sold leaving about 5% space.</p>	

<p><b>b )Ramon Hall, Streetplus Operations Supervisor</b></p>	<p>Sonja asked due to the bike lanes and parkletts, is there less vendor space. Shari answered that is most definitely the case having approx 23% less vendor space. Shari also mentioned that everytime she has a conversation with OPD about expanding the footprint, they come back saying that they are understaffed. Shari has also asked OPD to extend the hours of selling, 30 minutes as this encourages more vendors to come out because they will more likely sell out. Sonja stated that it would be great if First Fridays could go to 11pm. Shari stated she is working with Greg Minor, however the permit process is still transitioning from OPD to the City Administrator's office however it's been a slow process. Joseph asked what the approx attendance at First Fridays was and Shari responded that it was close to 10,000. Shari also mentioned that Greg did a very nice thing and presented her with an award because it is National Women's Month and the team is mostly women. Shari stated that a woman came up to her at First Fridays and said she delayed her flight back to New Zealand just to attend the event. Joseph said that today is National Women's Day so congratulations to all the women.</p> <p><b>Ramon</b>-Ramon stated that this month they collected 3950 Lbs of garbage, removed 112 graffiti tags, power washed 17 block faces, 52 merchant checks, 1- 911 call, 8 needles, 14 - 311 requests and 8 directions were given. Ramon stated that the numbers are low due to having only one staff member and he was working all the different positions however Streetplus is now fully staffed. He stated the new staff is in Ambassador training and learning how to deal with people and the proper techniques, in turn the numbers should be back to normal by next month. Ramon also mentioned that during the last First Fridays event and the day after, they were able to collect 60 bags of garbage which is 1500 Lbs of garbage. Joseph asked Ramon if he was shot in the face with a BB gun and if he was ok. Ramon responded that he is doing good and stated he still loves the community and comes to the community to hang out and drink coffee and has no hard feelings towards anyone. Sonja stated she hates hearing about any type of violence and asked if Ramon was able to press any charges or file a complaint with the police dept and would Ramon recognize the individual who shot him.. Ramon responded that yes he knew who the individual was and filed a report, however Ramon stated that he was on hold for 15 mins trying to get through to the police after he was shot. Sonja stated KONO should have a collective file of incident reports that occur in the district and or to employees, in the office. Ramon stated he did write an internal incident report and any incidents that happen in district or with an employee, he keeps in a file. Sonja stated for the record that she recommends that KONO has their own internal incident reports to be kept in the office. Joseph asked if the one 911 call was when he called the police regarding his case and Ramon stated yes it was for him. Joseph stated that he is glad Ramon didn't sustain any serious injuries to him or to his face. Ramon stated that he didn't let this incident change him and wouldn't let it affect his job. Joseph asked Ramon when the Street team is working, are they in pairs or alone. Ramon responded that he was parking his car in the building and caught someone stealing a cadillac converter in that incident, however they work alone but employees carry walkie talkies and have a GPS tracker on their work cell phones so their locations are</p>	
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	<p>known at all times. Joseph asked if it would be feasible to have them work in pairs as it would be safer. Ramon responded that the employees wouldn't be able to get as much work done and clean the majority of the footprint. Curt asked if the bad guys were carrying walkie talkies or his employees. Ramon responded that his employees carry them and their phones have a GEO pal system that tracks their every movement and Ramon checks to make sure they are doing their job and every time they drop a bag of garbage. Joseph asked if Ramon considered wearing a body camera as a deterrent. Ramon said that he would have no problem wearing one if the company requested it. Sonja stated that having everyone know he's wearing a body cam may not be a good idea. Alan mentioned that everyone is taken aback by this incident and asked Ramon if he can think of anything that could make his job safer, the board will be more than supportive. Ramon mentioned that he will let the board know and that he and his employees feel safe.</p>	
<p><b>4) Action Item:</b> <b>Approve Minutes from February 8, 2022</b></p>	<p><b>Mike T</b> -Moved to approve minutes <b>Alan</b>- 2nd to approve minutes 1 abstention from Sonja Brooks No objections Minutes approved.</p>	<p><b>Action:</b> <b>Minutes from Feb 8, 2022 approved</b></p>
<p><b>5) Action Item:</b> <b>Approve Financial Reports Feb 2022</b></p>	<p><b>Shari</b>- The bank balance for KONO at the end of February \$681,303.31 Income-\$0 Expenditures-\$17,554.76 (Expenditures were less in Feb due to no payment to Streetplus. Will be paid twice in March)</p> <p>The balance of account for First Friday at the end of February was \$214,608.55 Income \$14,550.52 Expenditures -\$30,314.08 Net loss -\$15,763.56</p> <p>Mike asked if the loss in March will be the same as February. Shari responded that we sold more vendor space in March than in February so it should be less. Shari doesn't always receive the invoices until the following month so the expenses are not always accurate to that month's actual expenses. Mike stated his point is how long can we go on losing money. Shari stated maybe 6 months however will know more accurately after looking at the numbers. Shari also mentioned that First Fridays can not survive with vendor fees alone and needs sponsorships and grant money and that's where we need to focus our energy. Joseph asked where on the report is the cost for police for February. Shari stated that OPD is really slow on billing us and that they have her sign an estimate which is approx \$9-\$10k and then don't provide the bill for months. Shari also stated that the city has continued to step up and cover most of the cost and for Feb OPD required us to have 30 security officers which was a large expense. She mentioned that she was able to get permission for less private security for March and the cost was cut in half. Mike stated that it's obvious that OPD doesn't want this event to go on, making us hire unnecessary people. Shari responded there are city staff that are very supportive of the event and one elected official helped us get a</p>	<p><b>Action:</b> <b>Financials Reports Feb 2022 approved</b></p>

sponsor. Shari stated that Greg is trying to set up a meeting with Councilmember Fife in order to get more support for the event. She also stated that Visit Oakland believes the event is extremely valuable and Shari's requesting that they give us \$20k a month.

Ramon wanted to mention that he had good news, that underneath Telegraph Arts Apts they started the construction of the All Out Comedy Club, also the new Starbucks is in the 1st stage of construction, and on West Grand the Starlight Social Club has reopened.

Mike stated that he doesn't approve the financial reports unless the Executive Board agrees to be financially responsible when it comes to First Friday.

Joseph responded that we are not approving how the event is going, you're approving if you believe the numbers are accurate.

Mike said that Shari stated that the OPD charges are not accurate. Shari responded that it doesn't affect these financial reports that you are approving here and they are reconciled based on the numbers for the month. Mike responded saying that a financial report states upcoming major expenses and Shari responded that it does show outstanding liabilities but can't add them if we haven't received a bill yet. Shari stated she can't show OPD as being \$10k because it has been \$1600 or \$2000 in the past, however they make her sign an estimate for \$10k and there's no way to put that into a financial report not knowing what it will actually be. Shari also mentioned that the outstanding liability for First Friday is \$3,731.99. Mike asked Alan if his business had an expense wouldn't he let his shareholders know about an upcoming bill. Joseph stated that Shari is letting us know and it will be on the next financial statement after she receives the bill so it can't be included. Mike states that we are liable for the \$10k. Shari mentions that the bank balance is \$214k so if \$10k is requested we will be able to cover it. Joseph stated that we are not asking the board to approve if the event is profitable or not, we are just asking for the approval if the numbers are right and not if we like what we see. Mike asked again wouldn't it be good to let your shareholders know about an expense coming up and Shari responded that we just won a \$20k grant and she didn't put that in the report either. Sonja asked if the -\$12k is all the current liabilities for the event for the month. Shari responded that's all the checks that haven't cleared the bank yet and there could be more invoices that could come in. Sonja asked if payroll for First Friday is covered by KONO. Shari responded that payroll is covered by the First Friday account, not the KONO account. Sonja asked what the expenditures for payroll for the month of Feb. Shari responded staff wages and salary was \$8,600.60. Joseph asked if the salary and wages are a fixed amount every month and Shari confirmed that is the case for Greg who is on salary and the hourly staff may vary slightly. Mike stated that he is willing to approve the numbers and going forward if the amount of \$10k for OPD can be listed as a footnote as a potential liability. Shari stated that she does intend to put together a separate report showing the full expenses of what it's costing every month to put on the event.

**Alan-Motion to Approve**

**Sonja-2nd the motion**

no objections or absentions

Financial for Feb 2022 are approved

<p><b>6) Discussion Item: Budget Draft</b></p>	<p><b>Shari-Shari</b> shared the Budget draft on her screen. She stated the \$627,160.64 is what NBS stated in their report and we are supposed to raise another 4.47% (approx \$28k) which gives us a grand total of \$655k. Shari went on to go over the budget draft line by line. Joseph stated that we previously talked about Healthcare coverage and the total cost documented on the budget draft is approx \$21k. Joseph asked how many staff members does this cover. Shari stated that she and Courtney spoke with a health broker and that we need to do more research and that it may be best to take her out of the equation and only cover the 4 staff members. Joseph said after doing the research to represent it to the board. Joseph also stated that the set aside funds are there for one time projects and that means we need to look at options to do improvements. Joseph mentioned possibly installing the pedestrian lamp lights and to check with the city if they planned to continue installing in our district. Sonja requested that Shari email the board the budget draft.</p>	
<p><b>7) Set Board Agenda:</b></p>	<p><b>Shari</b> stated she invited NBS to the next board meeting to go over their annual report. Joseph asked when the district renewal was due. Shari responded it's due in 2027 but we need to start the renewal process in 2026. We need to decide if we will do an assessment increase for 2022/23 and vote by either April or May.</p> <p>The board all agreed to put it on as a discussion item. Shari stated that the assessment was raised one year 5% and they didn't raise it the following year so it averages out to a 2.5% raise in assessments. Alan stated if we have any ideas regarding special projects that could be a good reason for raising the assessments. Shari mentioned that she kept the contribution to First Fridays at \$25k and asked if KONO should contribute more. Alan stated that it should be something to consider until funding for First Friday is resolved. Shari stated she's hoping we receive the DVP grant but won't know until April or June. Joseph stated that First Fridays is the biggest event that KONO has and not just on a monetary value but it means a lot to the city of Oakland and to California and even if First Fridays is negative every month, KONO should supplement First Friday to keep the event going. Alan agreed that we should do that and that it will justify raising the assessments to keep the event going and protect the future of First Friday. Joseph mentioned that we are a non-profit and we are not doing this event to make money but to improve the community.</p> <p>Curt mentioned we should also talk about the retreat and asked if we found a facilitator. Shari stated we did and that the date is April 23rd.</p>	
<p><b>Next Executive Committee Meeting</b></p>	<p><b>Meeting adjourned 7:08 pm</b></p> <p><b>Next meeting Tuesday April 5, 2022 at 6:00 pm</b></p>	

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