



Executive Committee Meeting Minutes
Date: May 3, 2022 from 6:00 pm to 7:00 pm
Location: Zoom platform

Present: Joseph Jung, Alan Wilk, Mike Thaler, Sonja Brooks

Absent: None

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

Guest: Jay Murphy, Kaiser Permanente

<i>Subject</i>	<i>Discussion</i>	<i>Action</i>
<p>1. Welcome and Establish Quorum</p>	<p align="center">Meeting began 6:05pm Quorum established</p>	
<p>2. Open Discussion / Announcements</p>	<p>Introduction: Sonja Brooks</p> <p>Shari stated that she invited Jay Murphy from Kaiser to share the good news that the mural project was approved for 27th and Northgate, something she has been working on to get approved since she started working for KONO.</p> <p>Jay Murphy from Kaiser stated he has been with Kaiser 27 years and has lived in Oakland for 28. He also mentioned he was very excited to be working with us on the mural project and that the mural is to be done on the 27th St garage that Kaiser currently owns and has been using for storage and leasing it out to a car rental company. He stated that it has been a challenge keeping the graffiti off of the garage as well as maintained and mentioned that Shari approached him via the mayor's office to partner with her and Sage from 333 Arts and got the approval to fully fund the mural project at 27th and Northgate.</p> <p>Joseph joined the meeting and stated that he was having issues logging in and had to log in through his desktop that does not have a camera.</p> <p>Jay restated his good news about the project in order to bring Joseph up to speed on what he missed.</p> <p>Joseph asked Jay what the intention was regarding the parking structure on 27th and if it will be used for the public.</p> <p>Jay responded that the parking structure has seismic challenges so it is not able to be used and nothing is planned for the near future</p> <p>Shari and Joseph said thank you to Jay and that they are looking forward to working on the project together</p> <p>Business owner Kwic Time logged into the meeting asking if there was space for a 20x40 lounge at the next First Fridays.</p> <p>Shari responded that the next First Friday is sold out and we have less space than usual due to the construction</p> <p>Joseph asked if he knew who to contact to acquire a spot at First Fridays</p> <p>Kwic Time responded saying his colleagues had reached out a couple times and haven't heard back.</p> <p>Shari responded that he has to go online and asked if he has created a profile through the website.</p>	

	<p>Kwic Time that he isn't looking to perform but providing a seating area for patrons to sit and eat.</p> <p>Alan asked if he had been in touch with Greg.</p> <p>Kwic Time stated he hadn't personally</p> <p>Shari stated to reach out to her via email</p>	
<p>3. Staff Report: Executive Director Updates-Shari Godinez</p>	<p>Shari-mentioned that Greg isn't able to attend tonight and will report at the Board meeting. She stated the Flex Street Program is looking to become more permanent and she is reviewing the program. Shari mentioned that China town is now a BID and Jennifer Li is the new Executive Director. Shari stated she met with Councilmember Fife and the city is looking to create a Progressive Business tax which will bring in new revenue of \$40 million. She mentioned they are working on 3 proposals because they are having concerns on how to present this tax so Fife asked to meet with Shari and 3 other BID managers to talk about it. Shari stated the Chamber is coming up with their own proposal and a third group as well so they will be doing a side by side comparison to share with the business owners. Shari mentioned that the construction has started for the permanent bike lane and First Fridays will have open holes on the streets and we have been working with the contractors to put barricades with lights up so no one will fall into them. Shari is working on a survey for the business owners asking questions about security cameras, First Fridays and the tax structure. Shari stated she was interviewed by a student of Economics from UC Berkeley and a MFA student from Stanford who is doing a documentary video 8-10 mins long that tracks 3 characters before the May event and then after to see the effect Oakland First Fridays has. Shari stated the next First Fridays theme is Latin Pride and hopes some of the Board members can attend and they will have Latin bands performing. Shari stated that Square agreed to sponsor Mcclymonds High School students so the students will be selling their products at the May event. Shari stated that we generated some revenue by providing tents for the OUSD. Shari was successful in partnering with the garage at 21st and Telegraph, having them stay open until 12am and charge a flat fee of \$10 on event nights. Shari stated that we will advertise the garage to have the patrons park there since a number of cars got their car window broken on 27th last event and the garage has a security guard present and they haven't had any of those issues. Shari reached out to elected officials Mia Bontes and Keith Carson's office asking for ideas for funding First Fridays. She stated that Keith Carson's office told her about an American Rescue Plan Act grant which she plans to submit tomorrow for upto \$100k. Shari mentioned that we were denied the DVP grant. She also mentioned that we will be voting tonight on the amount for the camera project for 24th St and is still waiting on a response from 26th and 29th St. Shari stated that she's working with the property owner at 2520 Telegraph because they have been receiving a lot of noise complaints due to loud music from a tenant and the owner has started the eviction process for that tenant. Shari stated that someone tried to break-in the fence in the alley way and is working with the property manager to get that fixed.</p> <p>Joseph asked what grant we were denied for and was it from the city of Oakland</p> <p>Shari responded it was for the Department of Violence Prevention and that it is from the city and that she had spoken to the chief of that department and he recommended that we apply for the Restoration and Healing grant which was a 3 year grant for \$300k per year.</p>	

4) Discussion on frequency of Board meetings

Joseph stated that we are currently meeting every other month so what does the Board propose. Shari mentioned that Curt Haven suggested that we go back to every month.

Sonja stated that the Executive Committee meets monthly and the Board meets bi-monthly and that Curt feels in order to be more effective we should meet monthly. Sonja stated she sees his point for meeting monthly since we were meeting monthly prior to the pandemic and now that First Fridays is back.

Mike stated that he believes that once we do go back to physical meetings that we should also keep zoom available so more people would participate.

Alan stated since we have monthly Executive Committee meetings and that they are not exclusive, that anyone is welcome to attend and it's where we can hash the issues out and the Board meetings are where the decisions are made on those issues. He mentioned that if it's a matter of engagement, attending the monthly Executive Committees will resolve that issue. Alan also stated that he would agree to the monthly Board meetings if we aren't getting things approved on time such as budgets and are not meeting deadlines, however he doesn't believe that is the case and feels engaged.

Joseph asked Shari if the original reason we switched from monthly to bi-monthly was the time it took to prepare for the meeting and completing the minutes.

Shari responded that is the case and in addition she believes that it would be more beneficial if we focused that time working in the smaller committees then coming back to the board every month as that still involves a lot of work.

Sonja stated since this is a volunteer committee we don't want anyone to get burned out and as we work our way toward in person meetings, still keep the zoom meetings available for anyone who can't meet in person.

Shari responded that the Ad HOC meetings probably won't be monthly depending on the necessity and nature of the committee.

Joseph asked Shari if she knew if the other BIDs met monthly or bi-monthly

Shari responded that she believes most meet monthly however she stated she can inquire and that it ultimately will be up to what we want as a Board. Shari stated the pros of monthly meetings is keeping people engaged and informed and the cons are that it may be too much if we have monthly subcommittee and board meetings.

Mike asked when do we see the KONO office reopening and Shari responded that she doesn't know due to the ever changing requirements because of the surges and masking policies. Joseph asked how we will conduct the meetings via zoom while we have in person meetings and Shari responded that she could possibly set up a laptop. Sonja stated that she thinks we should continue with bi-monthly Board meetings and start the monthly subcommittee meetings and continue the monthly Executive Committee meetings. Joseph concluded that we stay with bi-monthly Board meetings and have a Board meeting in an off month as needed. Shari recommended we put this topic as a discussion item for the upcoming Board meeting.

<p>5) Action Item: Approve Financial Reports through March 2022</p>	<p>Shari-As of the end of March the KONO bank balance \$623,186.96 Total revenue-\$325,680.60 Total expenditure- \$114,604.04 Net revenue-\$211,076.56 First Fridays bank balance at the end of March \$204,357.80 Total income Jan-March-\$86,002.02 Total expenditure- \$83,185.05 Net Income-\$2,816.97</p> <p>Mike asked if there is a line item that states what KONO contributes to First Friday. Shari responded that we haven't moved the yearly contribution over for 2022 yet. Mike asked if the \$2816.97 is a profit that does not include any contribution from KONO and Shari responded that it does not include the KONO contribution.</p> <p>Mike-Motion to Approve Alan- 2nd to Approve No objection or abstentions</p>	<p><u>Financial reports approved March 2022</u></p>
<p>6) Action Item: Approve Minutes from April 5, 2022</p>	<p>Mike T-Motion to Approve Sonja- 2nd the Motion No objections or abstentions</p> <p>Minutes Approved</p>	<p>Action: Minutes from April 5, 2022 approved</p>
<p>7) Action Item: Approve funding for camera project at 24th & Telegraph Ave</p>	<p>Shari stated that we are seeking funding for cameras at one building in the amount of \$5,760.00 for 4 wide angle cameras with license plate readers. Joseph asked if we can share access to the camera footage and Shari responded yes that we would have remote access from the KONO building. Shari also stated that GoodHop is paying for the internet and it will be wireless so there won't be any monthly expenses. Shari started sharing her screen to show where the cameras will be located. Alan stated that he thought there was monthly maintenance fees that the Daniel Swafford mentioned in his proposal. Shari stated that we can pull the information for the police or set up a computer and provide access to the police so they can pull the information that's needed themselves and if we need help with tech support, we can pay them by the hour.</p> <p>Sonja- Motion to approve funding Alan-2nd motion to approve</p> <p>No objections or abstentions</p>	<p><u>Action Item:</u> Funding for camera project approved</p>
<p>8) Discussion cont. on Assessment Increase for 2022/23 fiscal year</p>	<p>Shari stated that she put together the reasons for the assessment increase and shared it with the Board. Joseph asked if there was a suggested increase amount. Shari responded that there wasn't a suggested amount but she gave examples of 2.5% and 5% increase. Joseph asked Shari to give her opinion on what we should increase it to. Shari responded that after looking into it, we should increase it to 5% for the 2022/2023 fiscal year and because we are looking to complete the camera project we would need the increase. Shari also mentioned that she is looking to see if she can get the property owners to contribute to the project because the cost is more than anticipated. Joseph asked if we were deciding on</p>	

	<p>the increase for the following year or just the upcoming fiscal year and Shari stated that it's only for the 2022/2023 fiscal year. Shari started sharing her screen displaying the objectives for the increase. Mike stated that Shari indicated that all the other districts are increasing 5% for the upcoming fiscal year as well and since we only raised it 2.5% within the last couple years, we have to consider inflation. Alan stated that he reviewed our financial reports and the camera project will be very valuable to our district so funding the project is important. Alan also stated that he noted that the Streetplus fees are increasing to 88% and we are also adding health benefits for staff, we quickly hit the \$30k increase per year in our expenditures in addition to our one time projects, so the 5% increase is needed. Joseph asked when our last increase was. Shari confirmed that the increase was 5% 2 years ago, averaging 2.5% per year. Joseph stated considering everything is going up and the increasing gas prices we should go for the 5% increase. Shari stated that the CPI is coming back at 8.5%. Mike asked if Streetplus was going to have to raise their rates and Shari responded that we already raised the rates above what their contract was. Mike stated that we may have to raise it again for 2023. Joseph concluded that the consensus of the committee is to raise the assessment by 5% for the 2022/2023 fiscal year.</p>	
<p>9) Set Agenda for May 24, 2022 KONO Board Meeting</p>	<p>Joseph asked what day the Board meeting is supposed to be set for and which day is better, the 17th or the 24th. Alan and Mike said either one is fine. Joseph concluded that we set it for May 24th. He also asked what the agenda items were. Shari responded, the frequency of the Board meetings, raising the assessment, finalizing the KONO budget. Joseph asked what is needed prior in order to finalize the budget. Shari responded that we need to decide whether to raise the yearly contribution from KONO to First Fridays, whether to set aside \$50k or \$75 for the camera project. Shari stated that we can discuss these items now so they can be decided on at the Board meeting. Shari started sharing her screen displaying the budget draft and went through all the items. Alan questioned how we came up with the dollar amount of \$60k for the camera project. Shari stated that she allocated that amount before receiving the quote and now that amount needs to be increased based on the quote. Joseph asked how many buildings are we installing cameras at since each install is approximately \$6k. Shari responded that currently we have 5 property owners that are interested in installing cameras. Joseph stated that's approximately \$30k to begin with so \$60k should be a good amount to budget. Alan asked if the license plate readers are included in this budget estimate since they are more costly. Shari responded that the proposals include the cost for the license plate readers. Joseph asked if we have the funds to budget \$75k for the camera project. Shari stated that the health care costs are cut in half for the year and could use those funds for the camera project. Mike interjected that there was a shooting on the 2600 block and the police captain for our district wrote an email and wanted to know if everyone saw</p>	

	<p>it. Mike stated that the police captain confirmed that it would've been helpful if we had a camera with a license plate reader there. Joseph asked what was the total loss for First Fridays in 2021 minus the contribution. Shari stated 2021 was a covid year so we received grants however we are bleeding through the grant money and it isn't sustainable and the bank balance is down to \$180k. Joseph asked how much are we currently short for each First Fridays event and Shari responded that it's roughly \$20k per event. Shari suggested that we increase the yearly contribution from KONO to First Fridays to \$35k-\$40k per year. She also mentioned that since First Fridays is such a valuable event we should contribute more than \$2k per month. Joseph asked where do you propose we move the funds from. Shari responded that there's funds sitting in the one time projects carry forward and can pull the funds from there. Joseph stated his suggestion is to increase the contribution from \$25k to \$50k. Alan stated that he agrees that the budget should be increased and we should have the cushion there. Mike stated he thinks it depends on what the police department decides to charge us. Shari stated that she never knows what the police department will charge, it changes monthly and is trying to get the city councilman to increase contributions to festivals. Joseph concluded setting aside \$50k a yearly contribution for First Fridays is reasonable. He also mentioned that he reviewed the quote for the archway and it was for \$1.4 million. Sonja stated that it isn't shocking the cost for the archway considering having a general contractor complete the job and liabilities included. Joseph asked if it was possible to get a private contractor and not the city to complete the project and Shari responded that the city uses Ray's Electric which is a private contractor. Joseph asked what KONO needs to do going forward. Sonja stated that we can get other bids. Shari stated she will follow up and that the city set aside \$150k and will find if they will set aside more to complete the project. Joseph stated he can't believe it will cost over a million dollars to complete the project and suggested we get 3 or 4 more BIDs. Mike asked what other districts paid. Shari responded that the city paid for them so there's no reason why they shouldn't pay for this one and furthermore stated that they received 2 RFP's and the lowest came in at \$163k possibly for the design only. Mike asked if we put a camera higher up on KP Market on 24th pointing towards the building, would it be a benefit to them. Shari stated that the position of the cameras should be left up to the technician and long distance cameras are the license plate readers and the others are 360 degrees. Joseph stated that if there aren't any more questions or concerns and then the meeting was adjourned.</p>	
<p>10)Next Executive Committee Meeting</p>	<p>Meeting adjourned 7:21 pm</p> <p>Next meeting Tuesday July 6, 2022 at 6:00 pm</p>	