



Executive Committee Meeting Minutes
Date: November 9, 2021 from 6:00 pm to 7:00 pm
Location: Zoom platform

Present: Joseph Jung, Sonja Brooks, Alan Wilk, Mike Thaler
Absent: None
Staff: Shari Godinez, [Greg Harris](#), [Courtney Russell](#), Ramon Hall
Guest: None

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
1. Welcome and Establish Quorum	Meeting began 6:04 pm Quorum established	
2. Open Discussion / Announcements	Introduction: Joseph Jung Joseph: No open discussions or announcements	
3. Staff Report: a) Executive Director Updates - Shari Godinez	Shari Godinez- Shari stated that her and Courtney are working on the 2022 budget and will have a draft ready by the next Executive Committee meeting. Shari reminded everyone that we will also have a Board retreat in February 2022. We need to come up with a draft outline for the retreat for the facilitator. Shari included in the agenda to go over employee benefit packages. Shari found out she should hear about the PPP loan forgiveness within the next 24 hours. She also mentioned that she will be taking vacation for the week of Thanksgiving. A master student at Berkeley did a report on the bike lanes and Shari had an interview with her and she will be sharing the report with her once they are done. They installed the holiday banners and will be up until January and then store them after. Shari mentioned there are 30 banners that are all put up and are displayed from W. Grand all the way to 34th. Shari mentioned we are doing a survey of the businesses to see who would want holiday lights in their windows and then will be ordering lights based on the survey result. Shari is looking at new grant opportunities and currently expecting a \$5,000 grant from Square since we promoted their small business resource program. She mentioned we did receive \$15k on Sept 15th for the covid relief. The graffiti issue on 27th and Broadway, Ramon spent a lot of time cleaning out the graffiti and it came back pretty quickly. Shari has been reaching out repeatedly to their community liaison and she keeps getting pushed down the road. She put up a photo and posted it on the Next Door app hoping the public pressure will encourage them to do something. Shari received a complaint that debris is being swept into the bike lane and the KONO Ambassadors are picking it up. Ramon stated that the personnel from the different buildings are using the blowers and blowing the debris into the bike lane knowing the Ambassadors will pick it up. Shari thinks maybe putting it out in the newsletters that goes out to the property owners to ask them to not have the workers blow the debris into the bike lane. Shari stated that Courtney drafted a letter regarding	

<p>b) Festival Director- Greg Harris</p>	<p>the maintenance of the trees so we have to send that out. Shari mentioned the city has not purchased a street cleaner that can go in between the bollards to clean the debris. Ramon mentioned that he can go and sweep up the debris that's been blown around so that it doesn't go into the bike lane and communicate with the business owners. Mike asked when does the new construction start for the bike lane and Shari stated it should start in the Spring and will be a year long construction process. Ramon stated the construction may have already started.</p> <p>Greg- Greg stated our 2nd First Fridays did take place November 5th. Greg mentioned that they received a call that the event will not have any portapotties. Greg stated we scrambled to find other companies to deliver them but were unsuccessful. He is in the process of getting new bids for next month's event. The entertainment went well and the rest of the festival went well. Greg stated that they apologized to everyone who asked about restrooms. KP Market and Burrito Express opened up their restrooms to the public during the event. Greg stated the event was packed and by 7pm seemed to be very crowded. He mentioned there was only 10ft left of vendor space. Security and OPD had not reported any issues. Greg mentioned there were some crazy drivers at the end of the night after the event closed on Telegraph and by the time OPD got there the drivers had taken off.</p> <p>Greg mentioned other than that there were no real issues at all during the festival. Shari mentioned that Carbon Health had a vaccination booth and performed 53 vaccinations. Greg stated there were 118 registered and Dec 3rd the 2nd shot will be made available as well as the booster shots for 12 yrs old and above. Joseph mentioned for the businesses that opened up their restrooms, we should send them a thank you letter. Shari also mentioned that we partnered with Vibemap and they created a map for people to have somewhere to go after 9pm when the event is over and passed out the maps and also helped collect donations. Shari stated we also partnered with The Town Experience who set up an activation zone on 23rd and will be working to receive \$10k in sponsorship money to occupy that space and plans to come back in Dec. Shari stated we also need councilmembers to sign off on debris boxes for Dec and next year. She stated we also don't have any guaranteed funding for OPD, fire service and permit fees. She stated we paid over \$2k in Oct and haven't gotten a bill for Nov yet. Shari stated we need to follow up with Councilmember Fife regarding permanent No Parking signs. She stated we also try to get at least \$30k of sponsor money. Greg mentioned that Carbon Health is interested in becoming a sponsor.</p>	
<p>c) Ramon Hall, Streetplus Supervisor</p>	<p>Ramon-Ramon mentioned there has been a lot of graffiti in the area. Everything has been good in the district. He mentioned that the lady that was causing problems and busting windows was handled. They assisted with the police and got the issue resolved. The police arrested her. Ramon stated that First Fridays was incident free and they did pretty well in keeping the trash under control by periodically dumping the trash during the event. He stated there wasn't that much trash in the street the next day and picked up approximately 1000 pounds of garbage. Shari stated that gate donations for Oct were up from Nov. Shari stated we do</p>	

	<p>have a QR code at the gate and collected approximately \$53 from that. Sonja suggested we make it a \$2 requirement to get into First Fridays. Greg stated they announced donation requests from the stage and the MC's went into the crowd with the QR code and asked for donations. Sonja suggested we have at least 10 people doing that throughout the entire festival to increase donations. Ramon mentioned that he wanted to thank the resource officer for getting the van towed from 23rd St. and the lady that was receiving threats no longer is.</p>	
<p>4) Action Item: Approve Minutes from Aug 4, 2021</p>	<p>Mike T-Moved to approve minutes Sonja- 2nd to approve minutes No objections or abstentions Minutes approved.</p>	<p>Action: Minutes from Aug 4, 2021 approved</p>
<p>5) Action Item: Approve Financial Reports September and October</p>	<p>Shari-Shari gave a quick review of the financial reports as follows: The balance of the KONO bank account at the end of Oct was \$536,724.39. Activity for Oct was a refund of \$393.54 to one of the property owners for over assessment. Total expenditures of \$40,964.00 In Sept there was \$0 income and expenditure of \$51,373.00 P&L Statement Jan-Oct shows total revenue at \$617,014.70 Total expenditure year to date thru the end of Oct is \$432,329.25 Net revenue of \$184,685.00</p> <p>The balance of the First Friday bank account as of the end of Sept. \$216,083.00. P&L thru Sept total income was \$25,253.00. Expenses \$9,993.00 (not all expenses are paid yet). Net revenue \$15,439 plus \$15,000 grant for a total net of \$30k Oct income \$23,432.00 Expenses \$33,716.00 Net Loss of (-\$10,000)</p> <p>Shari stated for 7 years the city covered all of the OPD, fire expenses and now they stated they no longer have the funds in the festival budget. The city stated that there's a separate resolution for Farmers Markets and that's why they don't have to apply for the encroachment every month and we do. Shari will talk to Fife about writing a resolution for OakFF.</p> <p>Alan-Moved to approve Sonja-2nd to approve No objections. Mike abstained since he was not able to read prior to meeting. Financial Reports approved</p>	<p>Action: Financials Report Sept and Oct 2021 approved</p>

<p>6) Discussion: Employee Benefits Package</p>	<p>Shari- Shari asked the board if they would consider looking at a benefits package for the employees. She stated there's many ways to do it, the employee can cover a portion and the company covers a portion for 5 staff members. She mentioned we currently have zero medical benefits. Sonja mentioned that Shari's negotiated salary included or accounted for medical coverage so Shari would be responsible for supplementing it. Mike stated that was his recollection as well. Sonja stated then we would need to review everyone's hours and then review the packages to see the cost. And once the budget is reviewed, consider the options. Joseph asked if Shari can come up with some proposals so the board can consider the possibility of implementing the coverage.</p>	
<p>7) Discussion: CRM Network For Good</p>	<p>Courtney-Courtney stated that Network for Good is a tracking database for tracking donations. She stated its a robust system that could potentially replace other costs such as Mailchimp because it has the capability to send out newsletters and campaigns. She mentioned that we could do strategic donation requests rather than it just being in a newsletter. The cost is \$300 to \$400 a month. Sonja asked if we can provide the benefits and how it will help KONO and Oakland First Fridays so it can be reviewed as it would not be sustainable in 2-3 years. Shari offered that if any of the board members wanted to be at the meeting they are welcome.</p>	
<p>8) Open Forum;</p>	<p>Shari- Shari mentioned that KP Market will no longer allow us to use their parking lot for our debris bins so we need to find a new location for the Dec event.</p>	
<p>Next Executive Committee Meeting</p>	<p>Meeting adjourned 7:19 pm Next meeting December 7, 2021 at 6:00 pm</p>	

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