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**Board Meeting Minutes**

**Date: May 24, 2022 from 6:30 pm to 7:35 pm**

**Location: Zoom platform**

**Present**: Joseph Jung, Mike Thaler, Alan Wilk, Curt Haven, Ryan Thomas

**Absent:** Mindy Landmark, Sonja Brooks, Keun Bae Yoo

**Staff:** Shari Godinez, Courtney Russell, Greg Harris, Ramon Hall

**Guest:** None

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| ***Subject*** | ***Discussion*** | ***Action*** |
| **1. Welcome and Establish Quorum** | Meeting began 6:34 pm  Quorum established |  |
| **2. Open Discussion / Announcements** | No discussions/announcements |  |
| **3. Staff Reports:**  **Streetplus-**  **Operations Supervisor, Ramon Hall**  **b) First Fridays Program-Greg Harris**  **c) Executive Director-Shari Godinez** | **Ramon-** Ramon stated that in April the ambassadors removed 10,720 Ibs of garbage;96 graffiti tags; power washed 16 block faces; 43 Merchant checks; 1 911 call; 38 illegal dumps; 12 homeless outreaches; 4 needles removed; 38 311 requests and 80 directions were given. Ramon also mentioned that they have been working on the Go Green tree well project and using recycled cardboard in place of using chemicals in the tree wells in the district. He also stated that he is in the process of hiring one more cleaning ambassador and is looking to have him start by next Wednesday. He mentioned that Starbucks has an opening deadline and will be open by June. Ramon stated that he has also seen Macro the Mobile Assistance Community Response team on a daily basis in the district and they help with the homeless, and people with mental health issues.  **Mike** asked if and when there are issues with the homeless community, can that be reported to this new company for them to take care of. Ramon responded that yes they will handle most situations with the homeless. Mike stated that he has a commercial tenant that's having issues and wanted to know if he could direct them to call this company and Ramon responded yes they will handle it.  **Ryan** asked if the phone number for the mobile assistance was widely circulated and if there is a particular cardboard that must be used for the tree wells since we are looking for ways to save on costs. Ramon responded that he can use any type of cardboard. Ryan stated he will follow up with Ramon for the assistance phone number and to talk about the cardboard for the tree wells.  **Greg** stated that First Fridays took place on May 6th and had approx 12,000 attendees. He stated there were a couple of issues, with one arrest due to someone behaving erratically and holding an object that ended up being an umbrella handle. Greg stated there were quite a few rogue vendors and there was a trash can fire that OPD helped to put out. Greg mentioned that First Fridays also received negative press by Channel 2 stating that a side show that took place on Thursday night was in the same footprint as the First Friday event. Greg stated he was looking forward to the June event and wanted to know if the Octoberfest event is still a go. Joseph confirmed that it is for October and not September and if there is any change he will let Greg know. Joseph asked for clarity on the arrest incident and if the person who was arrested had a gun or if it was actually an umbrella handle. Greg responded that yes it was an umbrella handle however it had a detachable piece and he was dancing around the event acting erratically so OPD was radioed to ensure everyone's safety.  **Shari-** Shari stated she met with councilmember Fife regarding the new proposal for the Oakland Business Tax which she sent to all the businesses. Shari also attended a webinar for Care for Community which is also regarding the new business tax proposal and it’s going up for vote on Thursday at 10am. Shari also stated she was in contact with a KONO business regarding the bike lane construction and he was concerned about it blocking his driveway. She mentioned that Applied Contemporary Gallery went out of business. Shari mentioned she sent out a survey about First Fridays to see how businesses feel about the event and have received only 11 responses so far so she is having Ramon pass out fliers to all the businesses in the district to encourage them to respond to the survey. Shari mentioned that Kaiser has agreed to put a mural on their parking structure at 27th and Northgate. 333 Arts is working with KONO to get it completed in a 4 month time span. She also mentioned there's a new mural going up right now on 27th and Broadway. Shari mentioned our next First Fridays event is happening on June 3rd and the theme is Juneteenth and will also be working with Mcclymonds High School students to sell their products. Shari was successful in having the parking garage at 21st and Telegraph to stay open until 12am on First Fridays to accommodate the attendees and vendors and charge a $10 flat fee. Shari stated she reached out to Mia Bonta and Keith Carson to help with funding for First Fridays. She stated Keith Carson's office responded and referred her to a grant called the APRA Covid grant up to $100k and Shari applied for $68k. Shari mentioned that she is testing out a grant writer and she has her working 15 hrs a week at $25hr. She stated that the camera project is moving along great and now has 24th, 25th, 26th, and 29th Streets all wanting to get involved in the camera project. She mentioned that the Board has already approved the budget for 24th St and hopefully the rest of the budget could be approved tonight in this meeting for the rest of the project. Shari stated there is an issue with one of the tenants at a commercial unit being up all night playing music and she has spoken to the property owner and he stated he has started the eviction process to remove them. Shari mentioned there was a break in at the fence next to the KONO building and 2 of the generators were stolen out of the tuff shed. She also mentioned there was a fire in the parking lot at Northgate and 27th St. Shari stated she attended the NCPC meeting last night and there’s a new homeless administrator named Daniel Cooper and has a contact email for him. Joseph asked who is paying for the mural and how much it will cost for the Kaiser building and Shari responded that Kaiser is paying $78k for it. Shari mentioned $10k of it is for the administrative part for 333 Arts doing all the paperwork and acquiring artists. Ryan stated that someone that works for his building has spoken to the landlord at the commercial property and understands they already filed to evict the loud tenant and that residents in his building have complained as well as retail businesses. Joseph asked what is the address of the tenants building and Ryan responded that it’s between 26th and 25th on the southside of Telegraph. Curt asked Shari who the survey was mailed to and Shari responded that it was emailed to the businesses and Ramon distributed flyers and stated that the property owners didn’t get the correspondence but if Curt thinks we should do that, they could talk about doing a different type of survey. | . |
| **4) Discussion Item: Frequency of Board meetings (monthly or every other month)** | **Curt** stated that it was his idea to go back to the monthly Board meetings and thought it would be good however he didn’t realize that our Executive Meetings are very productive so because of that we shouldn’t have to meet monthly until perhaps getting more Board members. Mike asked if needed can’t the Executive Board request for a regular Board meeting if something important comes up. Joseph confirmed that is the case and when it becomes necessary can call for extra meetings. Shari stated that she believes if we start the committees that people will be more engaged and involved. Curt stated that we need more bodies to have the committees. Joseph mentioned we should invite more Board members who can actually participate in the meetings. Ryan asked if there is a particular demographic when looking for new Board members. Shari stated that in the bylaws we are required to have ⅔ of the Board has to be property owners, however there are seats for business owners and residents in the community. Ryan stated that there’s a lot of businesses in the KONO district and it would be a good mix to have some of them to be on the Board to give ideas, even regarding First Fridays. Shari mentioned that we are starting a First Fridays committee so that would be a great opportunity for business owners to be a part of. Joseph stated that the committee members do not need to be a part of the Board to participate. Curt asked how many seats are available and Shari responded that according to bylaws we can have up to 25 Board members and we currently only have 8. Ramon stated he has tried to talk to some of the business and property owners about joining the Board. Shari suggested to give them her phone number. |  |
| **5) Discussion Item: Review Financial Reports through Apr 30, 2022** | KONO bank balance; $833, 667.68  Total revenue Jan-Apr: $583,595 (includes $5k donation)  Expenses; $159,729.00  Net revenue; $423,665.00  OakFF bank balance; $207,966.00  Gross profit-Jan-Apr: $117,814.73  Total expenses; $113,631.70  Net Income; $4,183.03  Mike stated that the KONO net revenue is misleading because of the assessments received. Shari agreed and stated that 3 disbursements were received. Ryan stated that it’s great the First Fridays has been able to generate some income despite all that has happened this year. Shari stated FF’s received a Shutter Operators grant for $35k. Joseph stated it is very important to continue finding these grants. Joseph asked if there are any other grants Shari is currently working on and she responded that she is working on the APRA grant for $68k through Alameda County and BofA for $60k. Greg stated that he is also working on a grant from Safeway. |  |
| **6) Action Item: Vote on KONO Assessments Increase 2022/2023 (5%)** | **Shari** confirmed that the Executive Committee agreed with a 5% increase and the last increase was in 2020- 21 for only 2.5%. Shari stated she shared a chart that shows the increases over the years. Joseph stated that Shari had confirmed that many other districts have increased 5%. Shari stated some reasons for the increase are because of the increase in the cost of living, the camera project, offering health benefits to employees, pedestrian lighting, First Friday banners, marketing costs with Vibemap and the KONO archway. Shari stated that the city came back with a quote for $1.4 million for the archway, however we don’t know how much the city will cover. Curt stated that he knows many property owners are still dealing with rent freezes and inflation being so high will the increase just be another inflation cost and his client isn’t interested in having the increase so we may receive a lot of push back. Shari stated she sent out information regarding the increase to the property owners and only one had a response. Curt also stated that the increase is fair if Shari hasn’t received push back from paying property owners, however because of his client he would have to vote no on the increase. Ryan stated that he’s seeing rent growth and occupancy growth in multi family, multi businesses. Joseph said that this increase has been on the agenda 3 or 4 times and this is the last opportunity to discuss and add the increase so the decision has to be made.  Mike moved to Approve a 5% assessment increase  Alan 2nds the Motion to Approve  1 opposition by Curt Haven  No Abstensions | **Action: KONO Assessment increase by 5% approved** |
| **7) Action Item:**  **Approve KONO 2022 Budget** | **Shari** stated she shared the budget with everyone through email and started sharing her screen. She went over the summary of the budget line by line and stated that the budget includes the assessment increase. She concluded that the total operating budget would be $736,116.42. She then stated she would go over the details of the budget and go over each category line by line. She mentioned that $25k is contributed by KONO to Oakland First Fridays yearly and suggested increasing it to $50k as proposed in the budget. Joseph asked if this budget covers KONO and First Fridays. Shari responded that this is only the KONO budget. Joseph asked if we have the $50k to contribute and Shari responded that we have money in reserves. Joseph stated that this includes $75k for the camera project that’s for 4 buildings and Shari responded that she’s asking 2 of the property owners to donate to KONO at least 50% of the cost of the cameras. Joseph stated that is a great improvement to the district. Mike Thaler stated that he is not in favor of increasing the contribution from KONO to First Fridays from $25k to $50k as he believes First Fridays is self sufficient and let KONO continue focusing on its primary purpose. Alan disagrees and believes that First Fridays is a big part of who KONO is and what it contributes to the KONO District and keeping it alive is important. Ryan stated that he is in favor of the increase and believes that the property owner and business owners would be affected by its loss. Curt asked if Streetplus is split cost across the budget and Shari responded that it's only under Security and Maintenance. Curt was pleased to find out that 62% of the budget goes to Streetplus and not First Fridays and he would pass on that information. Shari stated that KONO has only been contributing $25k per year to First Fridays. Shari also stated that the city has her sign an estimated cost of $10k for OPD fees for each event and then has later billed for a smaller amount. However, they are 4 months behind on billing. Curt stated he will support the increase of $50k to contribute to First Fridays. Joseph stated that it’s clear the Board agrees that the show must go on and will continue to support.  Mike T-Motion to Approve the KONO 2022 Budget  Alan 2nds the Motion  No objection or abstentions  KONO 2022 Budget approved | **Action:**  **KONO 2022 Budget approved** |
| **8) Action Item;**  **Approve Minutes from March 15, 2022 Board Meeting** | Mike T-Motion to Approve the March 15, 2022 Board minutes  Ryan-2nd to Approve  No objections or abstentions  Minutes approved | **Action: Minutes for March 15, 2022 Board Meeting approved** |
| **9) Discussion:**  **Shari give summary & Board attendees weigh in on KONO Board retreat April 23, 2022** | **Shari** shared that we had a theme of Connect, Create and Make the Difference Last and the Board members who attended were Joseph, Sonja, Kuen Bae and Curt. Staff members were Shari, Courtney, Greg and Ramon. The facilitator, Karen Wertman, focused the retreat on sustainability. Shari went through the retreat agenda and main points of the retreat. She stated the afternoon session focused on First Fridays and a short video showing the First Fridays event, showing the number of attendees and vendors and talked about the challenges with maintaining and sustaining the event.  The committees include:   1. First Fridays that would be headed by [Mike Thaler](mailto:mikethaler@gmail.com)and [Greg Harris](mailto:Festivalcoordinator@oaklandfirstfridays.org) 2. Curt Haven/ Alan- Security and Safety 3. Joseph-Executive Committee   Mindy stated that she would participate on the Marketing and Beautician Committee. Shari mentioned we talked about having a KONO day open house in July or August and then our Board election in Sept  Shari is asking everyone to join one of the committees and follow through on commitments to First Friday.  Curt stated that he feels that the retreat was great and that he wished more people attended.  Joseph stated that he thought the space was good and food was good and wished more Board members had attended and proposed that we invite immediate family members next time. Ryan stated he wasn't able to attend due to staffing issues and shouldn’t be a problem going forward.  Ramon stated that he enjoyed the retreat and that everyone was on the same page and solution oriented.  Greg stated that he hopes we follow through on the commitments made at the retreat. Joseph stated that Greg can call him if he has any concerns |  |
| **10) Next Board Meeting:** | **Meeting adjourned: 7:59 pm**  **Next Board Meeting: July 12, 2022 6:30 pm** |  |

**By Courtney Russell and Edited by Shari Godinez**