



**Executive Committee Meeting Minutes**  
**Date: October 12, 2021 from 6:00 pm to 7:00 pm**  
**Location: Zoom platform**

**Present:** Sonja Brooks, Kuen Bae Yoo, Alan Wilk, Mike Thaler

**Absent:** Joseph Jung

**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 6:08 pm Quorum established	
2. Open Discussion / Announcements	<b>Introduction:</b> Sonja Brooks <b>Sonja:</b> No open discussions or announcements	
3. <b>Staff Report:</b> a) <b>Greg Harris - Festival Director</b>  b) <b>Executive Director Updates - Shari Godinez</b>	<b>Greg Harris-</b> Greg stated we had a successful event Oakland First Fridays on October 5th. The booths weren't sold out due to some issues with OFD. We had roughly 8,000 people attend. As Covid goes away we should see numbers increase. Promotion for the event was done through social media outlets and our numbers increased to 15,000. That's up by 2000 followers. Greg stated we had 8 interviews with news broadcasters and television stations. He spoke about the issues and challenges that came up to put on the event. This month we were asked to do the new encroachment and received feedback about how the neighbors feel and some of the changes they would like to see happen. Sponsorship is down due to Covid, however \$11,000 was raised. We welcomed Moxy Hotel to our footprint. They were extremely happy with the event and stated that they benefited a lot from the event with increased bar sales after the event ended. The kids zone will remain closed until Jan to keep the kids safe. Greg also stated OPD was very mobile and stayed spread out and walked 2 by 2 throughout the event. EPS is the security company we have on contract. There were 24 security guards. 5 armed, and 18 not armed.  <b>Shari-</b> Shari stated we completed the 2021 Budget Performance Sheet. She will complete the 2022 budget draft before next year. Shari stated we hope to have the board retreat in Feb 2022. We received a lot of media coverage for Oakland First Fridays. It aired on Channel 2, 4, and many radio stations. She mentioned we did not receive the grant from Oakland Cultural Arts Council Commission due to missing the score by a small amount. Still working on the EIDL grant that's potentially \$15k. Received a lot of requests for graffiti abatement. Shari has been researching camera companies and received one quote of \$3000 for 2, 360 degree cameras with license plate readers and installation. Shari advised meeting with OPD to find out where the cameras should strategically be placed	

<p>c) <b>Ramon Hall, Streetplus</b></p>	<p>throughout the footprint. Shari attended the Oakland Public Safety Committee meeting. Shari received some of the crime stats for the area and they discussed the transition of the special event permit from OPD to the city administrator's office. Shari stated her concern was the desire to exclude OPD from festivals. She mentioned that Kaplan stated that in the legislation there was nothing that states we had to hire OPD. Shari reviewed the legislation and stated that it is up to OPD's discretion to have OPD there. Shari wrote to Greg Minor requesting a conversation with him.</p> <p><b>Ramon</b>-Ramon talked to a lot of the merchants in the district after First Fridays and they were very happy and supportive of the event and were glad to see the police presence. Ramon stated there has been a lot more car break-ins lately. Otherwise everything in the footprint has been going well and the trash pick up went pretty smoothly after First Friday.</p> <p><b>Kuen Bae</b>- Kuen Bae stated that there are homeless on 35th behind the park. He stated they come and dump trash in front of buildings and also steal parts from parked cars. Also a tree on 34th St broke and needs to be cleaned up.</p> <p>Courtney stated that she called the city and requested that they trim the trees in our footprint. However the city stated that they cut the tree cutting budget back in 2009. Sonja suggested that we keep making the request possibly weekly and to gather signatures in order to get the city to respond to those requests. Shari suggested we write a formal letter to the city and cc the mayor and Public Works. She stated we will get a draft of the letter before the next board meeting. Greg stated that there's a concern with one of the trees in front of the office that needs cutting because there were some sparks from the bbq that touched one of the branches during First Friday and the fire department had an issue with that. Kuen Bae said he will also have his lawyer send a letter to the city. Sonja suggested finding out what is the comprehensive plan to fix the homeless situation and said we should consider reaching out to Carol Fife to find out what can be done about the homeless encampments. Shari mentioned that there is also a van that's being used to sell drugs from. Ramon said that the drug dealers in that van threatened the property owner when she asked them to move and said they would burn down her building.</p> <p>Sonja suggested we make a plan to find out the policy, and the timeline regarding the trees and the homeless encampments to get a resolution.</p>	
<p><b>4) Action Item: Approve Minutes from July 21, 2021, Aug 4, 2021</b></p>	<p>Mike T-Moved to approve minutes  Alan- 2nd to approve minutes  No objections or abstentions  Minutes approved.</p>	<p><b>Action: Minutes from July 21, 2021, Aug 4, 2021 approved</b></p>

<p><b>5) Action Item:</b>  <b>Approve Financial Reports thru Aug 2021</b></p>	<p><b>Shari-Shari</b> gave a quick review of the financial reports as follows:  The balance of the KONO bank account is \$634,083.11  Gross income thru August was \$617, 408.00  Expenses thru August \$339,991.40  Net revenue of \$277,416.00  The balance of the First Friday bank account \$198,071.48  Gross Income thru August was \$56,024.00  Expenses-\$23,587.00  Net revenue - \$73,087.00 including PPP funding</p> <p>Mike Thaler asked what the total cost for First Fridays was and Shari stated that she didn't have the exact numbers yet however it typically costs \$30k to put on the event, there's an additional burden of \$10k for OPD services, \$5k from fire. The city gave us \$10k and Doordash \$10k.</p> <p>Alan-Moved to approve  Mike T-2nd to approve  No objections or absentions</p>	<p><b>Action:</b>  <b>Financials Report thru Aug 2021 approved</b></p>
<p><b>6) Discussion:</b>  <b>Review Budget Performance sheet thru Aug 2021</b></p>	<p>Shari stated that on the Budget Performance Sheet that the numbers highlighted in red were items that were over budget and that they should have budgeted higher for the annual mailout and will adjust for next year Professional fees went over budget because we brought in an auditor this year. Repair and maintenance went over due to a repair of a fence and there is a \$27 for a tax that we need to follow up to confirm what it was for. Marketing went up for KONO because we moved Mike Woolsons position from First Friday into KONO because of the pandemic  We are currently at 72% of our budget however will spend money on banners and holiday decorations and more beautification projects.  Shari stated she is testing out having plants in the planters because one she installed attempted to be stolen but as of now it is still there.</p>	
<p><b>7) Discussion:</b>  <b>Safety and Cameras</b></p>	<p>Shari asked how the board feels about putting 3 cameras up in the district to start. Ramon suggested the hot spots to put cameras up would be 25th in front of the pharmacy and 22nd in front of the church next to the Moxy hotel and Sycamore between the beauty shop and the smoke shop where the car break-ins are happening.  Everyone was in agreement that the cameras would be beneficial to the district. Sonja suggested we get an idea from at least 3 companies to see if they would give a discount for a bulk amount of cameras. Shari mentioned one major thing that stood out at the meeting she attended was that gun violence in our area is up 667%. Sonja suggests we bring this matter up to the board to get a broad perspective on implementing cameras in the district.</p>	
<p><b>8) Action Item;</b>  <b>Set agenda for KONO Board of Directors Meeting</b>  <b>Oct 19, 2021</b></p>	<p>Agenda for the next Board meeting:  Cameras  draft letter around the tree issue  Approach to deal with the homelessness/encampments</p> <p>Reach out to Kaiser, our community contact, to understand who we should escalate to for the blighted parking structure.</p>	

<b>9) Open Forum</b>	No questions or comments	
<b><u>Next Executive Committee Meeting</u></b>	<b>Meeting adjourned 7:14 pm</b> <b>Next meeting November 9, 2021 at 6:00 pm</b>	

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