



**Board of Directors Meeting Minutes**  
**Date: September 13th, 2016 from 6:30pm to 9:02pm**  
**Location: KONO office, 2301 Telegraph Avenue, Oakland, CA 94612**

**Present:** Joseph Jung, Mike Thaler, Sonja Brooks, Katherin Canton, Charlie Hahn, Keun Bae Yoo,

**Absent:** Ali Tahsini, Peter Schroepfer

**Staff:** Shari Godinez

**Guests:** Hiroko of the Uptown Arts District, Darlene Drapkin of Urban Transformation, Alan Wick, Adam Nelson of 2 Mile Wine and Spirits

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
<b>1. Welcome and Establish Quorum</b>	Quorum was established.	
<b>2. Public Comment, Announcements/Open Discussion</b>	No comments	
<b>3. Action Item: Approve Minutes from July 12, 2016 Board Meeting</b>	There was a brief discussion about connecting with organizations that do outreach for homelessness.  Sonja motioned to approve the minutes; Charlie seconded; All approved	<b><u>Approved</u></b> The July 12, 2016 Board Meeting Minutes
<b>4. Action Item: Approve 6k on tree well beautification project</b>	Shari reported on the quotes from two landscaping companies to add shrubs and mulch to the KONO tree wells. KONO is currently getting help from Safety 1 <sup>st</sup> to water the trees, but with the planting of shrubs, it will be necessary to have an ongoing watering program. Obtaining free gray water was discussed along with investing in a larger bladder device to water the trees. Adam mentioned that his business has grey water available.  Charlie presented the modifications of having the most drought resistant shrubs and for rewarding and recognizing businesses that provide gray water.  Sonja proposed that the addition of a larger bladder be added to the budget.  Charlie motioned to approve the 6k for the tree budget with modifications; Katherin Seconded; All approved.	<b><u>Approved</u></b> Up to 6k for the tree well improvement project with modification to use drought tolerant plants and resource grey water for the watering.
<b>5 Action Item: Approve 1k for mosaic art on</b>	Sonja proposed to research more artists and get mosaics done for less money. Sonja and Katherin voiced concern about the process of choosing the artist for the grant	<b><u>Approved</u></b> \$1,000.00 budget for

<p><b>trash can</b></p>	<p>proposal. Shari reported that the grant requirement list included naming the artist and that Rachel researched three local artists and chose the medium priced one. Darlene mentioned that doing a 'prototype' can allows property and business owners to get a visual representation that they would want to potentially invest in.</p> <p>Katherin motioned to approve 1k for a mosaic on a single trash can. Charlie seconded. Approved by Joseph and Keun Bae. Mike and Sonja abstained. Passed with 4 votes.</p>	<p>the mosaic art on a KONO litter container.</p>
<p><b>6. Action Item KONO pay \$500 per quarter for storage at Mortuary</b></p>	<p>The mortuary has allowed KONO to use storage space free for 5 years. Sonja suggested a counter offer to the \$500 per quarter offer. Then, it was agreed that the \$500 is reasonable.</p> <p>Mike motioned to approve the \$500 per quarter; Katherin seconded; All approved.</p>	<p><u><b>Approved</b></u> \$500 per quarter for storage space at the Mortuary.</p>
<p><b>7. Discussion: Donations from Board Members needed</b></p>	<p>Shari explained that the Fleishhacker grant had inquired about the participation of Board members in donating to the organization. She explained that Board donations show that the members value the organizations work and reflects the health of the organization.</p> <p>Keun Bae Yoo stated that there is already an assessment tax, therefore a donation should not be necessary. Shari clarified that an assessment tax is not considered a donation.</p> <p>Joseph referenced other nonprofit organizations that he is a part of that require membership donation fees. He offered to donate \$500 as president and suggested that other board members donate \$100.</p>	
<p><b>8. Guest: Update on Uptown Arts District (Hiroko)</b></p>	<p>The UAD recently had a meeting with their Policy Working Group at the Vespa Gallery with artists, art enterprises, business owners, property owners, affordable housing interests, and several other heads of different departments. Since that meeting they have been working on a resolution to designate the area between Broadway, Telegraph, Grand, and 27<sup>th</sup> as the UAD. The resolution brings forth tactics to counteract artist displacement and combat the current real estate market in the absence of inclusionary zoning policies. Also, the UAD is proposing to create a city wide entity called the Cultural Overlay District Advisory Committee that looks at how to build cultural arts districts in the city. When an area shows artistic activity, this committee would act to protect and encourage that area through policies. Another artist preservation organization Hiroko mentioned was CAST, the Cultural Arts Stabilization Trust of SF.</p>	

	<p>The UAD absolutely wants to improve business improvement districts because the UAD could potentially benefit business owners and property owners.</p> <p>Sonja inquired about possible conflict in branding. Hiroko said she does not see any competition in branding. She also mentioned that First Friday came out of Art Murmur. Darlene suggested signage that unites the two districts. Shari asked Hiroko if they could name the UAD, the Uptown KONO District instead. Hiroko said they already referenced and marketed it as the UAD so that would not be an option.</p> <p>Hiroko said that they are working on a second resolution. The first one was a list to discuss with others in the community and to be collaborative. The second resolution will be taken to City Council on October 11<sup>th</sup>.</p> <p>Joseph asked if the district is a legal entity. Hiroko responded that it is an area that they want to be designated by the city.</p>	
<p><b>9. Guest: Introduction to NBS and Urban Transformation, organization for CBD renewal</b></p>	<p>Darlene presented the expansion area map. She expressed the need for a steering committee of 4 to 8 people to be formed. Recommendations for committee members were suggested (John Protopapas, and Phil Porter). Alan Wilk also voiced interest in serving on the committee. Darlene is going to create a survey for areas of the expansion map and provide it for review at the steering committee meeting. The survey asks if people want to participate in being part of the CBD. She suggested having a meeting early November that the property owners in the expansion areas can attend in order to get more information about the CBD. On February 1<sup>st</sup> the District Management Plan will be drafted. April is when the petition process is started in which the aim is to get 30% of property owners to sign in favor of the CBD. The votes are weighted based on the amount of their tax assessment. By May 30<sup>th</sup> the petition process should have passed, and it is taken for review at the City Council meeting. Finally, KONO will enter the ballot phase for a period of 45 days. July 18<sup>th</sup> is when the final public hearing is held.</p>	
<p><b>10, Report: Safety First, Security and Operations</b></p>	<p>Lathan Hodges was absent and this item was not discussed.</p>	
<p><b>11. Oakland First Friday Updates (John Eric Henry) a. Annual</b></p>	<p>John Eric Henry was absent and these items were reported on by the Executive Director.</p>	

<b>Fundraiser update</b> <b>b. Indigogo campaign update</b>		
<b>12. Staff Report:</b> <b>Shari Godinez,</b> <b>Executive Director</b>	<p>Shari reported that the assessment overcharge refund letters went out to property owners and so far there have been 18 donations and 30 refund checks sent. She also mentioned that KONO will be going through a Workers Compensation Audit on September 14<sup>th</sup>. There have been staff changes with the Oakland First Friday staffing which include Tavia Stewart and Ira Lazo leaving. Ira decided not to stay but found an intern replacement that is highly skilled in computers/ technology. A job position has been posted for a project coordinator for Oak FF.</p> <p>The KONO Commercial Vacancy List was updated. There was a meeting about boosting KONO's social media. A KONO newsletter was sent out for August. Shari met with Hiroko to discuss the Uprown Arts District. We are answering further questions from the Fleishhacker grant. There was a mail out fundraiser for Oak FF to business owners and so far \$450 was donated. A Donor's page will be created on the Oak FF website to recognize these contributions. Shari is working with the city to get fees waived for the Excess litter fees program for business owners in the district. Shari received a call about homeless people camping in the 25<sup>th</sup> street parklet. She connected them with the staff from the City that deals with homelessness. KONO signed a contract for the District Renewal. KONO is working on setting up an Advisory Committee for Oak FF. We are communicating with Planting for Justice about tree care and have received two quotes from landscaping companies. KONO is working on getting a 2 yard dumpster for the district litter to be stored in the courtyard.</p>	
<b>13. Set Date and Time for next Board Committee Meeting</b>	October 11, 2016 @ 6:30 pm	

**Minutes by:** Rachel Varaiya