



Board of Directors Meeting Minutes

Date: January 18, 2017 from 6:30pm to 8:01pm

Location: KONO office, 2301 Telegraph Avenue, Oakland, CA 94612

Present: Joseph Jung, Sonja Brooks, Keun Bae Yoo, Mike Thaler (by phone), Peter (by phone), Andrew Slakey

Absent: Ali Tahsini, Katherin Canton

Staff: Shari Godinez, Lathan Hodge

Guests: Pam Durnam of Art and Garage District

<u>Subject</u>	<u>Discussion</u>	<u>Action</u>
<p>1.Introductions: Call to order/ Determination of Quorum</p>	<p>Quorum was established.</p>	
<p>2. Public Comment, Announcements/Open Discussion</p>	<p>Pam Durnam reported on the Arts and Garage District which was formerly known as the Uptown Arts District which covers from West Grand to 27th Street and Broadway to Telegraph Ave. This is also known as the Art Murmur, First Friday area. They have been working for over a year to get a designation for a cultural arts district. The resolution that they are proposing will also designate an Arts and Garage District council to work on policies and funding resources. They welcome neighborhood participation and have a place in the council reserved for KONO. Pam provided a draft of the resolution which includes policy guidelines and requested feedback and a letter of support from KONO. It is a goal to protect property and business rights and maintain affordability. Sonja asked Pam to list priorities of the Arts and Garage District. The priorities were as follows:</p> <ol style="list-style-type: none"> 1. Create a designation for the district because that enables them to seek outside funding sources 2. Work with business owners and developers so artists and makers are not displaced <p>They are hoping to receive funding from the California Arts Council which has funding for designated arts districts.</p> <p>Joseph asked Pam if the Arts and Garage District is a legal entity. She said she was not sure. Shari commented that it can be a recognized council but that does not necessarily mean that it is a corporation. Joseph asked how the entity will receive funding and who the recipient would be. Pam responded that that hasn't been discussed but it will be discussed after the district is designated. Sonja mentioned overlapping districts can cause competition, branding issues, and can impact businesses and real estate. Pam responded that they are trying to avoid competition and set up a relationship that is mutually beneficial.</p> <p>They are hoping to present the resolution February 14th and are requesting a letter in support of the district.</p>	
<p>3. Action Item: Approve</p>	<p>Peter needs to be listed in the minutes as present or absent.</p>	<p><u>Approved</u></p>

<p>Minutes from November 10, 2016 Board Meeting</p>	<p>Sonja motioned to approve the minutes.</p> <p>Mike seconded.</p> <p>All approved</p>	<p>The November 10, 2016 Board Meeting Minutes</p>
<p>4. Action Item: Review and approve KONO and OakFF Financial Reports Dec 2016</p>	<p>Shari reported on the financials. Trash Services was added as a new category/ line item.</p> <p>Sonja motioned to approve the financials.</p> <p>Andrew seconded.</p> <p>All approved.</p>	<p><u>Approved</u> The Financial reports for Dec. 2016</p>
<p>5. Action Item: Approve proposal with Planting Justice for planting and maintenance of tree wells</p>	<p>The number of tree wells from original estimates has decreased from 83 tree wells in the entire district to 36 tree wells between 20th St. and 27 St. 2 shrubs per tree well would be planted and Planting Justice would be responsible for maintaining and watering the tree wells. The watering would be on a schedule with more watering in the summer and less in the winter months. The proposal totals approximately \$13,000 for 12 months. There is a line item for landscaping which is roughly \$12,000. The plants will be drought tolerant. It is increasingly urgent to put this plan into action so that the new plants can take advantage of the rainy season and get established.</p> <p>Mike motioned to approve under the condition that the Board could have 10 days to submit another bid for landscaping by January 28th.</p> <p>Sonja seconded.</p> <p>All approved.</p>	<p><u>Approved</u> The proposal with Planting Justice for planting and maintenance of tree wells. The Board has 10 days to come up with a better bid.</p>
<p>6. Action Item: Approve OakFF Payroll Taxes as an in-kind donation to the event</p>	<p>Shari suggested not taking action on this item because what is being proposed in the next budget is that First Friday pay the amount back. KONO has a line item in Marketing/Economic Development that they give to First Friday. This is in line with the District Management plan in that it supports a cultural event. Money is taken out of certain categories to pay for First Friday but then First Friday has to pay back the Payroll Taxes.</p> <p>No action was taken on this item.</p>	<p><u>Action</u> No action was taken.</p>
<p>7. Action Item: Presenting Oakland First Fridays less months (11 or 10) per year</p>	<p>Sonja recommended excluding the month of January. Joseph mentioned that the purpose of First Friday is not to make a profit but to have branding. Even if it doesn't make a profit it benefits the businesses and the vendors. He recommended we have it every month unless it is rained out. Shari recommended to take off the month of January not only because of weather but it will give KONO an opportunity to analyze the entire year, renew the encroachment permit (which involves going door to door to have people sign off on having the event), and a chance to see if we are meeting our goals of the event.</p> <p>Shari said there is a system when deciding if the First Friday event will take place depending on the weather. The decision is always made at noon on the Wednesday before the event.</p>	<p><u>Action: Staff will do a survey of the vendors and KONO businesses about not holding a January OakFF event in 2018.</u></p>

	<p>January was the first time the Board has weighed in on this decision. It needs to be made clear if the Board is to participate in this decision. Usually, it is just a decision by the staff that looks at the weather reports including the hour by hour reports. Joseph stated that the decision will stay with the staff and not the Board members.</p> <p>Joseph and Keun Bae both supported the event being held every month because it is skipped periodically due to weather anyways. Sonja recommended the event be skipped in January for the staff to be able to analyze the event. Shari suggested taking a vote from the merchants and vendors to see how they feel about skipping the January event. The Board agreed.</p> <p>Joseph motioned to revisit this issue.</p>	
<p>8. Discussion: Four goals for KONO 2017</p>	<p>In light of time, Sonja suggested that Board members send in their ideas via email about what the four goals of KONO 2017 should be. The Board agreed to this suggestion.</p>	
<p>9. Report: Safety1st: Security & Operations</p>	<p>Lathan reported on Security and Operations. Crime increased during the holidays. There was more crime going on in neighboring districts than KONO. In the morning Safety 1st crew addresses the homeless by waking them up. There is a large homeless encampment on Northgate Ave and on 34th Street. There have been 49 inquiries from neighbors about this issue. Safety first is making daily reports to the City and Public Works and also a Councilwomen's office and her Chief of Staff in efforts to create temporary housing for the homeless. As for the bus shelters, they have talked to Clear Channel many times. The bus stops are expected to be removed.</p>	
<p>10.Oakland First Fridays updates (John Eric Henry)</p>	<p>John Eric was absent. Shari mentioned that John Eric is planning to leave after the March event. There was a Project Coordinator position that was posted and many of the applicants had event coordinator experience and there may be a potential candidate from those applicants. However, the posting was updated with the new title of Festival Coordinator and more job duties were added. Interviews will begin very soon.</p> <p>As for the issue of Safety, Shari went door to door with the City of Oakland to notify business owners of planned protests including one planned for Thursday night (1/19). Vandalism is not expected. The group would like to shut down the federal building but not cause any destruction. Saturday it is expected that there will be 20,000 people for the Women's March.</p> <p>Shari mentioned there had been issues with the attendance from certain Board members. Sonja stated that in the Bylaws, if a Board member misses 3 months of meetings they are asked to step down. Shari said a record of attendance would be helpful in examining this issue. Sonja recommended increased attention be put in to finding new Board members.</p>	

<p>11. Staff Report: Shari Godinez, Executive Director</p>	<p>Shari reported on staff activities. Mike and Shari created a budget for KONO and Oak FF 2017 that will be shared at the executive committee meeting in February. KONO has not yet received its assessment distribution. Shari is working with the City on that. The 2015 tax returns have been completed. Shari has been working with the City on vendors having to have a Business Tax License. The Uptown Arts District changed its name to the Art and Garage District. There were signs in the KONO District that said Uptown. Shari contacted several departments in the City and they removed the signs. They will be replaced within 6 weeks with KONO signs.</p> <p>The Renewal Steering Committee meeting will be held next Thursday. The committee will narrow down services per zone and a budget. Sonja commented that the invoices of the renewal consultants need to be clearer.</p>	
<p>12. Next Board Meeting: February 14th at 6:30pm (reschedule?)</p>	<p>The next Board Meeting will be Monday, February 13th, at 6:30pm</p>	

Minutes by: Rachel Varaiya