## Board of Directors Meeting Minutes

**Date:** Tuesday, December 10, 2019 from 6:35 pm to 7:47 pm  
**Location:** KONO Office, 2633 Telegraph Avenue Suite 109, Oakland, CA 94612

**Present:** Joseph Jung, Sonja Brooks (By Phone), Mike Thaler (By Phone), Mindy Landmark (By Phone), Zabrina Law, Hyowan Kim, Elisse Douglass, Charlie Hahn (By Phone)  
**Absent:** Kuen Bae Yoo, Matt Ticknor, Alan Wilk  
**Staff:** Shari Godinez, Greg Harris, Lathan Hodge, Kyle  
**Guests:**

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<th>Subject</th>
<th>Discussion</th>
<th>Action</th>
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<td>1. Introductions: Call to Order Establish Quorum: Joseph Jung, President</td>
<td>Quorum was not established until Zabrina Law arrived in person and Mike Thaler and Charlie Hahn called in</td>
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| 2. Public Comment, Announcements/ Open Discussion | Shari: Annual Board and staff dinner on December 17, 2019  
Board retreat date needs confirmation from Board members |  |
| 3. Staff Reports: a. Safety1st: Security & Operations (Lathan Hodge) | Lathan: There were twenty one (21) incidents/issues reported on the MoboHubb App from November 20, 2019 through December 3, 2019. There are approximately eight (8) bags per day of garbage that is bagged by the ambassadors.  
Homelessness: The team reported cleaning issues to CalTrans and the city of Oakland. CalTrans cleaned the area behind Walgreens (34th/Telegraph), but it still needs more attention.  
Crime for 2018/2019: Violent crime has fallen and property crime is still on the rise per CRO Prince Telefrancia, who reported this at the November 2019 Northgate neighbors meeting.  
Graffiti: Graffiti continues to increase on Telegraph Ave. The ambassadors abated graffiti on the trash cans, fences, utility boxes and on properties throughout the district.  
KFC: This building on Telegraph Ave. needs a complete painting to abate the graffiti that is covering the entire building. |  |
b. Oakland First Fridays (Greg Harris)

Greg: Year of OakFF
In November 2018 after meetings with the community and regulatory partners we produced an anti-violence PSA, increased security and community engagement and drafted a six-month strategic plan. We (Oakland) also made National Geographic’s 2019 list of Places to Visit. We are the only North American location cited for arts and culture.

OakFF:
- Brought back live music into the festival to replace DJ music for our entertainment areas. OakFF currently hosts as many as five (5) different bands on our main stage along with groups like SoulBeatz Oakland, Curb Service, TURFinc., Heat Dance Line and Public Conservatory of Music performing in other designated areas of the festival.
- Established a Kid Zone on 23rd Street featuring games, activities, movies, giveaways, a monthly playhouse raffle and Double Dutch jump rope.
- Grew social media audience
  a. Facebook: June 2018 (13,190) compared to December 2019, which increased by 10% (16,282)
  b. Instagram: June 2018 (3,800) compared to December 2019, which increased by 250% (9,625)
- As of December 2019, 224,000 unique website visitors were up ten (10%) percent from 2018
- OakFF was voted Best Free Event (for the 3rd year) and Best Cultural Event by the East Bay Express.
- Extended community partnerships with groups including Women’s March, Lincoln Community College, CalPrep, Habitat For Humanity, Visit Oakland, NCNW (National Council of Negro Women), Oakland Pride, First 5 California, Chabot Space and Science Center, Serenity House Square Inc., and Chronicle Books.
- OakFF is preparing to launch a Health Zone in May 2020. We are moving quickly to partner with the community and professionals in the KONO district and beyond.
b. Continued

- We created new pricing and offerings for sponsorships at multiple levels and we increased our number of sponsorships.

- We created branding and signage for the KONO Lounge and are preparing to launch a second bar in partnership with KP Market.

- We hosted eight (8) international interns and provided training and support in social media and event management. In 2019, intern hours totaled forty two (42) weeks at forty (40) hours per week. Sixteen hundred and eighty (1,680) hours thus far have been given towards helping OakFF.

- OakFF hosted special activities areas with partners including the Rob Skate Academy, the ArtisMobilUs Paint Wall, the Plural Music Cooperative, Chabot Space and Science Center, the Rock Paper Scissors Collective, Mario B. Fashions, FURY and more.

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<th>c. Executive Director</th>
<th>Shari Godinez</th>
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<td><strong>Shari:</strong> There is a training coming up for the International Downtown Association (IDA) called West Coast Urban District Forum. It will be in San Jose, CA from March 11-13 2020. Shari is planning on attending and she encourages Board members to attend as well. It will be a great way to see the success of other districts throughout the world.</td>
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<td><strong>Economic Development:</strong> We spoke with a company called Curbflow, which is a new curb management plan working with cities to hold curb spaces for deliveries and ride-share drivers. Shari attended a meeting on B-Shuttle, which is seeking other funding sources including BID/CBD’s. Uptown/Downtown and Jack London Square have contributed financially to the B-Shuttle. Shari stated that KONO may be interested as well, but she would like the shuttle’s route to change so that it will go through the KONO district as it has previously. The following properties have been sold:</td>
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<td>● 490 20th St. Oakland, CA in Uptown CBD</td>
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<td>● 2016 Telegraph Ave. Oakland, CA in KONO CBD</td>
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<td>These properties will merge into one parcel and the assessment will go to KONO.</td>
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Grants: We have three (3) pending grants for OakFF projects. We are partnering with Art Murmur, who are looking to sponsor free art space where artists can present their work at the OakFF event. They are also interested in creating a Small Works Art and Maker Show, which would be indoors.

RFP: KONO sent out an RFP for a new Maintenance and Security company. We held a pre-bid meeting and Board member Mike Thaler participated. We also held an online conference meeting where there was a presentation.

Shari met with Cal Waste regarding a complementary recycle dumpster for the district. They agreed to put it in their 2020 budget.

KONO received a complaint from a resident on 22nd Street stating that they have never seen a S1st ambassador on his street. The resident stated that he doesn’t mind paying assessments if he receives services.

| 4. Action Item: Approve Minutes for November 12, 2019 | Hyowan motioned to approve the minutes for November 12, 2019  
Zabrina seconded the motion  
All approved |
|-------------------------------------------------------|----------------------------------------------------------|

| 5. Action Item: Vote to approve the hiring of a new ambassador company recommended by Ambassador and Security Committee | Matt provided a letter in his absence supporting the new company (Streetplus).  
Sonja wants a measurable review every year of the new company  
Mike motioned to approve Streetplus as the new ambassador company  
Hyowan seconded the motion  
All approved |
|----------------------------------------------------------|----------------------------------------------------------|

| 6. Action Item: Review and vote to approve the 2020 budget: recommended by KONO budget committee | Elisse motioned to approve the 2020 budget  
Hyowan seconded the motion  
All in favor |
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| 7.Discussion: Project ideas for 2020 | 1. Street lights  
2. Banners  
3. More marketing for KONO businesses  
4. What can individual Board members add |
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<th>8. Meeting Adjourned</th>
<th>Meeting Adjourned @ 7:47pm</th>
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Next Board Meeting: January 14, 2020 @ 6:30pm
Minutes by: Shellae Ruffin & Edited by Shari Godinez