# Board of Directors Meeting Minutes  
**Date:** Tuesday, October 16, 2019 from 6:35 pm to 8:40 pm  
**Location:** KONO office, 2633 Telegraph Avenue Suite 109, Oakland, CA 94612

**Present:** Joseph Jung, Sonja Brooks, Mike Thaler, Kuen Bae Yoo, Mindy Landmark, Zabrina Law, Elisse Douglass (Late), Charlie Hahn, Hyowan Kim  
**Absent:** Alan Wilk  
**Staff:** Shari Godinez, Greg Harris, Lathan Hodge  
**Guests:** Shahidah Lacy (2020 Census lead on behalf of Supervisor Carson), Julie (KP Market)

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<tr>
<th>Subject</th>
<th>Discussion</th>
<th>Action</th>
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| **1. Introductions:**  
Call to Order  
Establish Quorum: Joseph Jung, President | Quorum established |  |
| **2. Public Comment, Announcements/Open Discussion** | None |  |
| **3. Presentation:**  
Shahidah Lacy (2020 Census lead on behalf of Supervisor Carson) | Shahidah: April 1, 2020 will be census day. This will be the first digital census that will be completed online. It will be in eleven (11) languages and will be “live” online March 12, 2019. Next Wednesday in Emeryville, CA there will be a Town Hall Meeting addressing the new 2020 Census that will consist of a thirty five (35) minute presentation. Shahidah stated that it is very important for people to fill out the census to reach a ninety eight (98) percentage of participation/response rate. If this does not happen, one billion dollars will be lost. Every person equals ten thousand ($10,000) per year.

The Census Bureau is looking to hire approximately five hundred (500) people to be census enumerators, which will pay twenty five ($25) per hour for temporary two (2) month employment. Applications will be received on the Census Bureau website.  
Shari suggested the Census Bureau have a tent with information at the next OakFF event. | |
4. Staff Reports:

a. Safety1st
   (Lathan Hodge)

Lathan: Attended Captain Bolton’s Quarterly Meeting:
Adams Point is showing an increase in break-ins. In the KONO
district, The Legionnaire Saloon was robbed through the rooftop
skylight and their safe was broken into, with no alarm triggered.
The Legionnaire is owned by the same people who own
Telegraph Beeryland, which has been broken into five (5) time
this year.
An arrest was made on September 27, 2019 at 30th/Telegraph
at a commercial business.
There were gunshots reported on 23rd_Valley via the
Shotspotter technology. Fortunately, no one was injured.
Homelessness continues to be a major issue in Oakland and
the Safety1st team is dealing with more aggressive homeless
people.
The homeless citizen “Raider” is still camped out at 2434
Telegraph Ave. and has become a public nuisance. Safety1st
has engaged with him along with the neighboring business
owners to ask that he leave the location mentioned above. The
Burrito Shop and Telegraph Cleaners have agreed to sign on
the “Stay Away” order. It is critical that we get a district wide
“Stay Away” order for “Raider”.
A homeless citizen, Marsha Hill, was found deceased at 23rd
street near Valley last week of natural causes.

The Oakland Police Tip line is (510) 238-7950

Keun Bae Yoo stated that more efficient cleaning and more
cleaning in general needs to be done by Safety1st. He stated
that other companies in other districts do a better job cleaning
their districts. He stated that if more efficient cleaning does not
happen, there will be a problem. Mr. Yoo wants to look into
possibly getting another company for district cleaning. He also
stated that the homeless encampment at 34th/Telegraph has
stolen a two (2) yard dumpster, which Mr. Yoo reported to
Waste Management.

Lathan stated that the morning crew cleans twice and he asked
if Mr. Yoo would like cleaning to be done in the afternoon as
well down at 34th/Telegraph.

Mr. Yoo stated that he will be documenting the whole district
and will report back at the next Board of Directors meeting.
**b. Oakland First Fridays**  
*(Greg Harris)*

**Greg:** October 4, 2019 OakFF event was very successful and the food vendor side was sold out. The November 1st event is being put into place as we speak. The Kid’s Zone will have a “Movie Night” featuring the film “COCO” and the event theme will be Native Art.

November and December’s event will host a Toys for Tots and One Warm Coat drive at the OakFF front gates. The KONO/OakFF office at 2633 Telegraph Ave. Suite 109 will continue to collect toys and coats after the events for November and December and OakFF has partnered with the Marine Corps who will be picking up the donations and distributing them. OakFF also raffles off two (2) children’s playhouses at every event that were built by Habitat for Humanity. Greg asked the Board to please help promote the children’s playhouses, sell raffle tickets and/or aid in helping Habitat for Humanity construct them.

**KP Market:** Greg spoke with BJ, owner of KP market, about opening up a second KONO bar, which would be located in the KP Market parking lot at OakFF events. Greg is waiting to hear back from BJ about this so things can start to be put in place to make this happen. Jennifer, a representative of KP Market, stated that she will speak with BJ to find out if this is still happening. The new bar was scheduled to open on November 1, 2019’s OakFF event, but it does not look like that will happen at that event.

There is still a lingering problem of Soju, a Korean alcohol drink, being purchased and then consumed outside of the store on 24th street during the OakFF event, which is not allowed. Mr. Hyowan Kim stated that KP Markets attorney drafted a letter stating that KP Market is not advising/telling their patrons to drink the Soju that is purchased at their store during the event off of their property on 24th street.

**Sponsorship:** OakFF received twelve thousand ($12,000) dollars in sponsorship money in September. Greg stated that he is very proud of his team in helping to achieve this.

**Security:** CORE security is no longer with OakFF because they are not able to staff up to the OakFF event needs. OakFF is now working with ESP Security, who will be providing armed and unarmed security personnel.

**Interns:** OakFF has a new intern, Ms. Josefina, who is from Chile. She will be working with the team until December 10, 2019. Her studies are in Marketing and Event Planning. OakFF will host another intern starting January 14, 2020 until February 21, 2020. Her name is Ms. Emily Jukie from Australia and her studies are in H.R. and Marketing.
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<th>b. Continued</th>
<th>Social Media: From September 3, 2019 to October 3, 2019, OakFF social media growth has nine hundred (900) new Instagram followers, one hundred fifteen (115) new Facebook followers. Again, Greg praises his team for helping to make this growth happen.</th>
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<td>c. Executive Director (Shari Godinez)</td>
<td>Shari: Drafted a letter to go out to all of the stakeholders that will be mailed on November 15, 2019. Shari asked the Board to please review it and vote on it.</td>
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<td>The Oakland BID Alliance has started a resource sharing document that all BID Managers can access.</td>
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<td>Shari received complimentary tickets to attend Oaklanders Tech Talk, hosted by the Oakland Metropolitan Chamber of Commerce at Pandora HQ on September 17, 2019. It was a great networking opportunity, which led to a potential partnership with the Oakland Unified School District on intern candidates for OakFF and KONO.</td>
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<td>Shari attended an all day workshop on October 8, 2019 that was hosted by the Clorox company foundation at the East Bay Community Foundation for Faith-based and nonprofit organizations on strategic collaboration with other nonprofits.</td>
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<td>Shari is working with Mike on marketing and communications on the KONO Annual Report for 2019.</td>
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<td>Shari shared information about free breast cancer screening for the Korean community on September 14, 2019 at Alta Bates Summit Carol Ann Read Breast Health Center.</td>
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<td>Economic Development: Shari is meeting with Elizabeth Kuwada, Senior Project Developer of Mercy House to discuss a new development at 2125 Telegraph Ave. for new senior affordable housing. All are welcome to attend on Thursday, October 17, 2019 from 11:30-12:30 at the KONO office.</td>
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<td>Shari attended an event hosted by Visit Oakland and AirBnb around the idea of “Experiences”. Shari would like ideas from the Board to bring visitors to the KONO district such as “Experience Korea Town Oakland with Korean dining and shopping”.</td>
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<td><strong>c. Continued</strong> OakFF Grants/Sponsorship:</td>
<td>We were approved last night at the City Council Meeting for the Cultural Arts Grant for OakFF musical performers and art installations. Also, Greg and Mike were successful in obtaining another two thousand ($2,000) grant from Wells Fargo for the stage rental. Visit Oakland will provide OakFF with a 36'x20' stage with lighting and sound starting in January 2020 for complimentary use valued at ten thousand ($10,000) per event. The only cost OakFF will have to cover is for set up and break down of the stage and tech assistance if needed. OakFF has set a goal of ten thousand ($10,000) per month in sponsorship funds. October brought in twelve thousand ($12,000) in sponsorships and Square stated that they had a great experience and will be back to sponsor as well.</td>
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<td>Shari and Greg met with Robin Moore, President of National Council of Negro Women to discuss a community partnership with OakFF.</td>
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<td>Shari and Greg met with Councilmember Shang Thao’s staff representing District 4 (Councilmember Thao was out on injury) on September 25, 2019 to discuss OakFF and assess support for the event. The staff member was very supportive of the event and stated that Thao was also in support. So far, six (6) of the eight (8) councilmembers are in support of OakFF. Shari and Greg still need to meet with Councilmember Dan Kalb representing District 1 and Larry Reid representing District 7.</td>
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<td>Greg Harris (OakFF Festival Coordinator) requested a one hour extension end time for the OakFF event, but unfortunately was denied by OPD.</td>
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<td>Downtown Oakland Senior Center is interested in transporting seniors to the OakFF event.</td>
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<td>Shari alerted Waste Management and Safety1st multiple times regarding the KP Market gate being left open. Shari proposed getting an estimate on how much it will cost to get the gate fixed so it closes easier. Also, the dumpsters for the OakFF event did not get removed from the KP Market parking lot and they are supposed to get picked up after the OakFF event and then dropped off each month before the event. The only dumpster that should remain all the time there is the green trash dumpster.</td>
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<td>Shari contacted B.A.R.T. for an updated rider status on OakFF. Robert stated that on OakFF there were over sixteen thousand (16,000) people that exited the 19th street station. That number is four thousand (4,000) over typical Friday “Exits”. He will give Shari an updated detailed report.</td>
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Shari is researching recycling grant opportunities.

Shari stated that although she did not mention the auto break-ins at KP Market from August, she did contact the Area Captain from OPD and discovered the license plates were stolen, but there is still a description of the vehicle and OPD will still follow-up on this matter. Captain Bolton also stated that there is a sixty five (65%) percent increase in auto burglaries.

Shari continues to work with Cal Waste Solutions to try and get a free recycle dumpster. She spoke with Tasion Kwamilele in corporate branding and community engagement on October 16, 2019.

Shari is working to get the broken news stands at 34th and 28th streets removed.

Shari stated that in the Temescal and Downtown areas outside of the KONO district there were multiple shootings and a stabbing on September 13, 2019 and September 20, 2019 respectively.

5. Action Item:
Approve Minutes for September 10, 2019

Mike made a motion to approve the minutes, with the corrections from KP Market letter from their attorney for September 10, 2019

Sonja seconded the motion

Minutes were approved with corrections

6. Action Item:
Approve reimbursement to OakFF in the amount of $4,230.00 for vendor space used for the Korean Culture Fest on September 6, 2019

Shari explained that the space used for CultureFest at the September event was valued at $4,230.00 and this was space that Oakland First Fridays was unable to sell or collect revenue for which cut into the funds for September. The event was sold out and OakFF had to turn vendors away (lost revenue). Therefore, Shari suggested that KONO reimburse the OakFF account for the cost of the vendor space used by the CultureFest, since the Board members have suggested in the past that OakFF operate as a business.

Charlie motioned not to approve the reimbursement to OakFF in the amount of $4,230.00

Sonja seconded the motion

Hyowan voted not to approve

Keun Bae voted not to approve

Joseph voted not to approve

Mike abstained

Mindy abstained

Action:
Reimbursement to OakFF was not approved
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<th><strong>7. Action Item:</strong> Approve $25,000 from KONO's Marketing Budget towards the OakFF event for the year 2020. (Marketing total budget $104,700)</th>
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<td>After much discussion, Elisse suggested looking at this again when the KONO budget is done for 2020. It was decided to have a final vote on this item in December 2019 after the budget is complete.</td>
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<td><strong>Action:</strong> No action was made.</td>
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<th><strong>8. Action Item:</strong> Set recommendation on assessment increase for the fiscal year 2020/2021. (This is only to set a recommendation for an increase percentage (0%-5%) for a final vote to be held on February 11, 2020)</th>
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| After much discussion, Mindy motioned to raise the assessment 2 ½ percent for the 2020-2021 fiscal year. 
Elisse seconded the motion 
Mike voted yes to the increase 
Joseph voted yes to the increase 
Charlie objected to the increase 
Keun Bae objected to the increase 
Sonja seconded the motion and later abstained 
Hyowan abstained 
Zabrina had left the meeting before this vote |
| **Action:** Draft a letter stating that there will be an increase in assessments up to 5%, which will be voted on during February 2020’s Board of Directors meeting. |

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<th><strong>9. Discussion:</strong></th>
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<th><strong>10. Meeting Adjourned</strong></th>
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<td>Meeting adjourned at 8:40pm</td>
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<th><strong>Next Board Meeting:</strong></th>
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<td>November 12, 2019 @ 6:30pm</td>
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Minutes by: Shella Ruffin & Edited by Shari Godinez