Board of Directors Meeting Minutes
Date: Tuesday, September 10, 2019 from 6:30 pm to 7:30 pm
Location: KONO office, 2633 Telegraph Avenue Suite 109, Oakland, CA 94612

Present: Joseph Jung, Kuen Bae Yoo, Mindy Landmark (Late), Alan Wilk, Zabrina Law
Absent: Sonja Brooks, Mike Thaler, Elisse Douglass, Charlie Hahn
Staff: Shari Godinez, Greg Harris, Lathan Hodge
Guests: Peter Pendagrass (Board Member of Rock, Paper, Scissors), Matt Ticknor
Board Nominee: Mr. Kim

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<th>Subject</th>
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<td>1. Introductions: Call to Order Establish Quorum: Joseph Jung, President</td>
<td>Quorum NOT established, but was established later in the meeting</td>
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<td>2. Public Comment, Announcements/ Open Discussion</td>
<td>Peter Pendergrass: Rock, Paper, Scissors is a part of Warehouse 416 and lives on 25th St.</td>
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| 3. Staff Reports: a. Safety1st: Security & Operations (Lathan Hodge) | Lathan: **Auto Robberies**: There is still an increase in car break-ins within the district. Safety1st is sweeping glass in the district and from GoGi Time’s front parking lot. Safety1st will discuss this at their next meeting with Captain Bolton.  

**District Cleaning: July & August 2019**
56 Yards of Trash removed, 214 merchants contacted, 79 merchant & property calls for service, 176 homeless moved or helped, 136 issues of graffiti abated.

**Noise Ordinance**: Safety1st is working with neighbors at the 24th/Telegraph building regarding the noise in the area. A woman from the senior living facility “hangs out” daily near 24th/Telegraph on the West side near the nail shop. A number of people loiter there daily as well. Many of these people purchase alcohol from Telegraph Quality Market and then go to the location mentioned to drink. Safety1st speaks with them on a daily basis and the noise issue has decreased during the day, but persists on nights and weekends. | |
a. Continued

Lately, it has been reported that the noise has decreased, but loitering still exists near the building. Safety1st ambassadors are limited in their enforcement efforts because it is a public sidewalk.

**Homeless on 34th/Telegraph:** Caltrans Amy Fain has confirmed their team is coming on September 9th to clean on the Caltrans property as there is a very large encampment behind Walgreens near Parks Church.

There is an increase in human waste on Telegraph and on some of the side streets. Lathan met Jennifer with Slate Gallery on 25th street last week about this issue in front of her location as well.

**Graffiti Abatement:** Graffiti is increasing on Telegraph on the utility boxes, trash cans, light poles and buildings. 2-3 days per week have been dedicated to graffiti abatement in the district. Three days were dedicated to the wall of KP Market, Warehouse, Housewares and Dollar Store.

**New Mural:** An artist worked on a mural at 26th st. near the church two weeks ago and Safety1st was called to this location to remove a homeless individual, who was hindering the artists work.

**“Raider”:** The homeless individual who goes by “Raider” was kicked out of the Northgate Cabins and is now living in front of the business located at 2434 Telegraph. We are working with merchants to get a district wide “Stay Away” order. Some of the businesses in the district are on board with supporting a district wide “Stay Away” order.

**Shari (On behalf of Greg Harris):** The September 6th OakFF event was sold out and very well attended. The Kids Zone is doing very well and was hosted by the Chabot Space and Science Center. The October event will be a carnival celebration, November will be a movie night and the start of our Toys for Tots and One Warm Coat drive, which will be held for two (2) months.

**Event Security:** OakFF is no longer working with VMA Security company as they have an expired license. We are now working with ESP (Expert Service Professionals).

**Interns:** We have had several interns working with us during the summer, but we only have one currently. We will have new interns by mid November or the beginning of December.
**c. Executive Director**  
**Shari Godinez**

Shari: Invited twelve (12) dignitaries to the Korean Culture Fest Event. Shari has been conducting staff job reviews for the office. Worked with NBS on final assessments to be submitted to Alameda County for 2019-2020 tax, which will put our budget at six hundred thousand ($600,000).

**Economic Development:** The KFC at 2800 Telegraph is in the process of being sold, but the graffiti that is all over the building is still a blight despite speaking with the property management company twice about it.

**Marketing/Beautification:** KONO received a grant in the amount of eight hundred dollars ($800) to continue to place mosaic art on the aggregate trash cans in the district. Shari is also looking into/researching placing lights in the district for the holiday season. She sent information to the DOT about solar bike lanes.

**OakFF:** OakFF incurred a loss of $4,800 in vendor space for the Korean Culture Fest and is seeking reimbursement from KONO. KP Market promoted alcohol sales with their own mascot and told customers that they could drink on 24th street inside the event, which is not allowed. Alcohol consumption inside the event other than in the barricaded KONO Lounge jeopardizes our festival permit.

Shari worked with an intern from Norway, Raymond, on discovering the “tipping point” on when to cancel the event if not enough income is generated to cover the costs (from vendors and sponsorships). Through the research, the “tipping point” would be at eighteen thousand dollars ($18,000). It’s not very likely that vendor sales/sponsorships would dip below that and we would really only cancel an event due to poor weather conditions. Currently, the event costs approximately thirty thousand dollars ($30,000) per month, which is mostly due to the increased/added security costs at approximately ten thousand dollars ($10,000) per month and thirty (30) security personnel.

We have a mandatory workshop on September 18th from the City Cultural Arts Department (Cultural Arts Grant). There was also a meeting today for the Life Enrichment Committee that we attended. These meetings are to verify that we have the proper insurance required. Funds for the grant will hopefully be given to us this month.
Shari and Greg have been meeting with the city Council Members one on one to see how they feel about OakFF and if we have their support. Rebecca Kaplan is in support and wants to help change the special events process. Next week we will be meeting with Shang Thao of District 4. There are still three (3) Council Members we have to meet with: Dan Kalb (District 1), Lynette MacElanhey (District 3), who has referred us to Brigette Cook and the third Council Member is Larry Reid (District 7).

**Maintenance/Security:** We were denied a request for a recycle dumpster form the City of Oakland and Waste Management. The city also informed us that if we put recycled materials into the landfill dumpster, we could be fined. Waste management has been emptying the three (3) dumpsters for OakFF, but not removing them each month and leaving them in the KP Market lot across from the Market. We may just use that recycle bin unless KP Market lets us know they will not allow the extra dumpsters to remain every month. Shari followed up with California Waste Solutions and requested a recycle bin get donated to KONO.

Shari has been working with a company called Canology, who provide a service of power washing, deodorizing and sanitizing the garbage cans for a cost of two hundred seventy dollars ($270) quarterly or one thousand and eighty dollars ($1,080) annually for a total of eighteen (18) cans. The referral for Canology came from the Rockridge District manager.

KONO is working on getting mosaic art on the last seven (7) cans in the district and are looking for design ideas. Eleven (11) have been completed thus far.

### 4. Action Item:
**Approve Minutes for July 9, 2019**

- Alan motioned to approve the minutes for July 9, 2019
- Mindy seconded the motion
- All approved

### 5. Action Item:
**Vote to approve Board Nominee Hyowan Kim, representing BJ Yu**

- **Joseph:** Made a motion to Board to approve Mr. Kim as a new Board member.
- All in favor
- Mr. Kim was approved to be a new KONO Board member
6. Discussion:
Set date to consider vote for assessment increase for the fiscal year 2020/2021
(This is only to set a date to vote on a possible increase).
January 14, 2020, February 11, 2020, March 10, 2020, or April 14, 2020

Joseph: Recommends February 11, 2020
Alan: Suggested a 2% increase
Keun Bae: Suggested 1%-2%
Matt: Suggested to put justification for an increase in a letter to the property owners to illustrate the value creation for increase. Increase in safety and curb appeal is a must to property owners to see where the increase will partially impact.

7. Discussion: Debrief on Korean Culture Fest 2019

Joseph: The P.A. system was not working on the main stage and the generator was not out until 5:40pm and started working at 6pm. Overall the KCF was enjoyable.

Keun Bae: Asked why the event hours can’t be extended.
Answer: OPD has to give permission to extend the hours.

Shari: Food and retail vendors are upset because OakFF has had to increase vendor fees to cover increased costs and some vendors are put off because they only have a two (2) hour window to recoup their vendor fees, permits, license etc. and some don’t feel it’s worth the effort and bottom line for them. There is a 9pm hard stop for vendors to stop transactions even if there is a line of people waiting to purchase goods. Attendees are also not ready to go home at 9pm. An extension of OakFF hours may ease all of these challenges along with occasional after hours incidents outside of the KONO district, which would help OPD as well.

8. Discussion: Matt Ticknor, Presentation on local development projects including tour of Telegraph Arts development after meeting adjourns

Matt: Telegraph Arts (26th/Telegraph) is currently leasing. People are moving from around the Bay Area, thus bringing more people into downtown Oakland. Telegraph Arts is offering two (2) months free rent on a fifteen (15) month lease.
Matt is also working on erecting another building adjacent to Telegraph Arts on Keun Bae’s property at 2600 Telegraph. There is a downtown plan to upzone the whole area, which will take approximately two (2) years until the plan is approved. Matt prefers not to wait that long, so he is planning on proceeding with the current zoning code in place, which will be a similar height building. This project is slated to be a ninety (90) foot building with two hundred twenty one (221) apartments, which will include affordable housing.
8. **Continued**

Currently there is a twenty five percent (25%) “State Density Bonus”, which increases this new project, which the site is zoned for one hundred seventy six (176) units, to two hundred twenty one (221) units as long as twelve (12) of those units are slated for affordable housing (very low income level). In the city of Oakland the very low income level calculates to up to 50% of the area median income, which is approximately forty thousand dollars ($40,000) per year. The city of Oakland also would like more “ground floor activation” (commercial space) because the current code only allows three thousand (3,000) square feet. The planner is working with the city attorney to see about increasing the commercial space on the ground floor.

9. **Meeting Adjourned**

Meeting adjourned at 7:49pm

**Next Board Meeting:**

October 16, 2019 @ 6:30pm

Minutes by: Shellae Ruffin & Edited by Shari Godinez