### Board of Directors Meeting Minutes
**Date:** Tuesday, February 12, 2019 from 6:30 pm to 7:30 pm  
**Location:** KONO office, 2301 Telegraph Avenue, Oakland, CA 94612

**Present:** Joseph Jung, Kuen Bae Yoo, Elisse Douglass, Mindy Landmark, Mike Thaler (By Phone & then In Person)  
**Absent:** Sonja Brooks  
**Staff:** Shari Godinez, Alessandra Chimienti Gibbs, Lathan Hodge (Safety1st)  
Kyle Franklin (Safety1st)  
**Guests:**

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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 was not established |        |
| 2. Public Comment, Announcements/ Open Discussion | N/A |        |
| 3. Staff Reports:  
Safety1st: Security & Operations (Lathan Hodge) | Lathan: Commercial burglaries are up and there was an armed robbery on 23rd St. **Recommends:** CEPTD (Crime Prevention Through Environmental Design) training for businesses. CPTED is a crime prevention philosophy based on the theory that the proper design and effective use of the built environment can lead to a reduction in the fear of crime as well as an improvement in the quality of life.  
*Captain Bolton of the OPD stated that he is concerned after evaluating the commercial burglaries in the first month of 2019 in North Oakland.**  
**Crime from 1-7-2019 through February 11, 2019:**  
1. Armed robbery on February 7, 2019 on 23rd/Telegraph Ave.  
Shari created a "Tip Sheet" and Safety1st passed them out.  
*Car break-ins that been reported by OPD, actual break-ins per Safety1st total 25.  
*The homeless encampment on 34th street is growing and has produced arrests for drug possession and assaults between the homeless citizens in the encampment. Caltrans cleaned ten days ago and the city of Oakland removed the trash. There is still an ongoing effort to clean the trash that builds up near the encampment. There are also issues from the growing encampment at 29th st. as residents have noticed an increase in theft.  
There has been a request made to Joe DeVries & the city of Oakland regarding these two locations. |        |
| a. Continued | NCPC meeting: Bike Lanes: There was more discussion about the bike lanes, which included business owners from Temescal who are trying to oppose the bike lanes there. Apparently the design (Oakland DOT) and the City Council has already approved the design for Fall 2019. The new design will be carried over into the KONO district. There is also a plan to extend the bike lanes between the gap of KONO and Temescal. Some changes that are slated to occur: |
| | 1. Temescal: New paving and design for the second half of 2019 2. A lot of green paint identifying the lane more clearly 3. Purple paint for pedestrian space 4. Thicker posts similar to Harrison/23rd (K71 Posts) 5. Corners with low rise humps to slow traffic 6. 2021 = New design, new curb parking designation for Lyft/Uber pick up/drop off. 7. E-Scooter parking is being considered |
| | Bike lane & St. Augustine’s Church 29th/Telegraph Ave.: Leslie DeBique a long time member of the church leadership stated that the bike lanes are causing a problem with accessibility into the church for seniors. They cannot access the church from the front where they have a lift. In addition, there have been two medical emergencies since the bike lanes have been put in. Emergency vehicles had to park on the sidewalk on the side of the church because they could not access the front of the church. When the church holds weddings, brides cannot enter or be dropped off in front of the church. Dave Campbell stated that the city will work with Ms. DeBique to make the appropriate changes and that the Oakland Fire Department advised on the lanes, but apparently the corner of 29th/Telegraph where the church is located was not looked at closely. The church has two other congregations (Korean and Ethiopian) that also rent the space every week. |
| | Dumping: There has been more illegal dumping in the district and in the last 30 days, the Safety1st team has removed: (1) Microwave-(10) Bags of clothes-(4) Tables-(6) Pieces of furniture-(1) Tire- (11) Chairs-(4) Pallets-(3) Pieces of assorted wood |
| | Graffiti: Safety1st ambassadors removed graffiti from a number of areas in the district including Phil Porter’s building and the First Presbyterian Church. Ambassadors talked with KP Market about graffiti at one of their storage warehouses and followed up with Shari, who met with them about having a mural done at that location. Graffiti was removed on trash cans and utility boxes in the district. |
| | Mash Gas: Since the closing of Mash Gas Station, there has been an increase in homeless citizens panhandling at Valero Gas station across the street. |

| b. Oakland First Fridays: Alessandra Chimienti Gibbs | Task: Safety1st will work on light poles in the coming week |
| | Task: Shari to follow up to schedule meeting with DOT |
| | Alessandra: Due to rain, the February 1st Oakland First Fridays was cancelled, however OAKFF uses the word “Postponed” because there seems to be a lot of confusion with people thinking the entire OAKFF event is cancelled permanently, not just for that month. The Mercury News wrote a very detailed and useful article about postponement due to rain. Encroachment Petition: OAKFF conducted the Encroachment Petition effort requested by OPD, which is necessary for our permit. The petition went around the district January 23, 2019 to January 26, 2019. |
The areas covered the entire KONO district footprint along Telegraph Ave. from W Grand Ave. to 27th st and included all the side streets from Northgate to Broadway. The team was comprised of 4 people and the OAKFF Festival Coordinator participated as well on Saturday, January 26, 2019. The data collected is as follows:

- Total of signatures collected: 343
- Total YES: 313 (256 from people who live and work in the district)
- Total NO: 30
- Total number of attempts at signatures: 483
- Total cost: $855.60

**Security in the Event:**
Since December 2018, OAKFF has engaged a community outreach team to work after the event ends in the blocks between @ Grand Ave. and 20th Street. The team is called CYO (Community & Youth Outreach) and its purpose is to canvass the streets, identify and engage with individuals known by the team to be “at risk” to engage in violent outbreaks. Stating in March, we will have another community outreach team that will work closely with CYO and help canvass the streets as well after the event. This second outreach team is called BOSS (Building Opportunities for Self-Sufficiency). Each team will provide 4 outreach workers for a total of 8 people working from 9pm to 1am. This was also another element of requirement put on obtaining the OAKFF permit.

This is one of the strategies that OAKFF put in place to help with the egress plan and to help control the crowds leaving at the end of the event. OAKFF has also engaged in hiring yet another security company, High Rock Security, and we are in the process of analyzing if it will be a good fit for both the security company and OAKFF. High Rock Security worked the event with a small team in January and are coming back in March for further assessment.

**New Requirement from the Oakland Fire Department:**
OAKFF was asked by the OFD to provide 6 EMT’s for first aid at the event and to also have 3 first aid stations. One on Telegraph/W Grand Ave., one on Telegraph/24th and one on Telegraph/27th. Currently OAKFF has 2 EMT’s and one first aid station on Telegraph/W Grand Ave. **This requirement is again related to OAKFF permit,** which requires one EMT per every five thousand people. Alessandra has proposed we provide 4 EMT’s divided into 2 first aid stations at least during the winter/spring months. We can then reevaluate as we approach the summer crowds growth.

**New Intern:**
We welcomed a new intern last week. Her name is Frida Fonn Rod and she is from Bergen, Norway. She is doing a semester abroad at UC Berkeley through the Berkeley International Study Program (BISP). She is pursuing a Master of Science in Innovation and Technology Management. She seems enthusiastic and very interested in working with us. Her position is Community and Volunteers Outreach Coordinator and she is planning on being with us until May 2019 at 15 hours per week.

**Budget Concerns/Budget Enhancement:**
Given the pressuring conditions put upon obtaining our OAKFF permit over the past months, which include increased security, OPD staffing, outreach teams post event, etc. We also had to cancel November’s event and postpone February due to rain, there is great concern that OAKFF will incur some very serious budget needs and soon. We have scheduled a budget enhancement meeting with the leaders of Vendor Processing, Gates, Tiki Garden and Marcom to
b. Continued

discuss some possible ways to enhance revenue and make the event more profitable and sustainable. We are also meeting with developers suggested to us by the city of Oakland to broaden our much needed sponsorship reach.

**New Employees Needed:**
Based on Alessandra’s time working as the new Festival Coordinator for the last few months, she is confident in expressing that one of the main needs for the event is to have more employees. OAKFF is a wonderful event that requires a lot of time, effort, attention and support. It is challenging to have it run smoothly with only a three person team. Alessandra often finds herself putting in a lot of extra hours and days to make everything work, but this is not sustainable.

**Rename Tiki Garden:**
As part of a budget enhancement strategy Alessandra proposed OAKFF change the name of the Tiki Garden to a name that is closer to the what the district represents and a name that has a deeper connection to the event itself. After speaking with the team, we came up with three options:

1. KONO Lounge
2. KONO Garden
3. KONO Club

We have also thought that we could add a “special drink” in honor of KONO. The Tiki Garden Leader came up with “KONO Loco”, which is a mixture of coconut flavored Sake and pineapple juice garnished with a mint sprig and a cherry. We would like to have a ribbon cutting ceremony with the Board members and to focus on V.I.P. packets for birthdays and celebration to enhance profit. This idea is still in progress.

c. Executive Director

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<th>Shari Godinez</th>
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**Staffing - Vendor Processing/Assistant Festival Coordinator position:**
Offered the job to a candidate for this position, however she accepted another job. The job was reposted on January 29, 2019. John Eric Henry is still temporarily filling that position.

- Met with BJ Yoo about joining the KONO Board. He said he will start attending, but not yet ready to commit.
- Received the retreat report from consultant
- Worked on cleaning up categories for KONO and OAKFF budgets (income and expenses)

**Economic Impact Report:** Had a phone meeting on January 18, 2019 with Rick Smith from the Beacon research team regarding information needed to conduct the economic impact of the OAKFF event. The Chamber uses this company as well. Shari followed up by email on February 4, 2019. The estimated cost for the report is $18,000 if we do all the outreach to collect the data. Sometime this week Shari will get a proposal in writing. Shari proposed a timeline as follows:

- February 11-15: Proposal in writing (Shari will speak with Mike Ghielmetti, who offered to fund the report and Shari will also ask the Chamber if they would contribute to the cost as well.
- February 17-22: Start sending out survey questions.
- February 25-28: Collect all the data.
- May 15: Receive the final analysis and report from Beacon.

**Marketing/Beautification:**

- Mosaic Litter Project: (Stalled due to weather)
- Meeting with Forage Kitchen on February 7, 2019 to discuss fundraiser for litter containers in partnership with the short film “Oakland Bar Week" with a portion of the ticket sales going to the artist for the mosaic art work. May incorporate an onsite voting for the art work.

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<td>Elisse mentioned another possible company to get a “casual” estimate.</td>
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In the process of re-convening the Street Art Committee to decide on new designs for five remaining litter containers, KONO provided artist Joanne Ludwig with $250.00 for paint supplies to redo her utility art box, which has been “tagged up.”

**Mural**

Shari met with KP Market to discuss having a mural on a roll up door on 24th Street to be painted by Dragon School and funded by Pandora. BJ agreed to a mural and Shari is working on a contract and final design. BJ also stated that he will start attending some of our Board meetings. Pandora is interested in funding another mural that may reside across the street on Phil’s building.

**OAKFF Funding and Sponsorships:**

- Followed up phone meeting on January 18, 2019 with Kelley Khan from the Mayor’s office for an update on fundraising efforts.
- Set up several meetings with Developers introduced by K. Khan to seek sponsorship
- Met with new KONO business owner of Eco Cannabis to talk about sponsorship
- Meetings scheduled with Tidewater, Emerald Fund (CCA), and Roberto City Cultural Arts Department
- Lost THC as a sponsor and a KONO business; they are seeking a new location due to loss of lease
- Worked with Marketing Coordinator to get updated Social Media document and an expense itemization to present to potential funders

**Maintenance/Security:**

- Shari followed up with a request for a temporary leaf bin after getting no response from first request
- Created a flyer and had ambassadors pass out to KONO businesses: (Commercial Burglary: Tips and Tends info from OPD from Captain Bolton.
- Met with Derek, Oakland Street Trees, on January 18, 2019 to determine which tree wells need replacement trees. Most can be covered through a federal grant program. Derek sent me a proposed planting/replanting spreadsheet. Shari needs to cross check with permission forms on file.

### 4. Action Item:

#### Approve Minutes from January 15, 2019 Board meeting

Mike motioned to approve the minutes for January 15, 2019

Elisse seconded the motion

All approved

### 5. Action Item:

#### Approve KONO and OAKFF Financial Report through December 31, 2018

**KONO:**

- As of Dec. 31, 2018 = $231,341
- Gross Income = $566,451
- Expenses: $370,168
- Net = $196,283

**OAKFF:**

- As of Dec. 31, 2018 = $37,403
- Gross income = $243,579
- Expenses: $280,909.00
- Net = -34,329

Mike motioned to approve financials through December 31, 2018

Mindy seconded the motion

All approved
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<th>6. Action Item: Review and approve draft budget for OAKFF 2019</th>
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<td>The Board will vote via email on this action item. One of the five needed Board members had to leave this meeting for an emergency. *Elisse suggested a possible Golden State Warriors sponsorship and/or Oakland Raiders Sponsorship.</td>
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<td>Action: Draft budget for OAKFF sent out for vote: only 3 approved.</td>
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<th>7. Action Item: Vote to approve increase of Umbrella Liability policy</th>
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<td>The Board will vote via email on this action item. One of the five needed Board members had to leave this meeting for an emergency. The increase would be $600 per year for extra coverage</td>
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<th>8. Action Item: Vote to approve $6,000 increase for Safety1st due to minimum wage increase</th>
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<td>The Board will vote via email on this action item. One of the five needed Board members had to leave this meeting for an emergency. The increase would result in a $500 increase per month. Living wage for Alameda County would equal $17.47. Kyle would like this to be phased in within the next 60 days. Joseph requested a written financial impact report from Kyle and Lathan</td>
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<td>Task: Lathan and Kyle to present written financial impact report</td>
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<th>9. Action Item: Vote to approve invoice from JEH for vendor processing fees $7,384.50</th>
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<td>JEH was asked to present this at this meeting, but he could not attend.</td>
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Next Board Meeting: **March 12, 2019 @ 6:30pm**  
Meeting adjourned @ 8:07pm

Minutes by: Shellae Ruffin & Edited by Shari Godinez