Executive Committee Meeting Minutes  
Date: December 3, 2019 from 6:00 pm to 7:00 pm  
Location: KONO office, 2633 Telegraph Avenue Suite 109, Oakland, CA 94612

Present: Joseph Jung, Sonja Brooks (By Phone), Mike Thaler, Elisse Douglass (By Phone)  
Staff: Shari Godinez, Greg Harris, Lathan Hodge (Late)  
Absent: Guests

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<tr>
<th><strong>Subject</strong></th>
<th><strong>Discussion</strong></th>
<th><strong>Action</strong></th>
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<tr>
<td><strong>1. Welcome and Establish Quorum</strong></td>
<td>Quorum was established</td>
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| **2. Staff Reports:**  
Oakland First Fridays Updates (Greg Harris) |  
**Greg:** We had a successful OakFF on November 1, 2019, even though we did not sell out of booth space. We are working on refilling the waiting list. Greg is also looking to bring in new retail and food vendors.  

**Partnered:** We partnered with The Art Wall and the Burning Man art team again this month. We are still working on a partnership with Art Murmur to sponsor a vendor spot and the goal will be to rotate in different artists each month.  

**Event/Toy Drive:** Our December 6, event may be postponed due to rain. The Kids Zone themed Christmas Toy drive is going very well. We are still waiting for two (2) companies to drop off five hundred ($500) worth of toys for the toy drive. The local businesses have made it into a small competition. We have collected two (2) boxes of toys and two boxes of coats. We have partnered with Serenity House and made our first drop off of coats before Thanksgiving. We want to thank KP Market and The Good Hop Bottle Shop for their customer’s donations. Chronicle Books has donated six hundred and three (603) books to our Kids Zone, which is developing into a great partnership.  

**New Employee:** Sara Mae Heady will start with us on December 12, 2019. She interned for two (2) weeks to learn some of her duties.  

**New Interns:** Emily Jukie starts January 14, 2020 until February 21, 2020. Her studies are in H.R. and Marketing. We are also looking for Social Media and Public Policy interns as well. |  |
## Executive Director Update:  
**Shari Godinez**

- The 2018 tax returns were filed.
- Mailed out a letter to all the KONO property owners regarding the possibility of voting to raise assessments up to a maximum of five (5%) percent on March 10, 2020.
- Shari drafted a Security and Maintenance Contract and shared it with Joseph Jung for review.
- Shari attended a meeting with the BID managers on November 21, 2019. Oakland Indie Alliance also participated about Holiday marketing and other potential collaborations on the promotion of shopping local.
- Shari let all the businesses know about the minimum wage increase for January 1, 2020 and that they have a deadline of December 5, 2019 to post it in their business.
- Spoke with the company Curbflow about “reserving” curb space ie: Uber, Lyft, delivery trucks etc. This has already been a pilot project in other cities and it was found to be successful.
- Went to a meeting about the B-Shuttle service, who are seeking other funding sources including BID/CBD’s and Shari suggested that they consider running shuttles in KONO again.
- The following properties have been sold:
  1. 490 20th St., Oakland, CA in Uptown CBD
  2. 2016 Telegraph Ave. Oakland, CA in KONO CBD and will soon be developed into one parcel.
- Collaborated with Mike Woolson to write and submit two (2) more grants for OakFF projects.
- Met with Visit Oakland Director, Mark Everton, to discuss the agreement for stage donation to OakFF for the next seven (7) years.
- Art Murmur would like to collaborate with us to create a Small Works Art and Maker indoor show. Art Murmur would also like to sponsor space in the OakFF event for rotating artists to participate in.
- Shari successfully helped to get the curb painted red at 630 Thomas L. Berkeley Way for Maggie and her building.
- Spoke with Cal Waste about getting a complimentary recycle dumpster for the KONO district and they stated that they would put it in their budget for 2020.
- Greg (OakFF Festival Coordinator) donated two (2) bags of coats to Serenity House on San Pablo Ave. Oakland, CA.
### C. Security & Maintenance (Lathan Hodge)

**Lathan:** There have been twenty one (21) incidents between November 20 to December 3rd. From 2018-2019, our CRO reported that violent crimes have decreased, however, property crimes have increased.

The KFC building at 2600 Telegraph is really looking bad and the property owners need to graffiti abate again and there have been complaints from businesses and property owners.

### 3. Action Item: Approve Minutes for November 5, 2019

Mike motioned to approve the minutes for November 5, 2019  
Sonja seconded the motion  
All in favor

**Action:** The Minutes were approved for November 5, 2019

### 4. Action Item: Review & approve financial reports through October 2019

Mike motioned to approve the financial reports through October 2019  
Sonja seconded the motion  
All in favor

**Action:** Financial reports through October 2019 were approved

### 5. Discussion: Review draft of KONO 2020 Budget: Committee (Mike & Elisse)

Shari’s recommendations are as follows:

1. Putting aside funds for the KONO CBD renewal, which will be coming up in seven (7) years. At an estimated cost of seventy five thousand ($75,000) dollars, that breaks down to putting aside ten thousand seven hundred fourteen ($10,714) per year in an endowment account, which could bring us up to 2.25% in interest. This (75k) breaks down to 1.7% of our budget. The cost for our renewal last year was sixty one thousand five hundred ($61,500) dollars.
2. Putting 5% percent of our operating budget aside for reserves, which comes out to thirty one thousand five hundred and three dollars ($31,503), which will give us a cushion.
3. A 3% increase cost of living increase for staff in 2020.
4. Explore the cost of health insurance for employee retention and attraction for any new employees.
5. $25,000 to OakFF and $7,000 to the 2020 Korean Culture Fest celebration. Both of these events create great economic and marketing benefits for the district.
6. Proposed budget for Security and Operations would include partial funding towards repainting the utility art boxes due to the budget constraints.

7. Shari recommends that KONO raise the assessments by 3% in the 20/21 assessment period in order to keep our base budget in line with CPI inflation flat in the 2021 year, it could put us behind again with CPI inflation and negatively affect our operating expenses. As it is, our second year had a zero (0%) increase, our third year we had a five (5%) percent increase, which averages out to a 2.5% increase per year over the two years. The CPI rose 4% in 2019 and 1.9% in 2018, which is a total of 5.9% for that two (2) year period. Currently, that puts us behind by 1%

The projected total expenses for 2019 is four hundred thirty nine thousand eight hundred and thirty ($439,830). The net income for 2019 is one hundred sixteen thousand three hundred thirty four ($116,334).

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<th>6. Discussion: Board Annual Dinner date, Board Retreat date</th>
<th>The date for the annual Board dinner will be on December 17, 2019 at Yoshi’s restaurant and we will bring our own wine because it is more economical. The annual Board retreat is tentatively set for February 1, 2019.</th>
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<tr>
<td></td>
<td>2. Discussion: Ideas for KONO projects</td>
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<td>3. January 2020 agenda ideas</td>
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<tr>
<th>8. Open Discussion/Announcements</th>
<th>NONE</th>
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*Next Executive Committee Meeting*  
Meeting adjourned at 7:07pm  
January 7, 2019

Minutes by: Shellae Ruffin & Edited by Shari Godinez