

RCPC ROCKRIDGE COMMUNITY PLANNING COUNCIL

◇ 5245 COLLEGE AVENUE PMB 311 ◇ OAKLAND, CALIFORNIA 94618 ◇ 510 • 869-4200◇

BOARD OF DIRECTORS MEETING Thursday, August 7, 2008, 7:00 PM Rockridge Library

Meeting called to order to 7:15 with a quorum present.

Present: Stu Flashman, Annette Floystrup, Jon Gabel, Joan Martin, Ronnie Spitzer, Katy Taylor, Danica Truchlikova, Doug Patton (exited at 9:10), Jason Burke, Colby Lavin, Bill Kaufner, (Peter St. John, Guest: 8:07- 8:45)

Item 1: Administrative

A) Approval of Minutes

MOTION: Move to approve minutes of June 5, 2008 BOD meeting.

Motion: Truchlikova *Second:* Gabel (Approve: Flashman, Floystrup, Gabel, Martin, Spitzer, Taylor, Truchlikova, Patton; Abstain: Lavin, Burke, Kaufner)

MOTION: Move to approve minutes of July 10, 2008 BOD meeting, with the provision that the misspelling of Danica Truchlikova's name be corrected.

Motion: Patton *Second:* Gabel (Approve: Flashman, Gabel, Martin, Spitzer, Taylor, Truchlikova, Patton; Abstain: Lavin, Burke, Kaufner, Floystrup)

B) Appointment of new committee members

MOTION: Move to appoint Katy Taylor to the Land Use committee.

Motion: Spitzer *Second:* Truchlikova (Approve: Unanimous)

MOTION: Move to appoint Colby Lavin to the Land Use committee.

Motion: Truchlikova *Second:* Gabel (Approve: Unanimous)

MOTION: Move to appoint Jason Burke to the Land Use committee.

Motion: Lavin *Second:* Spitzer (Approve: Unanimous)

- Colby Lavin and Bill Kaufner will be joining the schools committee. They will agree between the two of them who shall chair the committee. No official appointment is required. Annette Floystrup will continue to act as the RCPC liaison with NCPC.

Item 2: Request for board position – Edward Jones Investments - cancelled

Item 3: Financial

A) Determination on Board Policy on account signers

- J. Martin has developed revised text for the redbook (see following Motion)
- J. Martin proposes additional language that describes the treasurer's ability to review financial records with 24 hours notice.
- The question of having an internal audit is raised, but it is decided that this is unnecessary unless we are working on a large project.

MOTION: Move we amend policies to adopt the following paragraph: “The RCPC Chair and RCPC Treasurer should be signers on all RCPC accounts. Additional signers on the bank accounts may be added. Officer (Chair and Treasurer) of the respective groups may be added as signers but not if they also act as the bookkeeper for the group(s). For checks and balances purposes, any person who pays the bills and/or does the bank reconciliations should not be a signer on the account(s) they oversee. For RCPC-financially sponsored accounts, RCPC’s Chair and Treasurer have the right to inspect the financial books and any financial documents at any time with 24 ours notice.” This text should supplant any/all inconsistent provisions currently existing policies.

Motion: Floystrup *Second:* Truchlikova (Approve: Flashman, Floystrup, Gabel, Martin, Taylor, Truchlikova, Patton, Lavin, Burke, Kaufner; Abstain: Spitzer, due to her position as FROG treasurer)

- Review of current finances: see RCPC yahoo group files for details
- Discussion regarding making budget monthly

B) Discussion of merchandizing RCPC items

- With the upcoming Out and About Street Fair in September, the RCPC may want to sell merchandise, both as a means of generating revenue but also as an effort at PR.
- K. Taylor proposes that we work on modernizing, or updating the RCPC logo, as the existing logo is somewhat dated.
- The updated website will be a means for selling merchandise, as well as town hall meetings and possibly local merchants.
- There will be the issue of where to store this merchandise to resolve.
- Suggestion by C. Lavin that we might hold an online competition for graphic artists in order to obtain a new logo design. A friend has had success with this in the past.

MOTION: Move to allocate \$250 for K.Taylor to use for obtaining the graphic design for new tote bags.

Motion: Patton *Second:* Lavin (Approve: Flashman, Floystrup, Gabel, Truchlikova, Patton, Burke, Lavin, Kaufner; Oppose: Spitzer, Martin; Motion Carries)

- Recognition in the Rockridge news would be another means of “compensation” to a local artist for contributing to a new design.

Item 4: Communications items

A) Update on website redesign

- A visual outline of the proposed website has been developed using the New York Times website as a model.
- Key design elements:
 1. The links are all positioned along the left hand side of the screen
 2. The home page is the navigation page and links to other parts of the site will always be there
 3. Highest visual priority will go to events, via the boxes along the top of the screen
 4. An area is designated specifically for breaking news
 5. The main page will have an Image of the current Rockridge news
 6. Along the bottom of every screen will be a link to a disclaimer
 7. The spec doesn’t outline colors, logos, etc. but all of the information that will be included

- Discussion:

1. C. Lavin feels as though this is well designed for Rockridge residents but may not sufficiently address the tourist.
2. A. Floystrup suggests a “breadcrumb” link for navigating throughout the website
3. S. Flashman suggests that perhaps there should be main categories on the left with drop-down links.
4. J. Burke appreciates the way the links are currently proposed, so that you can see and readily access them
5. For J. Martin the flavor and feel of the proposal is newsy and hard edged, not what she would consider expressive of the organization
6. For R. Spitzer a plea for donations on the front is very important
7. General concern is expressed about the amount of updating that may be required based on the proposed format
8. J. Gabel explains how he has deliberately created one complex page while retaining simplicity throughout the remainder of the site, in an effort to minimize the required maintenance
9. There is a general recommendation for a webmaster, thought copy would still need to be written (perhaps by another individual)
10. Additional board members interested in participating in a website committee: R. Spitzer, C. Lavin, J. Martin
11. No minutes will be necessary for this committee
12. J. Martin explains that her emotional experience of her life in Rockridge and her experience of the proposed website are not so far in sync
13. The meeting for the new web committee shall be announced via the yahoo group.

B) Revisions/updates to current website

- The Safeway project has recently generated necessary links
- Google analytics and google webmaster on website shows traffic and who adds links to the RCPC website on their own website (We generally are linked by real estate firms and newspaper blogs)
- Metrics: Around 90 percent of visit one time, 72% stay for 1-10 seconds.
- Queries are usually *Rockridge*, *Rockridge News*, and *Rockridge, Oakland*

C) Rockridge News articles – Don is absent for vacation

- An article regarding *Out and About* should be included in September’s news

D) Policy on availability of RCPC materials

- RCPC materials are currently scattered at different sites, some in the library, some in people’s homes (S. Montauk has merchandise; S. Flashman has archival material, etc.)
- From a legal stand point, there is no need to maintain these archives.
- Perhaps archival materials should be scanned
- We might need to add to the website some “classic letters” and our responses, for the public’s access
- A synopsis of historical battles should be included in the redbook, furthermore, the results should be turned into policy.
- The question of forming a policy committee is raised, such a committee could/should include former RCPC board members to provide historical insight
- D. Truchlikova wonders whether forming policy is too rigid a practice, but other board members assert that there are ways of writing policy that is more or less flexible.
- A. Floystrup points out that this board is considered to be the guardians Rockridge, and as elected members of the community we have an

obligation to view our decisions within the historical context because the community has unequivocally stated what it is they want.

- **ACTION:** A. Floystrup, R. Spitzer, D. Truchlikova and J. Gussman are now on the ad-hoc committee (Annette is in charge- they will report back next month)

- E) Constant Contact
- R. Spitzer and J. Martin met on Monday to pass the oversight from the former to the latter .
 - The statistics show that we are getting a good response to this form of communication
 - **ACTION:** Joan is going to formulate a policy regarding Constant Contact content.
- F) Town Hall Meeting Schedule through Dec.
- Sept – creeks & birds (E. Peterson)
- Oct. – Election info night with the League of Women Voters (D. Truchlikova)
- Meeting is usually an hour and half, so an hour and a quarter will be set aside for the LWV
 - Meeting will be held at the library
- Nov. – Led by A. Floystrup- Guest: local clean energy organization
- Dec. – Undetermined
- Jan. – Led by R. Spitzer- Guest: Bike coalition
- Feb. – Undetermined

Item 5: RCPC Boundary adjustment

- A) Annette looked up the actual border with the registrar, and the boundary agrees with Oakland (the Berkeley-Oakland border)
- B) There are several residences within Oakland that were erroneously removed from the boundary of RCPC.

MOTION: Move to modify the official Rockridge boundary in the redbook.
Motion: Spitzer *Second:* Floystrup (Approve: Unanimous)

Item 6: Out and About booth

- A) We will share a booth with FORL and FROG.

MOTION: Move to allocate \$150 for expenditures for an Out and About booth in September.
Motion: Floystrup *Second:* Martin (Approve: Unanimous)

Item 7: Noise complaints about Red Cross blood bank - Item deferred to next month

Item 8: Committees

- A) Schools
- “Rockridge Kid ” meeting– Danica attended
- As a response to the recent “college avenue incident”, Sarah Lamb, the executive director of RDA, organized a task force of neighbors, police, school principal, etc. to discuss the issues of conflict with the Claremont Middle School students
 - The next meeting will be held on August 13 at 6:30 (needs to be confirmed) at Claremont Middle School
 - Attendees are brainstorming on how to encourage local children to attend the middle school

- Sarah Lamb is the contact for the group
- In the past, RCPC brokered something with Rock LaFleche to require that student be bussed. While that proved to be helpful, this is no longer the practice.

B) FROG Park

- The bathroom is likely going to be moved back to the original and desired location.
- Public art is going to be installed this summer
- Cleanup is scheduled for September
- Trying to get together a picnic in the park (could use some committee help on organizing)

C) Traffic Safety

- NCPC has requested that bicycle riders be ticketed on the sidewalk.
- Oakland is not going to put up any signs, maybe RCPC will need to address this issue
- Proposals are out for additional pedestrian crossings on Alcatraz near school and Colby
- There is concern about the intersection at Miles and Forest with regard to pedestrian safety- RCPC may need to take this issue up with the city

D) NCPC

- The officers assigned to the neighborhood attend the NCPC meetings, they are very responsive and will address your neighborhood issues if they are alerted to them.
- Vivek Bhatia, originator of RockridgeResidents.org, has put together comprehensive statistics regarding crime in our area (see the website)
- Crime has been increasing, including restaurant robberies and metal theft

E) Land Use Committee

1. Safeway – update and vote on representation
 - Safeway has withdrawn their plans and asked that we appoint a rep and an alternate for their stakeholders group to be moderated by a neutral party

MOTION: Move to appoint Stu Flashman as the RCPC representative.

Motion: Truchlikova *Second:* Spitzer (Approve: unanimous)

MOTION: Move to appoint Annette Floystrop as the RCPC alternate.

Motion: Martin *Second:* Truchlikova (Approve: unanimous)

2. Request from Red Oak Realty for office in Dreyer Bldg. (corner storefront)
 - The EIR associated with the development of the Dreyer's building specified that the storefronts would be retail spaces.
 - **ACTION:** Look up board agenda to see how previous board dealt with opposition to real estate offices on College Avenue
3. BART seismic retrofit update
 - BART retrofit will have impacts on FROG park and surroundings. They would like to set up a meeting with us, RDA and interested parties that will be impacted.
 - J. Burke may be willing to attend this meeting.

Board enters Executive Session at (10:02)

4. Hauser/Creekside negotiations

Item 9: Fourth Bore Coalition

A) Update on litigation/settlement

Board ends Executive Session at 10:16

Item 10: September Agenda Items

- Website
- Caldecott Improvement Project
- Report of Claremont school meeting
- Progress report on archive committee
- Out and About booth
- Logo/ Merchandise
- Constant contact policy
- Cash flow, budget by month
- Halloween parade
- Updates on Hauser and Safeway projects
- Spearhead an initiative “who we are” in Rockridge (J. Martin)

Item 11: Adjourn

Meeting adjourned at 10:21 PM.

Respectfully submitted by Katy Taylor, RCPC secretary.