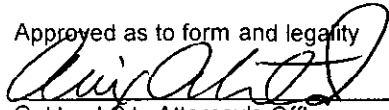


2013 NOV 25 AM 9:52

Approved as to form and legality

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO 84790 C M S

**RESOLUTION CONFIRMING THE ANNUAL REPORT OF THE
ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT ADVISORY
BOARD AND LEVYING THE ANNUAL ASSESSMENT FOR THE
ROCKRIDGE BUSINESS IMPROVEMENT DISTRICT FOR FISCAL
YEAR 2014/15**

WHEREAS, the State of California allows for the formation of business assessment districts under Street and Highways Code Section 36500 *et seq* , and

WHEREAS, the business license holders in the Rockndge business district petitioned to form the Rockndge Business Improvement District ("District") under said legislation to undertake the Management Plan for the District ("Plan") which is on file with the City Clerk, and

WHEREAS, the Plan provides for special benefit services such as enhanced security, beautification, sidewalk sweeping, and economic development, and marketing activities with the intent of creating a positive atmosphere in the District area (as more specifically identified in the Plan), and

WHEREAS, the Rockndge Business Improvement District was established by the City Council on November 28, 2000 pursuant to Ordinance No 12301, and

WHEREAS, pursuant to Streets and Highways Code Section 36533, the Annual Report (attached **Exhibit A**) has been prepared by the Rockndge Business Improvement District Advisory Board and filed with the City Clerk, and the City Council desires to confirm the Report, and levy the annual assessment for the Rockndge Business Improvement District for fiscal year 2014/15, now therefore be it

RESOLVED: that the Council of the City of Oakland does hereby find and determine as follows

- 1 The Rockndge Business Improvement District was established in the Rockndge area of the City of Oakland, California as a parking and business improvement area

pursuant to Street and Highways Code section 36500 *et seq* with the boundanes as specified in the Plan on file with the City Clerk

- 2 Pursuant to Streets and Highways Code Section 36535, a Public Heanng was held on December 10, 2013, to hear all public comments, protests, and take final action as to the levying of the proposed assessments for the Distnct for the fiscal year 2014/15 The City Council finds that there was no majority protest as defined in the Street and Highways Code Section 36500 *et seq*
- 3 The Annual Assessment Report for the District is approved and confirmed
- 4 The City Council approves and adopts the assessments as provided for in the Plan and the Annual Report of the Advisory Board and does hereby levy and direct the collection of the assessments for the 2014/15 fiscal year as provided for in the Annual Report in accordance with the assessment formula as provided for in the Plan and Annual Report
- 5 The proposed method and basis of levying the assessments to be levied against each business in the Distnct are those specified in the Plan and Annual Assessment Report on file with the City Clerk For the fiscal year 2014/15 assessment a sub-classification of businesses that earn annual gross receipts of \$25,000 or less is proposed to be created with a temporarily reduced fee for that assessment year of \$60 Such sub-classification is proposed to be temporarily created to reduce the number and expense of processing hardship partial fee waiver requests, and the reduced fee amount would not apply to future assessment years unless renewed in the annual assessment resolution for such future years
- 6 The time and manner of collecting assessments shall be at the same time and in the same manner as for the annual business tax billings and may provide for the same penalties for delinquent payment The City may use the same process and procedures for the collection of delinquent assessments as it uses to collect delinquent business tax billings or such other processes and procedures as are convenient to complete such collection and may reimburse itself out of the proceeds collected for the costs of such collection The assessments shall be coordinated with the City of Oakland's annual business tax billing cycle, and shall be included along with the annual business tax notifications, or in a supplemental notice following thereafter if, for any reason, they are not ready or cannot be included along with the business tax notices Supplemental notices shall be permissible for new businesses or for correction or supplementation of pnor notices
- 7 The boundanes of the Distnct shall remain the same as specified in the Plan on file with the City Clerk and there are no changes to the boundaries or benefit zones
- 8 The types of the improvements and activities proposed to be funded by the levy of assessments on businesses in the area are those specified above in this Resolution

and more specifically as described in the Plan and the Annual Report on file with the City Clerk. There are no substantial changes in the improvements or activities for the District.

- 9 Until disbursed, BID assessments will be held in a special trust fund established by the City on behalf of the Rockledge Business Improvement District in Miscellaneous Trusts Fund (7999), Neighborhood Commercial Revitalization & Service Delivery System Organization (02981), Pass Thru Assessments Account (24224), Undetermined Project (0000000), Rockledge Business Improvement District Program (RBID)
- 10 The City Administrator is hereby authorized to enter into annual contracts and related amendments for the security, marketing, maintenance, or other activities and improvements for the District, or to conduct or contract for such services and improvements as provided for in the State of California Streets and Highways Code Section 36500 et seq

IN COUNCIL, OAKLAND, CALIFORNIA, _____ **JAN 07 2014**

PASSED BY THE FOLLOWING VOTE

AYES- BROOKS, GALLO, GIBSON, McELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

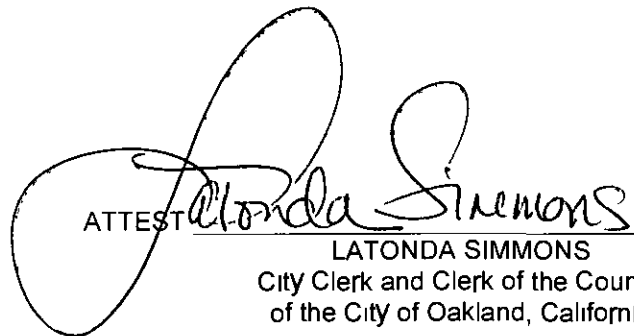
ATTEST 
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

Exhibit A

(To the Resolution to Levy the FY 2014/15 Rockridge BID Assessment)

Rockridge Business Improvement District
Annual Report To The City Of Oakland
For The Fiscal Year 2014-2015

Pursuant to California Streets and Highways Code Part 6
Parking and Business Improvement Area Law of 1989
Chapter 3, Section 36533

I Proposed changes in the boundaries of the parking and business improvement area or in any benefit zone within the area
There are no proposed changes to the boundaries of the Rockridge Business Improvement District

II Improvements and activities to be provided for in fiscal year 2014/2015

Please see the attached budget, which will outline the improvements and activities to be funded and provided in the upcoming fiscal year through Feb 28, 2015

III. Estimate of the cost of providing the improvements and activities for fiscal year 2014/2015.

Please see attached budget

IV. Method and basis of levying the assessment

The fee structure for assessments will remain as previously approved, including the change in classifications of businesses by temporarily creating a sub-classification for businesses that earn annual gross receipts of \$25,000 or less. Businesses which fall into this sub-classification would pay an annual assessment fee of \$60.00. This is not a property based district, therefore property owners are not assessed.

V. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year

The district anticipates no surplus or deficit

VI The amount of any contributions to be made from sources other than assessments levied

The Rockridge Business Improvement District will seek sponsorship funds for our promotional and beautification efforts

VII Annual Renewal Notice

The annual notice will be mailed to all members in good standing on/before 10/12/13

"Per council adoption of the Rockridge ordinance in November 2000, the Governing Council (Advisory Board) of the Rockridge BID shall annually 45 days before the anniversary of the establishment of the Rockridge Business Improvement District Ordinance give the assessesees of the District written notice of their rights to disestablish the district and the process therefore, and shall report that they have done so each year in the annual report to the Council "

Please contact Henry C. Levy, Treasurer of the Rockridge Business Improvement District, should you have any questions regarding this report

October 2, 2013



- Welcomed several new businesses into our District Chris Jackson provided them information and support
- We continue to work with the City to have benches reinstalled as well as to improve the tree wells along the College Avenue
- Continued to market Rockridge as a "destination" spot to "Shop, Dine and Stroll"
- Participated in Earth day at locations along College Avenue
- Co-sponsored Claremont Middle School Pancake Breakfast Fundraiser again where we helped raised over \$4,000 for the school- for the fourth year
- Sponsored both a Winter (Feb) and a Spring (May) Sounds of Music in Rockridge
- Sponsoring the 2013 Out & About in Rockridge on October 6th
- Co-sponsoring the Halloween Parade with RCPC on October 27, 2013
- Sponsoring holiday events and promoting "Shop Local" during the holiday season
- Sent out hundreds of Constant Contact emails disseminating information and Merchant Alerts keeping our members informed and up to date
- Provided event posters and advertising opportunities via East Bay Express and Local On and Oakland Magazine
- Continued to upgrade our website initiating new advertising opportunities for our Members through improved use of social media via East Bay Express and Local On
- Once again brought "The Rockridge in the Snow Event" to Rockridge BART the Saturday after Thanksgiving,
- Continue to provide street and sidewalk cleaning, graffiti removal and security services for the District
- We have especially worked closely with Captain Toribio of OPD to abate crime in the District
- Sponsored a December Holiday Breakfast for Members at Oliveto's
- Working with OPD staff we sponsored Merchant Watch Sessions for the membership
- We have met and worked with both our new Council Member Dan Kalb and with our new BART Director, Rebecca Saltzman to further improve the District

Rockridge district association

5435 College Ave Ste 200 ▪ Oakland ▪ CA 94618
▪ Phone 510-604-3125 ▪
chris@rockridgedistrict.com ▪ www.rockridgedistrict.com

Rockridge District Association a RBID
Board 2013-2014

Board Member Name	Business	Business Address	Phone (510)	Email Address	Elected/Re-Elected
Beverly McArthur	First Federal Savings & Loan	6058 College	652-9500	mcarthurbeverlv35@yahoo.com	2012
Henry Levy	Hank Levy Group, CPA	5940 College	652-1000	hank@hlecpa.com	2011
Joyce Gardner	FIT	5707 College	923-0784	fitclothing@att.net	2012
Louise Rothman-Riemer	DHR Investment Counsel	5435 College Ste 200	596-2580	louise@dhrcounsel.com	2011
Susan Bernosky	Strahan Ins Svcs Inc	5940 College	450-9050	susan@susanbernosky.com	2012
Veronica Bhonsle	VERO	6052 College	985-0406	vbhonsle@aol.com	2011
Maggie Klein	Oliveto	5655 College	547-5356	maggie@oliveto.com	2013
Laurie Field	Lauren G Field	5332 College Ste100	658-2525	laurenfield@gmail.com	2013
Robin Pennell	Jarvis Architects	5278 College Ave	654-6755	rpennell@jarvisarchitects.com	2013
Tom Ginty	Community Member			tom_gmtv@raymondjames.com	2013
Other					
Chns Jackson	Operations Mgr		604-3125	chris@rockridgedistinct.com	
Tuula Tilander	Bookkeeper		550-4200	tuula@shastapro.com	
Michael Kilian	Taxes / Review		414-2536	mkilian@gmail.com	
Former Members.					Date left Board
Brian Marsmaker	Pave Fine Jewelry	5496 College	547-7000	brian@pavefinejewelry.com	2012
Bill Chung	Rockridge Cafe	5492 College	589-6472	billwchung@gmail.com	2012
Austin Davis	Pride Chiropractic	6245 College	831-566-1101	austindavisdc@gmail.com	2012
Liz Taylor	Tootsies Rockridge	5525 College	595-7272	tootsiesrockndge@email.com	2012
Sara Wilson	Market Hall	5655 College	250-6061	swilson@mhfoods.com	2012
Thelma Harris	Thelma Harris Art Gallery	5940 College	654-0443	tharrisartgallery@msn.com	2011
Jessica Pitt	Resident				
Joe Garrett	Resident				
Matthew Krohn	Resident				
Grant Overbridge	Diesel				
Elizabeth	Dreyers				
Claudette	Agatha				
Jan Christensen	Christensen Heller Gallery	5829 College	655-5952		
Jennifer Kaplan	Rockridge Home	5418 College	420-1928		
Maggie Klein	Oliveto				
?	Ben N Nicks				

RDA, a Rockledge Business Improvement District

Proposed Budget

March 2014 to February 2015

	Gross BID Revenue	\$158,400
	City of Oakland- Loan Repayment	-\$2,550
	City of Oakland- Collection Cost	-\$4,000
	City of Oakland- Noticing	-\$850
	Total Income	\$151,000
	Expense	
Organization		\$62,000
Marketing & Promotion		\$34,000
Streetscape & Security		\$55,000
	Total Expense	\$151,000