

Minutes/Notes  
Oakland Heritage Alliance Board of Directors Meeting  
April 2, 2024 at 6 PM, In-Person

*Mission Statement: Oakland Heritage Alliance is a non-profit membership organization which advocates the protection, preservation, and revitalization of Oakland's architectural, historic, cultural and natural resources through publications, education, and direct action.*

**Board Members Present:** Charles Bucher, Alison Finlay, Mary Harper, Daniel Levy, Amelia Marshall, Naomi Schiff, Feleciai Favroth, Linda Taylor, Kathryn (Kitty) Hughes)

**Absent:** Tom Haw

**Announcements:** None

**Regular Business**

1. **Minutes** from March 5, 2024 approved
2. **Administrative Report**, Daniel Levy
  - Look more into Neon criteria in generating accurate numbers of inactive accounts
  - Goals for membership growth as a topic for the Annual Meeting
  - **ACTION ITEM:** Send another inactive accounts report with accurate numbers to Alison
3. **Financial Report**, Feleciai Favroth
  - February's reports are now finalized
  - We need to build up our membership. Discussion around looking at grants to help grow capacity.
  - We are making profit, but not enough to build out the organization.
  - We need to get a budget together - pull numbers from 2023. The budget will need to be voted on by June.
  - Maximize the use of expenditures that are spread through more membership = Higher profitability
  - **ACTION ITEM:** Feleciai will share a budget spreadsheet with the board and staff and would like people to input information by this Friday.

**Committee Reports**

**Preservation**, Naomi Schiff

- Landmarks Preservation Advisory Board - meeting canceled again
- DOSP (Downtown Oakland Specific Plan)
  - Meeting on April 18th
  - Naomi would like to meet with other stakeholder groups.
  - We need to come up with a coordinated approach to the Plan. Naomi will look over it and request to share their meetings with members.
- CCA
  - Comments were sent.
- Main Library
  - We need to send a letter.
  - **ACTION ITEM:** The board needs to send Naomi their thoughts to add to the letter.

- Moss House
  - Work in progress. The Doors and Windows document is complete and Naomi and Linda will be attending the RAC Meeting.
  - **ACTION ITEM:** Naomi will see if she can get more information.

#### **Walking Tours, Alison Finlay**

- Looks like Alison has all the dates filled, so there's enough time to print a pamphlet—would need to get the pamphlet to the printers before Naomi leaves
- **ACTION ITEM:** Alison will need volunteers, so will get a signup sheet together for the board.

#### **Newsletter, Naomi Schiff**

- Naomi has some materials already for the next issue
- Need to get the newsletter out to promote the Walking Tours (the Walking Tours being the feature story)
- There may be an article on a Charlie Chaplin connection
- Amelia mentioned to include a story on the Vulcan Foundry
- Possible story on the Moss House
- **ACTION ITEM:** If anyone on the board is interested in submitting materials, they need to get it to Naomi before June 6th

#### **Plaques, Mary Harper**

- Mary still working on the Lower Broadway

#### **PIP, Amelia Marshall**

- Call for nominations will happen in May.
- A few considerations for an award: Women's Rowing Club, The Fat Lady

#### **Lectures, Charles Bucher**

- No work done yet—Charles will work on ideas and set up a committee meeting
- Need to look into recruiting more members

#### **Informational Items**

- 1. 16th Street Station, Daniel Levy, Feleciai Favroth, Naomi Schiff**
  - a. Daniel, Feleciai, and Naomi went on a tour with one of the staff from City Ventures and the consultants they hired, OE Consulting.
  - b. Petition launched, which helped get the developers attention. Councilmember Carol Fife signed.
  - c. Daniel learned that Liam O'Donoghue wants to do an interview for the SF Gate
  - d. 3,000 postcards were printed and distributed.
- 2. Landmarks Board Meeting Cancellations, Naomi Schiff**
  - a. Daniel and Naomi met with the chair.
  - b. There are 2 vacancies on the committee
    - **ACTION ITEM:** Naomi will look into the vacancies more
- 3. Mosswood Park Recreation Advisory Council, Linda Taylor**
  - a. RAC Meeting tomorrow, which Linda will discuss the need to clean up the garbage.
  - b. Maybe consider a petition for the Moss House as we have done for the 16th St. Station?
- 4. Fox Theater Tour, Daniel Levy**
  - a. Someone is interested in conducting a tour—2 tours/year
  - b. Practice tour on April 24, 25, or 26th
  - c. OHA will be able to keep all proceeds

- d. The Fox would like us to provide volunteers
- e. Possibly do the tours next year or during the off season
- f. **ACTION ITEM:** Daniel will send out an email with more about volunteers

**New Business - None**