

TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

Minutes #2015-04

Meeting Date: April 22, 2015

5 to 6 - Board Business

6 to 7:30 -Annual Meeting

Board Members Attending:

1. Hans Boerner
2. John Dobrovich
3. Allison Futeral (see Item 2a)
4. Gloria Gee
5. Jason Laub
6. Donald Lowrey
7. Bill Lambert (Interim Vice President)
8. Dona Savitsky
9. Pat Smith (Secretary)
10. Julie Stevens
11. Walker Toma (see Item 2a)

Board Members Absent:

1. Roy Alper (Interim President)
2. Don Macleay (see Item 2a)
3. Doreen Moreno (arrived at 6 pm for Annual Meeting)
4. Randy Reed (arrived at 6 pm for Annual Meeting)

The Board meeting was called to order at 6:05 pm with Interim Vice President Bill Lambert presiding.

1. CONSENT AGENDA:

- a. Approval of March minutes

Motion: to approve March minutes was seconded and approved with Bill Lambert abstaining.

2. NEW BUSINESS

a. Nomination and Election of Board Members:

Pat Smith, Bill Lambert, Roy Alper, Randy Reed, John Dobrovich were nominated to serve another two year term while Allison Futeral, Don Macleay, Walker Toma were nominated to begin two year terms on the Board.

Motion: to elect Board members introduced by Gloria Gee, was seconded, and approved unanimously

b. Election of Officers

Bill Lambert - President
Roy Alper - 1st Vice President
Randy Reed - 2nd Vice President
Pat Smith - Secretary
Don Lowrey - Treasurer

Motion: *to elect Board officers introduced by Jason Laub, was seconded, and approved unanimously*

Action: *Send out updated roster to Board members and update website to reflect new Board members and Officers.*

Discussion: Pat would prefer to not serve once again as secretary. She's willing to continue to do so in anticipation of another qualified Board member emerging to assume the position. She has recommended rewriting the bylaws, to include a Secretary description that indicates the position will review or vet rather than write the meeting minutes.

3. OLD BUSINESS

a. Adoption of Strategic Plan

Motion: *to adopt the 2015 TTBIT Strategic Plan document, was seconded, and approved unanimously with the understanding the document is dynamic and will be updated as needed.*

Discussion: document is dynamic and there is leeway for updates as reflected in the note on page 5: "This Strategic Plan is created to provide direction for the organization and context for its interested parties. The Strategic Plan is a dynamic document that is constantly reviewed and updated, to reflect completed accomplishments and changing conditions and priorities."

b. Approval of 2015 Annual Budget

Motion: *to adopt the 2015 TTBIT Annual budget, was seconded, and approved unanimously with the following discussion for allowance of tweaking certain items at the May meeting.*

Discussion:

Temescal Street Cinema - Jason Laub reported that Suzanne is delighted that BID wants to support TSC in 2015. At this date it would be necessary to perhaps push it to the Fall or consider taking time to retool and postpone to next year. Board wondered whether Suzanne spoke to David Keenan from Omni to encourage a collaboration. Omni's collective includes Optik Allusions and Black Hole, that work in visual media. \$4000 would be added to the budget. Board prefers an event occur this year.

Telegraph/Alcatraz Public Art Signage – Add \$5,000 to reflect new branding and add signage, particularly at the Berkeley border, and also at MacArthur and Telegraph. We will look into other funding sources, including Oakland Visitor's Bureau.

Temescal Flows: The budget presently will show a \$0 line item. TTBID will present a proposal to BART for mitigation regarding BART's retrofitting of two TF BART columns that will require repainting. Alan Leon will repaint the two columns. We'll continue to explore inclusion of another column to take advantage of the work already being carried out. It's another \$13,000 to paint the additional column.

East Bay Express - Include EBE \$1,000 to buy advertising that benefits two special Temescal editions that merchants also contribute to.

Temescal News & Views – Add \$1,500 to support an editor to continue publishing TN&V and also publish hard copies. TNV requested support for their editor. TTBID will support the editor. Discussion should occur at the next Board meeting to avoid a possible cross message. \$1500 will carry them for a year. We don't pay the editor directly. WE write them a check with a disclaimer, that we're not influencing the content of the TNV.

Finally, there's a surplus of \$80,000. We need at least \$55,000 annually to carry on pedestrian light debt service. Then we'd have \$25,000 annual surplus for discretionary items.

c. **Revised By Laws** – Continued discussion

Governance committee, comprised of Gloria Gee and Jason Laub, have worked hard on bylaws.

Five areas remain open to discussion:

1. Page 3: the number of board members: Should it be 15 versus 17 or even 19? Bill believes we should keep it at only 15. This needs to be decided upon. The present bylaws allow for 19. For the time being, we have 15 Board members.
2. A general consensus supports for a 3 month involvement before there is consideration for election to the Board.
3. Section 13 regarding **E voting**: Does Brown Act prohibit E voting on items? Because we're subject to the Brown Act, we will need to check in with the City Attorney, regarding certain conditions.

Action: Darlene will check into this provision and bring back an answer.

4. Can Board members only vote to add Board members in April? The answer: You can bring on provisional members earlier and then make them official in April at the annual meeting.
5. Page 9 – How much time should Board serve to become officer? Review Pages 10 to 12 regarding eligibility. You have to serve for some time as a Board member before you progress to becoming an Officer.

d. Annual Financial Report Review

We should be providing a profit and loss statement and balance sheet. We are now on calendar year. It presents we lost \$89,000. The Balance sheet for 2014 shows a bank balance of \$33,000. We have some “carry overs” from the previous fiscal year.

Motion: *The Board seconded and approved the balance sheet and profit & loss statements dated 12/31/14 unanimously*

e. City Disbursement Agreement Approval

The City required the Board approve a resolution giving authority to the Executive Director to sign the Cash Disbursement Agreement.

Motion: *to approve the resolution was seconded and approved unanimously*

Board Meeting was adjourned at 6 pm.

Annual Meeting:

- Introduction of the Board of Directors and Guests
- Annual Report
 - Financial Report
 - Announced Approval of Updated Strategic Plan, By Laws and Budget
 - 2014 accomplishments and Future Efforts

ACCOMPLISHMENTS 2005-2014

- With a 60% turnout of voters, the weighted average vote was 71% in favor to extend TTBD for another ten years; it expanded to now include Telegraph Avenue to MacArthur and 40th Street between MacArthur BART and Broadway
- 70 new Pedestrian Street Lights installed along Telegraph Ave and 52nd Street; used TTBD funds to leverage private funds and completed the project below budget
- 100 Pole Banners the length of the entire District with interchangeable themes
- Sidewalk sweeping on a regular schedule; regular removal of illegal dumping and graffiti on public property
- Gateway Signage installed at the most heavily travelled entry points to the district, including the recent Obelisk at 51st Street

- Annual special event programming and underwriting, including:
 - Temescal Street Fair, which is one of the City's leading community events
 - Taste of Temescal, which benefits our local schools and non-profits
 - Summer Street Cinema, Art Hop, Halloween Stroll, and other holiday events
- Whimsical mural, "Temescal Flows" at the 51st Street / Hwy 24 / BART underpass connecting Children's Hospital to the District and effectively removing blight
- 100 planters installed and maintained on Telegraph Avenue, half funded by public funds
- 50 artistic murals and banners installed at the PG&E substation at Shattuck and 52nd St; 5 murals at the Kelly Moore Building at 4156 Telegraph; all the murals produced by students at California College of Arts
- 38 trash cans transformed into eclectic art projects with mosaic tile - more to come
- 14 utility boxes decorated to abate graffiti, with art inspired by Peralta School children
- District website created and enhanced to optimize social media marketing opportunities and let emerging businesses know of occasional commercial vacancies
- Updated Temescal district branding to evoke the history of the neighborhood and to reflect the district's forward thinking, fresh, edgy, funky, innovative, small business friendly, timeless, diverse
- Provide matching funds to impact sporadic crime waves as needed.
- Cohesive management and advocacy to ensure the District receives baseline City services to the fullest extent possible

FUTURE ACTIVITIES

- Continue scheduled maintenance of the sidewalks and planters; regular removal of graffiti from public property; maintenance of TTBD funded public art projects
- Extend the installation of new pedestrian lights on Telegraph from 49 to 57th St., from North Street to the Berkeley border, and on 40th from BART to Broadway
- Continue to install more streetscape enhancements including district signage, planters, mosaic trash cans, and artistic bike racks and message boards for posting flyers

- Continue to respond to Public Safety needs with Crime Prevention through Environmental Design (CPTED) strategies, advocating for increased police presence, merchant alerts, co-funding temporary private security when crucially needed, exploring internet apps to streamline reporting, and cameras to enhance safety
- Advocate for parking meter maintenance and request upgrade to kiosks
- Explore and implement graffiti abatement strategies referencing revised City legislation
- Re-establish Mini-Grants to address problem buildings and beautification for problem sections
- Collaboration with Scenic Streets for designated locations, incl. Claremont Ave
- Collaboration with Idora Park/Clars for 56th Street overpass to include mural or other enhancements
- Upgrade Tree Lights where existing in each area; Plan for possible new installations: e.g. 40th- 45th Sts. & 40th from Telegraph to Shafter (approx.)
- Explore Holiday Decoration options
- Incorporate new branding into website and other Temescal promotion and streetscape projects
- Strategize and carry out transition for new Executive Director
- Explore viability of Local Security Network (LSN) application to impact maintenance accountability and interface with City Public Works and Oakland Police Dept.
- Enhance connectivity to BART along 40th and Telegraph, including exploring pedi-cabs from BART to commercial district

Introduced Committees and Assignments – Invite to join!

Guests shared the following concerns:

- Homeless encampments at 51st
- Illegal dumping at Caltrans properties
- 49th Street loiterers
- Commercial incident reports can't be made to OPD online
- Attendees interested in working closely with Frazee building owner to get a viable tenant.

Annual meeting was adjourned at 7:30 pm

c. Annual Meeting Guests:

- d. Mae Chan Frey – Ruby’s Garden, Council Member Dan Kalb, Deena Davenport Conway and Gunner Conway-Davenport -Glama-Rama! Salon, Kesete Yohannes-Asmara Restaurant, Tom Murphy – Owner, 6211 Tele #33, Linda Lonay – Owner 6034 Tele, Paul Rosky – Economy Lumber, Natalie Mehta – Owner, 4105 Tele, Steven Lavoie – Temescal Library, Matt Guidi – Mark Becker, Inc., Jutiki Gunter & Natesh T – Local Security Network, Lisa Regul –Owner 373-40th #2, Jerry Wilkins – Custom Kitchens, Tom Anthony & Anthony Pitarre- Owner 5666 Tele, Sheila Schwartzburg - Owner 5939 Tele, Brian & Emily – Smokey’s Tangle Art Gallery

