

Temescal Telegraph BID Board Meeting Minutes

December 16, 2015 - 6 to 7:30 pm

Doña Tomas, 5004 Telegraph Ave.

Time: 6 – 7:30pm

Board Members Attending:

1. Roy Alper - Vice President
2. John Dobrovich
3. Allison Futeral – Secretary
4. Gloria Gee
5. Bill Lambert – President
6. Donald Lowrey – Treasurer
7. Randy Reed - Vice President
8. Dona Savitsky
9. Pat Smith
10. Walker Toma

Board Members Absent:

1. Hans Boerner
2. Jason Laub
3. Don Macleay
4. Doreen Moreno
5. Julie Stevens

Guests: Oliver Luby, Councilmember Kalb's Aide
Aubyn Merie – Resident, Neighborhood Council
Paolo Cosulich-Schwartz, Motivate
Suzanne L'Heureux, Interface Gallery owner

1. INTRODUCTIONS – Call to Order: Bill Lambert, President

2. CONSENT AGENDA

a. Approval of November Minutes

Approved.

3. Bike Share Presentation –Paolo Cosulich-Schwartz, Motivate

Paolo presented on the upcoming Bay Area Bike Share expansion. After a successful two-year pilot in San Francisco, San Jose, and the Peninsula, Oakland will be part of a two year phased roll out in San Francisco, San Jose, and the East Bay, growing the Bay Area Bike Share system from 700 bikes to 7,000 bikes, and making it one of the largest and densest bike-share systems in North America. Paolo explained that the pod locations have not yet been chosen, though many spots have already been suggested on their online “suggest a spot” tool. There will be upcoming outreach meetings to the community in January and February throughout the East Bay where the community can vote on their favorite spots. Paolo asked the board if they had any particular spots that he should consider or ones that would not work. It was suggested that Paolo work with Nautilus to install a pod near their development at 51st and Telegraph. Paolo has already been in communication with them.

4. ACTION ITEMS

a. Marketing/Positioning Statement

Shifra read out the proposed new positioning statement for Temescal: “Temescal is a vibrant neighborhood leading the Oakland renaissance, full of innovative and diverse people creating small independent thoughtfully-curated shops, restaurants and services, celebrating emerging arts and culture in our community. #gritty #beautiful #eclectic #Temescal” Don Lowrey objected to the incorrect grammar of the run-on sentence, and suggested adding a period. Roy Alper wanted to add entrepreneurship into the description of Temescal. There was general hesitancy about the phrasing of “leading the Oakland renaissance” phrase but general agreement to keep it. Roy motioned to send the statement back to the promo committee to fix the grammar and add a mention of entrepreneurship. Don Lowrey seconded. Motion failed. John Dobrovitch motioned to approve the positioning statement as recommended by the promotion committee. Seconded by Allison Futeral. 13 Ayes, 2 Nays by Roy and Don Lowrey. **Approved.**

b. Banner Design

Shifra presented the revised banner design using the full Temescal icon library, and only repeating four icons, with the Temescal Telegraph BID logo on the bottom. General approval, but Pat Smith raised good questions about the banner locations and disbursement schedule. Dona Savitsky motioned to approve the banner design, but to send the item to the design committee to decide the locations and disbursement schedule for the banners. Seconded by Randy Reed. **Approved.**

c. Special Art Banner Project Presentation – Suzanne L'Heureux

Suzanne presented on her project to collaborate with a professional artist to bring arts programming to Oakland International HS a block away from the district. The artist would create 8-10 banners in collaboration with seniors at OIHS as part of the senior project about their identities. The banners would be displayed for a month or so on the pedestrian lights whether the permanent BID banners hang, along Telegraph Avenue between 45th - 51st. The target date for this project is Fall 2016, and Suzanne is looking for the BID approval for the installation concept before she would begin applying for the grants. General approval of the project, with a questions on whether the banners could be installed more near 40th or on the banner hanging over Telegraph Ave. Suzanne explained that she wanted to install the banners close to the the International High School, and so picked 45th to 51st for that reason. Having the students hang their banners over Telegraph wouldn't work because the students need to stand near the banners to present their artwork at the end of the project; they can't stand in the street. **Project was approved.**

5. INFO/DISCUSSION ITEMS

a. 2015 Surplus/Reserves

b. Temescal Flows

Alan Leon has started repainting the BART columns that were earthquake retrofitted with the Temescal Flows design. He should be completed in a couple weeks.

c. Gateway Signage

The gateway signs have been printed and the materials given to the city of Oakland, and to Randy Reed for installation.

d. Security Contract

The Holiday Security for the Temescal District began the prior Thursday, with two security guards from VMA Security patrolling Zone 1 every Thursday - Sunday, 12pm - midnight through New Year's Day. The security guards passed out flyers to merchants on their hours, days and the reasons for merchants to call for assistance. Randy noted that he saw the two security guards patrolling together. General disapproval of this. **Action:** Shifra will talk to VMA and have the security guards patrol separately.

e. Street Fair Contract

Steve Tiffin has not sent a contract to the BID, since he has been very sick, but has expressed agreement with the BID's requests. Shifra noted that they have already secured a \$10,000 sponsorship from an insurance company.

f. Executive Director's Report and Committee Updates

Organization

Meeting Stakeholders

Shifra attended the November Neighborhood Council meeting to hear a presentation on the MacArthur Station Development. Phase 1 (infrastructure development) is complete and Phase 2 (New Affordable Housing Development) is now move-in ready. Phases 3-5 of Market Rate Housing and ground floor commercial space is scheduled to begin in February 2016 with the demolition of the few existing buildings. As a follow-up, Shifra did a walk-through of the MacArthur Transit Village with Joe McCarthy of Bridge Housing in early December.

Design

Clean & Safe

Shifra did a walk-through with Harold Dees, the Social Enterprise Director of Peralta Services Corporation, and Rick Williams the Operations Manager of all Zone 2 and most of Zone 1, and found that the quality of the cleaning services had declined since the walk-through a month prior, and despite the retraining of the team. The three found that Zone 1 looked relatively untouched, with many easy tasks left undone, resulting in countless bottles in planters, little on the sidewalk, and small piles of illegal dumping. Harold and Rick agreed that the quality of cleaning was unacceptable, and scheduled a meeting with the clean team. They pledged that if the quality of cleaning did not increase dramatically, new cleaning staff would be brought in and trained correctly. Harold met with the current cleaning staff on Thursday, December 10, and discussed the issues found on the walkthrough with the current cleaning staff. The cleaning team was given a very stern warning about the consequences if the service delivery doesn't improve, and documenting in a written warning.

PSC has provided metrics on cleaning for January – November 2015 (please see attached chart and graphs). The metrics show that PSC has generally increased the level of daily cleaning over the past year, especially since September (151 bags of trash removed versus November's 297 bags of trash). "Operation Refresh" (2-3 additional cleaning staff for 2 weeks) dramatically increased the removal of planter trash and removal of graffiti in October. Unfortunately, both metrics dropped dramatically in November. Metrics for both newspaper racks painted, and trash receptacles that were cleaned and graffiti removed remained consistently low throughout the year. The second metric did increase by 200% in November to 22 trash receptacles cleaned, but remained low in contrast to the total number of dirty trashcans in the district. The

Executive Committee has authorized Shifra to begin discussions with other service providers on producing a proposal and bid to clean the district, since the current contract with Peralta will become a month-to-month as of January 1st. Shifra has also requested a three-month contract bid from Peralta for a proposal to more effectively clean the district.

Public Works Projects in Temescal

Wlad announced at the DE/ED Committee meeting that the City of Oakland's Public Works received approval for funding for 4 grant projects including locations in Temescal. The grant projects were selected based upon collision data for pedestrians, bicycles and vehicular traffic, and are intended to provide a safer City of Oakland for all, with an emphasis on pedestrian safety. Telegraph Avenue between 29th Street and 45th Street will get new striping and signage to calm traffic, buffered bike lanes between 29th and 41st Streets; signal modifications at 29th and 45th Streets; pedestrian safety enhancements at uncontrolled pedestrian crossings. **Shattuck Avenue at 49th, 51st, and Claremont Avenue between Telegraph Avenue and Clifton Street** will get a traffic calming road diet with bike lanes on Claremont; pedestrian safety enhancements at uncontrolled pedestrian crossings such as flashing beacons, high visibility crosswalks, raised bulb-outs, and median refuges at multiple locations. The projects are expected to start in 2017. In the interim, City staff will install painted refuges with vertical delineators, hopefully in the first quarter of 2016.

Idora Park

The Friends of Idora Park presented the revised mural design to the DE/ED committee, which approved the new artwork. The mural design was then unveiled to the public on Tuesday, December 15 in the first community meeting for Idora Park Project Phase I.

Trash Can Doors

The Executive Committee approved the additional costs of a sticker logo on the trashcan doors. The trashcan doors will all be painted red and decorated with the TTBID logo by the end of December.

Temescal Flows

The BID-hired artist, Alan Leon has completed 99% of the graffiti abatement on the existing columns, and has already begun on painting the newly retrofitted columns, to be completed by the end of December.

51st St Parklet

The 51st Parklet Project has been cancelled due to lack of funding. Their crowdfunding campaign did not raise as much as they had hoped, and they were unable to close the funding gap with alternative fundraising. The BID's contribution is being refunded.

Economic Development

Vacancy Report

Shifra walked the entire district and catalogued the vacancies in mid-December, totaling 15 ground floor commercial vacancies, and three vacant spots in development, and slated to be demolished in the first quarter of 2016. Shifra is in the process of contacting property owners of vacant spaces to list their spaces on the Temescal BID website.

Security & Promotions

Security

VMA was selected to provide Holiday Security by the Security and Executive Committees. VMA currently is patrolling (via foot) Zone 1 of the Temescal BID Thursday-Sunday, 12pm-midnight, through January 1. There will also be security on Wednesday, December 23, and no security on Friday, December 25. Each shift (12- 6pm & 6pm-12am) has a phone for Zone 1 merchants to call for assistance. The contract with VMA is using slightly over \$10,000 of the \$30,000 2015 security budget. The remaining funds will go into the BID reserves.

Temescal Holiday Street Fair

The first Temescal Holiday Street Fair drew several hundred attendees on Sunday, December 6th, despite the on and off rain. There were 14 vendors (50% from Temescal) selling crafts, gifts, and food. The holiday photo booth with Santa Claus was a huge hit, as well as the hot chocolate. The rain was a major factor in the low vendor participation (and high drop-out rate), as well as lower than expected attendance; Lack of sufficient lead time to publicize, and not securing a rain location were also contributing factors.