

Minutes #2015-07
Meeting Date: July 27, 2015
Location: Faith Presbyterian Church 430-49th Street
Time: 6:00 pm

Board Members Attending:

1. Roy Alper - Vice President
2. John Dobrovich
3. Allison Futeral
4. Gloria Gee
5. Bill Lambert - President
6. Jason Laub
7. Donald Lowrey – Treasurer
8. Don Macleay
9. Doreen Moreno
10. Randy Reed - Vice President
11. Dona Savitsky
12. Pat Smith - Secretary
13. Julie Stevens
14. Walker Toma

Board Members Absent:

1. Hans Boerner

Guests: Oliver Luby, Councilmember Kalb's Aide

Staff: Darlene Rios Drapkin

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. CONSENT AGENDA

a. Approval of June Minutes

Motion: to approve June minutes was seconded and approved unanimously with minor change as follows: ... the priority is 49th to 51st and one light on 49th, then on Telegraph from North Street to the Berkeley border, short Shattuck, 40th from BART to Broadway and the remainder of Telegraph through MacArthur Blvd.

b. OLD BUSINESS

a. Approve Pedestrian Lighting Loan Resolution (See attachment)

Bill explained the bureaucratic process that will occur for implementation

\$150,000 coverage in lights. With \$800,000 loan to install 75. TTBID will need other loans to install 115 to 123. Roy will share the present plan via email to Board for feedback.

b. Executive Director Search Update – CLOSED SESSION

The candidates: Heather Hensley, Shari Godinez, and Shifra de Benedictis-Kessner. Interviews followed by discussion and agreement on best candidate. After a vote, consensus was reached to offer the position to Shifra de Benedictis-Kessner.

c. Treasurer’s Report – Don Lowrey – None was provided

d. Director’s Report and Committee Updates

What’ UP in TTBID?

DESIGN & ECONOMIC DEVELOPMENT

- Planters’ maintenance and updated flowers plan/budget is available for review by Committee members Don L and Pat.
- Power washing recommendation proposal available NOW for implementation.
- Ped lights will be completed by the end of the year, once procedural items are handled with City in September; Nautilus is contributing \$100,000 to lights as part of its project costs. MacArthur Transit Village will add lights in the BART Village as Roy continues to lead this next installation phase.
- Idora Park Group will begin RFP process soon for 56th St underpass mural, granting \$500 to three Oakland artists.
- Artist Lori Fischer approached committee regarding request for \$14,500 grant she requested to complete “Rise Oakland” mural on Brignole Building at 46th between Shattuck and Telegraph. Committee voted unanimously to provide up to \$3,000 in matching grant funds as she has applied for City funds through CM Kalb’s office. Lori will request additional funding from Mr. Brignole.
- Seven cans need mosaic treatment, including the four recently installed. Entering into \$4,900 contract with Juan Lopez for seven wrap around cans. He will start them in mid - August with completion before year end. Homeroom agreed to sponsor their can; confer with other impacted merchants to see if they’re interested too.
- \$2,620 has been allocated to paint 44 concrete trash can doors red and include a “sticker” with a clear background and lettering in cream color (per our logo guidelines) which says Temescal Telegraph Business Improvement District. Project should be completed by 9/15/15.
- Temescal Flows restoration project, including the additional column, will commence in October, once BART completes its work.
- 40th Street median strategy being revisited, with Roy and Don L, surveying the median’s needs, which is sectioned off as follows: 1. Broadway 2. Manila 3. Opal 4. Shafter 5. Webster 6 Telegraph. Sections 3 and 4 are in the “best” shape, followed by 5 and 6, with 1 and 2 in “worst” shape. Roy and Don L will provide their opinions and recommendations.
- Darlene and Bill met with SPUR Director Robert Ogilvie to discuss advisory groups for guidance on a vision for Oakland’s “Main Streets”
 - 51st Street Parklet has launched fundraising campaign for \$29,000; once group reaches 80% fundraising goals, TTBID will issue \$2,000 check.

PROMOTION

- 12th annual Temescal Street operated in positive numbers; we’re waiting for final report!

- Taste of Temescal planning will begin at next PR Committee meeting
- Bill met with Spoke Cyclery that has a spinoff business, EBPCABS, to provide pedicabs. Bill would like to explore TTBD providing advertising/sponsorship on the cabs to launch this endeavor that might serve in the future as a potential BART commuter shuttle to the district.

SECURITY & CLEANLINESS

- Starting a security committee that emanates from members using LSN app to function separate from Promotion.

Submitted respectfully,

Darlene Drapkin

