

# TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

Minutes #2015-06

Meeting Date: June 24, 2015

Location: Faith Presbyterian Church 430-49<sup>th</sup> Street

Time: 6:00 pm

## **Board Members Attending:**

1. Roy Alper - Vice President
2. Allison Futeral
3. Gloria Gee
4. Donald Lowrey – Treasurer
5. Doreen Moreno
6. Dona Savitsky
7. Pat Smith - Secretary
8. Julie Stevens

## **Board Members Absent:**

1. Bill Lambert - President
2. Hans Boerner
3. John Dobrovich
4. Jason Laub
5. Don Macleay
6. Randy Reed - Vice President
7. Walker Toma

**Guests:** Chris Specker, Business Owner, It's Your Move Game Store  
Aubyn Merie, Temescal NCPC Chair as of 6/15

**Staff:** Darlene Rios Drapkin

## **1. INTRODUCTIONS – Call to Order: Roy Alper, Vice President**

## **2. PUBLIC COMMENT/ANNOUNCEMENTS**

Aubyn Merie, newly elected Temescal NCPC Chair, as her goal, would like Temescal to be more about community and feel more like a community. She attended the citizens' police academy in preparation for her present role. She's all about building relationships and partnerships. Roy Alper chimed in the organizations' mutual concern about security, rendering a collaboration is imminent. They agreed that when

there's a crime surge, there's more participation at meetings. It's important to get participation year round to prevent crime. Aubyn will hold a block party on her block and encourage other residents to hold block party too on National Night Out, Tuesday, August 4. She's excited to be involved. She'd like to ask merchants to support NCPC efforts, participating in the meetings every other month, and sponsoring said meetings.

### **3. CONSENT AGENDA**

#### **a. Approval of May Minutes**

*Motion: to approve April minutes was seconded and approved unanimously.*

### **4. OLD BUSINESS**

#### **a. Gateway Signage - Review signage option recommended by DE/ED Committee**

The Committee approved a sign using the logo design guideline's red with cream lettering, to include "the historic" in bolder and slightly larger type. Before approving "the historic" Alison wondered if research had been conducted by Board member Jason Laub for Temescal to call itself historic without encountering dissent from the State Historic Preservation Society. It is Roy's understanding that if a district is deemed historic it becomes held to more rules or prescriptions regarding treatment of buildings. The only area that may be historic is 49<sup>th</sup> to 51<sup>st</sup>. Don Lowrey insisted that the new signage be made with durable reflective materials as to avoid wearing out quickly. Roy asked Darlene to contact Jason Laub to research the matter. Gloria added landmark might be appropriate to use also.

#### **b. Pedestrian Lighting Loan, Cost, and Schedule**

Roy shared that the priority is 49<sup>th</sup> to 51<sup>st</sup> and one light on 49<sup>th</sup>, 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. We hope to have them all installed by December. Ray's Electric came in with the same previous pricing. We have tried to get funds from multiple funding sources to no avail. We will insist on getting waivers on the steep City permit fees, since we're unable to get any sort of monetary support for these important lights. This has been the TTBID's top priority since its inception.

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#### **c. Executive Director Search Update**

Don Lowrey reported that 15 candidates applied with 6 very qualified finalists. 4 will be interviewed on 7/7/15. One is out of state and the other has already been interviewed. The selection committee has created a question sheet and a ranking sheet to provide consistency. Doreen recommended two finalists be interviewed by the entire Board at the July Board meeting. Resumes will circulate to entire Board prior to final interview at the Board meeting.

### **5. NEW BUSINESS**

#### **a. Director's Report and Committee Updates**

#### **DESIGN & ECONOMIC DEVELOPMENT**

- Planters' maintenance and updated flowers will be revisited at the next DE/ED committee meeting July 16<sup>th</sup>. Please provide feedback via LSN or to Darlene or DE/ED Committee.

*Placing murals on the planters was mentioned but questioned since the water will leak into the paint. Succulents for the planters was suggested but Allison said that succulents will probably be stolen.*

- 40<sup>th</sup> Street Median strategy will be discussed at July 16<sup>th</sup> DE/ED Committee meeting
- Four concrete trash cans were installed: 2 at 40<sup>th</sup> at Sub-rosa and Homeroom and 2 at Telegraph at Beebe Memorial Church and across the street at Alta Bates. Seven cans need mosaic treatment. Juan Lopez is charging \$700 for wrap around as the only option.
  - Working on repainting all 44 trash can doors using logo design guidelines.
- Future mural program in collaboration with CA College of the Arts and John Dobrovich for PG&E building, unavailable till 2016/17; we are on waiting list.
- Roy and Darlene are meeting with SPUR Director Robert Ogilvie to discuss advisory groups for guidance on a vision for Oakland's "Main Streets"
- Bill and Darlene met with Regency Inn owners. It is being remodeled, with 30+ rooms and renamed "Inn at Temescal"

## PROMOTION

- 12<sup>th</sup> annual Temescal Street Fair is on track with sponsorship effort and vendor booth rentals on track to reach goals. TSF numbers indicate it is poised to do better than last year in both sponsorships and vendors.
- Darlene would like volunteers to man the information booth on July 5, 2015
- Taste of Temescal planning will begin at next PR Committee meeting

## SECURITY & CLEANLINESS

- TTBD sponsored a Small Business Seminar on Oakland recycling service changes at Doña Tomas on June 10
- LSN app working well as Peralta Service accountability, interaction, and communication has improved dramatically. Database of incidents being created for City as needed!

### **b. Treasurer's Report – Don Lowrey**

Our biggest expense is Peralta Services at \$10,400. They're doing a great job according to Don. Dona, Pat and Julie thought there is still too much trash on the street. Darlene encourages reporting the trash spots either to her or through the LSN app we're paying for to report and get follow through. The median needs more care. Don M clarified that there aren't a lot of funds for the median. Harold and Kevin from Urban Relief met with Don M to strategize on the median and will meet with DE/ED Committee for implementation purposes. Roy reminded the Board that the initial Peralta contract specifically included a one-time clean-up of the median/strip, but it appears that task was not done. Darlene explained it has been done, but now additional treatment is needed on other sections. This will be cleared up at July 16 meeting.

Should we order planters for Telegraph Avenue down to MacArthur? Do we like planters that are flaming red or do we want the traditional rust color? This still needs to be determined.

c. **Business Directories** – Dona - Agree on policy on what businesses to include in directory

Dona provided the history that the guide is an independent shopping and dining guide and that's why it wasn't to include corporate big business and other personal businesses, such as tax, banks, church, and insurance. Dona explained that only unique businesses are included, thus independent. All businesses are included on the website and that should be sufficient. Board members shared that the BID challenge is that all businesses pay into the BID and therefore shouldn't be overlooked. Dona gave an example of Taste of Temescal or Halloween, whereby each of these events appeal to different target markets and that should be OK. The website, however, embraces all the businesses. The PR committee looked at the directory as a specialty item. The district is quite large and that's why they recommend 3 fold out directories; one for the heart of Temescal and two other directories for lower and upper Telegraph. Otherwise they would need to create one large one with pages instead.

Dona agreed to take their concerns into consideration for discussion at the next PR meeting without moving forward with any directory at this time. Staff explained she would prefer a directory for handing out at the upcoming Street Fair. It was suggested to create a postcard that invites shoppers to visit the website, for the time being.

Discussion will continue with PR Committee submitting a proposal for one large directory that encompasses all the business or proposal for three directories.

d. **Budget – Add Items under Marketing & Identity Enhancement**

- Biannual, not “quarterly” Art Hop budget increase from \$1,500 to \$2,500 for both events

*Motion:* was seconded and passed unanimously.

- 3 Directories – Reprint Heart of Temescal \$2,000 for 3,000 copies plus two new guides for lower and upper Telegraph = \$2000 each for 2000 copies = \$6,000

See prior item; still to be decided upon

- Remove new event on 40<sup>th</sup> for 2015 –

Don M suggested waiting to remove the event until he conducts outreach to determine possibilities.

There may not be enough time to program a 40<sup>th</sup> Street event this year. PR members expressed concern that 40<sup>th</sup> Street members don't attend meetings frequently enough to plan an event in 2015.

Meeting was adjourned at 7:30 pm

Submitted respectfully,

Darlene Drapkin

