

TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

Minutes #2015-03

Meeting Date: March 25, 2015

Location: Faith Presbyterian Church 430-49th Street

Time: 6:00 pm

Board Members Attending:

1. Gloria Gee
2. Roy Alper (Interim President)
3. Hans Boerner
4. Doreen Moreno
5. John Dobrovich
6. Jason Laub
7. Pat Smith (Secretary)
8. Donald Lowrey
9. Julie Stevens
10. Dona Savitsky
11. Randy Reed

Board Members Absent:

1. Bill Lambert (Interim Vice President)

Staff: Darlene Rios Drapkin

The meeting was called to order at 6:10 pm with Interim President Roy Alper presiding.

1. APPROVAL OF JANUARY MEETING MINUTES

NOTE: FEBRUARY Meeting did not have a quorum

Motion: to approve January minutes was seconded and approved unanimously.

2. INTRODUCTIONS – Call to Order: Roy Alper, Interim President

Guests:

Sarah Patterson – Designer for proposed Parklet at Juhu Beach Club

Patrick Perez – Juhu Beach Parklet Representative

Jordan Klein – Resident/Economic Development for City of Berkeley

Alison Futeral- Crimson Horticultural, member PR/Sec Committee

Don Macleay – Property Owner – 4004 Opal – 40th Street Organizer

Walker Toma – Resident on 45th Street/Economic Development with EPS, Oakland, member DE/ED Committee

David Keenan –Omni Commons at 7:00

3. PUBLIC COMMENT/ANNOUNCEMENTS

Roy Alper, Interim President, addressed receipt of an email from Jonathan Hewitt from Standard & Strange, PR/Sec Committee, and Board nominee. The email was critical of the BID. One concern is his suggestions are undervalued, since they're not included in the minutes. For this reason and feeling BID isn't transparent enough, he withdrew from further BID involvement. Because statements made in the email need clarification, Roy Alper, will seek out Jonathan to get further comment. One Board member echoed the sentiment that Board operations are not always transparent. Another Board member clarified that meeting minutes are summaries/decisions, and cannot reflect all the conversations that occur during the course of the meeting.

4. OLD BUSINESS

a. Director's Report and Committee Updates

ORGANIZATION

- Expansion area Merchants/property owners regarding meeting held March 4, attended by 18 stakeholders, a combination of property owners and merchants. They're excited about the new services, particularly median care and adding other greenery and trash cans.
- Annual Meeting is Wed, April 22 at Asmara's. Property owners are invited via snail mail/email and merchants by email. Board elections will take place. Mayor Schaaf and Councilmember Kalb have been invited.

DESIGN & ECONOMIC DEVELOPMENT

- Idora Park group presented a comprehensive plan to improve 56th Street underpass, which includes painting 17 columns and a recreation area. Budget could exceed \$200,000. Phasing for project must be considered, fundraising, and working with Caltrans.
- TTBID continues to advocate strongly, reaching out to Council members Kalb, Kaplan and Mayor for the pedestrian lighting funding. CM Kalb and Kaplan, and Mayor Schaaf continue to delay a meeting until they can offer some alternative funding possibilities. Darlene spoke with Jamie Parks and Measure BB funds should be considered since it generates \$22million annually. Most is earmarked for paving but there are some discretionary funds that TTBID should aim for. An updated ped light budget is needed in order to pursue this and other funding sources.
- Crew is removing all flyers from light poles and outdated flyers from telephone poles. Don Lowrey is investigating kiosk options for the following locations: at Walgreens, Dollar Cleaner, Kaspers, Alcatraz, and at BART on 40th. Once kiosks are installed, flyers will be directed to be placed in kiosks as opposed to having them on telephone poles.
- Dollar Tree and its representative presented at Expansion area meeting to mixed reactions. Other options are a charter school or Korean grocer. New Normal Brewery has signed a 15 year lease at 4115 Tele. Nick & Aaron's Pizzeria, Beer and Pastry is coming to 4316 Tele. Rosamunde Sausage Grill will locate to 4659 Tele. Chef Yu, formerly at 3919 Tele, is now located at former New Hoho - 4871 Tele. Harper/Paige Salon is coming to former Scream Sorbet location. Former Flamingo location, next door, is available with 480 sq. ft. Frazee remains available and now has a broker representing it.
- Five planters have been ordered to replace broken ones, including one at 6399 Tele, mowed down by a Waste Mgt truck, for which TTBID will be reimbursed.

- Five concrete trash cans are being requested from the City for the following placement: 2 at 40th at Sub-rosa and Homeroom and 2 at Telegraph at Beauty Bagels and across the street at Alta Bates. One other at the BART entrance. 2 existing cans on 40th need mosaic treatment.

PROMOTION

- 12th annual Temescal Street Fair is utilizing the temescaldistrict.org website in a much more comprehensive manner than in the past. A new online Vendor Management system is up and running on the site and folks are signing up to participate. The sponsorship effort is underway.
- Website reflecting new branding should go live in April
- Temescal News & Views is looking for a new editor and an optimal way to still publish; Darlene met with founders on 3/3 to explore sharing resources and publication going online TTBD website.

SECURITY & CLEANLINESS

- Continuing to test Local Security Network which shows promise as an optimal form of data collection and accountability; presentation at upcoming PR/SEC mtg April 1 at 9:30

Broken car windows need to be addressed. It's unacceptable the inordinate amount of car break-ins.

b. Endorsement of the UCSF Benioff Children's Hospital Oakland modernization project presented at January Board meeting

- To include a letter of support and speaker participation in public hearings with a two week notice.

Motion: to approve endorsement of the modernization project was seconded and approved unanimously with Doreen Moreno abstaining.

Discussion: Previous opposition for project has dissipated. New administration and updated plans reflecting the community's concerns, have emerged and are getting solid support.

c. Endorsement of 4700 Telegraph Avenue Project presented at February Board meeting, to include a letter of support

Motion: to approve endorsement of the 4700 project presented at the February meeting was seconded and approved unanimously with Jason Laub abstaining.

d. Report of NOMINATION COMMITTEE (Gloria Gee and Jason Laub)

- Initial Nominations Proposed for Board And Officers

Bill Lambert = President

Roy Alper = V.President

Don Lowrey = Treasurer

Pat Smith = Secretary

No candidate for 2nd VP has emerged yet.

- Introduce Nominations Sent for Consideration

Alison Futeral – Temescal Alley merchant

*Don MacCleay- 40th Street Property Owner
Walker Toma = Resident*

- Summary Recap Revisions to By-Laws – Jason/Gloria highlighted updates and changes:
 - Many changes were just updating language in the bylaws to reflect present day.

In addition:

- Changing number of Board members to max out at 15, rather than 19, which seems to be too many, particularly if not all attend. 17 was looked upon as a compromise to allow for more representation. Additional Board members could be added throughout the year, not just once a year.
- Composition of Board has been relaxed. A preferred majority of positions will be held by property owners, because they're the ones contributing the funds. However, there may not always be property owners available to serve on the Board.
- Originally, in order to be nominated, one year involvement was required, then reconsidered to six months, but ultimately 3 months seems more reasonable as a way to gauge prospective member's involvement.
- Section 16 – Board members resignations will provide 60 day notice to resign.
- Executive Committee Roles have been added to outline eligibility and duties.
- A new officer: a second Vice President is added.
- Board Nominations are self-regulating to ensure TT BID has representation from the entire geographic area.

e. DISCUSSION OF 2015 DRAFT BUDGET

Omni would consider curating the Temescal Street Cinema (TSC) since they have many talented artists at the Collective. Suzanne L'Heureux had expressed intent to not continue TSC. That may have been because she thought the funds were unavailable. Therefore she will be approached to see if she remains interested, since the budget will be increased.

Security Committee members indicated they would like to see more ongoing security throughout the year as opposed to funds allocated for the Holidays and for outbreaks

Suggested Changes:

ITEM	CHANGE
Street Cinema -----	Increased to \$4,000 from \$1,000
First Friday -----	Changed to Quarterly Art Hop
Halloween event -----	Reduced to \$1,000 from \$2,000
Kiosks (new) -----	\$5,000 added
Artistic trash cans -----	\$7,000 added for 7 new cans and stencils on all cans
New Banners -----	Reduced to \$12,500 from \$20,000
51st St. Parklet (new) -----	\$2,000 added

These changes result in a deficit budget of about \$8,100 in the Marketing & Identify Enhancement expenditure category. That's less than 10% of the funds allocated to that category and still leaves the organization with a substantial overall budget surplus for the year. In Interim

President Roy Alper's opinion, it is OK to adopt a budget with that modest deficit in one of the categories.

5. NEW BUSINESS

a. Endorsement of 51st Street Parklet as recommended by DE/ED Committee – 3 voted yes, 1 no, 1 abstained

Sara Peterson shared that the parklet represents a 3 dimensional sketch, it's a homage to Temescal. It will become another reason to visit Temescal. Crimson will provide the landscaping. The landlord and many merchants signed up to support. Traffic engineers came out and approved the site. Juhu Beach Club, as the business sponsor, will oversee maintenance and security for the site. They will use crowd funding to raise about \$30,000. Most agreed the parklet and its design will soften an otherwise sterile street. Concerns included safety and loss of parking spaces and whether several businesses, not just Juhu will benefit. The question posed: Do we support and if we do, will we make a financial contribution?

Discussion: Does parklet need to include bollards? There are 35 parklets in San Francisco and there haven't been any accidents except one minor one. The parklet provides an opportunity to fund projects that other groups are spearheading.

Motion: to support the concept was seconded with Don Lowrey opposing and Hans Boerner abstaining. Regarding financial contribution, the budget needs to be reviewed.

Executive Closed Session commenced at 8:00 to discuss Executive Director compensation and status.

Submitted respectfully,

Darlene Drapkin

Submitted Respectfully by Darlene Drapkin