

TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

Minutes #2015-05

Meeting Date: May 27, 2015

Location: Faith Presbyterian Church 430-49th Street

Time: 6:00 pm

Board Members Attending:

1. Roy Alper - Vice President
2. Allison Futeral
3. Jason Laub
4. Donald Lowrey - Treasurer
5. Bill Lambert - President
6. Don Macleay
7. Doreen Moreno
8. Randy Reed - Vice President
9. Dona Savitsky
10. Pat Smith - Secretary
11. Walker Toma

Board Members Absent:

1. Hans Boerner
2. John Dobrovich
3. Gloria Gee
4. Julie Stevens

Guests: Chris Specker, Business Owner, It's Your Move Game Store
Randy Miller, President, Nautilus Group
Amy Larsen – Nautilus
Brian Caruso – Project Manager, Nautilus Group

Staff: Darlene Rios Drapkin

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

The meeting was called to order at 6:10 pm with President Bill Lambert presiding.

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. CONSENT AGENDA

a. APPROVAL OF APRIL MEETING MINUTES

Discussion: to change Gateway Signage to Teleg/Alcatraz Public Art Signage since the \$5,000 is earmarked for this specific entry point.

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

4. NEW BUSINESS

a. PRESENTATION OF PROJECT AT 51ST AND TELEGRAPH DEVELOPMENT PROJECT– NAUTILUS GROUP

51st and Telegraph is a 216 unit, at market rate, with 11% affordable housing units. They will be rentals initially, but may be condo mapped for future sales. This project is different from the previous concept. Nautilus views this corner as a great site to add new businesses and residents. The siting of the project seeks to take advantage of the natural and cultural features of Temescal, to fit into the existing fabric of the neighborhood. Retail will be located on the corner of 51st and Telegraph with direct street access, while smaller townhouses will face the more residential neighborhood along Clarke Street. New public pedestrian paths within the site will encourage pedestrian mobility and create a connection between the community developed park, with retail presence along Telegraph. A large open plaza will provide public space for pop up shops to carry on the spirit of Temescal Alley. There will be an abundance of lush landscaping, green terraces, and rooftop urban agriculture. The harvested items are intended to provide for the residents and local restaurants. The combination of the urban farm and garden terraces will create a distinctive and iconic structure built to blend in with the unique character of the neighborhood while simultaneously softening the overall mass of the building. Two Board members expressed reservations for the large plate glass exterior design.

A website: www.51standtelegraph.com is up, to review updates and provide feedback on the project

b. PROPOSAL FROM PROMOTION/SECURITY COMMITTEE TO APPROVE 20 TO 40 LOCAL SECURITY NETWORK (LSN) LICENSES

Discussion: Randy Reed shared his experience testing the LSN app. He found the accountability factor a good reason to invest in it. Other Board members agreed that the district has been better maintained due to the recording of incidents registered and the quick response from Peralta Services. In addition, an incidents database is compiled for sharing with

City departments to urge better future response. Other Board members wondered why spend the \$200/mo for LSN when a free app, such as See Click Fix, might be sufficient. SCF is cumbersome to use. It's not an internal system for our immediate use and response. There are many free aps. Because LSN is customized for our needs, it works best and is a small investment with great returns.

Motion: to approve 20 licenses starting June 1 totaling \$200 monthly was seconded and approved unanimously with EC deciding from what budget to allocate the funds; PR will decide who the users will be.

c. IDORA PARK GROUP'S TREATMENT OF 56TH UNDERPASS

- i. Group moving forward to request artists' proposals for mural
- ii. Propose TTBID to act as Fiscal Agent

Discussion: Idora Park group will introduce an RFP for a mural concept for 56th St underpass, requesting bids from artists, selecting three and offering \$1,500 proposal fee to each. BID will provide a 50% match, up to \$2,250 of \$15,000 total earmarked for 2015. Idora Park plans to raise funds for this several phased project that will need over \$100,000 over its course. Idora Park will apply for Council District 1's mural fund due 5/29/15. Idora Park will need a fiscal sponsor to accept checks on their behalf.

Motion: to approve Temescal Telegraph Ave Community Association to act as Friends of Idora Park's fiscal agent, with the understanding TTBID approves the final art design on phases in which the BID has funding of the project, was seconded and approved unanimously.

d. Gateway Signage - Review Signage Options

Bill shared three options for signage, incorporating the new logo. Welcome or *Welcome* (in italics) to Temescal Telegraph District in red with a border. *Italics* was the preferred choice. Another option was introduced to focus on Temescal's rich history by adding in italics: *Welcome to the Historic* Temescal Telegraph District or just "Historic Temescal Telegraph District. It is important to ensure the logo design guidelines are followed, finalized last 10/14. Jason Laub is concerned adding "historic" may not play out well.

Motion: to approve signs using new logo in red with a border, to include the logo design guidelines Cream background, and to add historic, was seconded with Pat Smith opposing. Design will be reviewed at DEED Committee again.

Pedestrian Lighting Loan

Terms set at \$800,000 at 5 ¼ %

Beneficial Bank, our previous lender, was unwilling to lend us this large amount. Therefore, TTBID has opted to work with Community Bank of the Bay. This large amount is needed to add lights on Telegraph starting at 49th, to also include Claremont, Shattuck and 40th. We'll continue to advocate for alternate sources of funds.

Motion: to approve the term sheet provided by Community Bank of the Bay with terms set at \$800,000 at 5 ¼ %, was seconded and passed unanimously

c. TNV - Discussion to support Temescal News & Views moving forward

Discussion: Temescal News & Views halted publication after losing its volunteer editor in 2015. Darlene met with dedicated volunteers and reviewed strategies for them to be able to continue this important community resource.

Motion: to approve \$250 every other month for TNV to hire an editor and publish the newsletter (with a disclaimer in every issue that although the BID funds the TNV, it has no oversight over content), was seconded and passed unanimously.

d. OLD BUSINESS

a. Director's Report and Committee Updates

ORGANIZATION

- About 35 property owners and property owners attended the annual meeting including 5, representing expansion area.
- Board Member Don Macleay is reaching out to our newest members door to door
- Efforts are underway to recruit a new Executive Director. Darlene has received several inquiries requesting elaboration on responsibilities
- Attended meeting with Mayor regarding updated public demonstration policy to not allow protesters on the street and direct them to the sidewalks after dark.

DESIGN & ECONOMIC DEVELOPMENT

- Bill and Darlene met with Councilmember Kalb's office, City and Private entities working on 4th Bore administration. TTBID presented a comprehensive streetscape improvement plan. **OUTCOME:** No funds sources are available or known about at this time, except maybe at crosswalk at 50th St . Group will reconvene in July to explore further options.
- Crew is removing all flyers from light poles and outdated flyers from telephone poles. Don Lowrey is investigating message board 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.

Discussion: Dona Savitsky brought up the proposed display boards. She wonders if they are installed, whether they'll be used since residences have the habit of using the telephone poles. She thinks the earmarked funds might be better used elsewhere. It was agreed upon that discussion will continue before any final decision is taken.

- Five planters were installed to replace broken ones with one being paid for by others' insurance. Public Works has painted over planter graffiti with wrong color; attempting to adjust colors.
- Working with BID Council to ensure implementation of Graffiti Ordinance
- Five concrete trash cans were requested from the City for the following placement: 2 at 40th at Subrosa 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.
- Exploring future mural program in collaboration with CA College of the Arts and John Dobrovich.
- Finalizing arrangements to restore Temescal Flows on two columns and complete a third with BART paying for all three!
- Y&H Mercantile, Women's' Clothing coming to former Flamingo Store at 5032 Telegraph

PROMOTION

- 12th annual Temescal Street Fair is on track
 - Sponsorship effort and vendor booth rentals are on track to reach goals

- Three major music stages hosted by local music professionals plus a Kid's stage and a Circus stage. Tony D's hosting a new stage at 40th Street to showcase World Music with an Afro-Caribbean flavor (headlined by JunglzApart)
- Summer Art Hop is under way for first Friday, June 5.
- Met with Visit Oakland to explore funding for our Gateway Signage; it turns out they were hoping for funds from us ☺

SECURITY & CLEANLINESS

- TTBID is sponsoring a Small Business Seminar on Oakland recycling service changes at Doña Tomas on June 10

b. **Treasurer's Report** – Don Lowrey – expenses for May were presented.

c. **Budget** – Bill

Add \$10,000:

Temescal Flows = 0

LSN - \$1,400

TNV - \$1,500

Parklet at 51st - \$2,000

Gateway Signage – Add \$5,000 to existing amount

d. **Revised TTBID Bylaws** - Jason Laub

Clarify number of Board Members – Page 3 Article 5, Section 1A

Discussion: The present bylaws allows for up to 19 Board member positions. At this time there are 15 board members. There is no intention to add more members at this time, however flexibility to allow for more should be a consideration. For example, a 40th Street merchant could be added. Bill clarified that an odd number is always recommended, in the case of voting on items.

Motion: to keep the language in current bylaws, allowing for up to 19 Board member positions, on page 3, was seconded and passed with Bill Lambert in dissention.

Define Executive Committee – Page 7

Clarify Secretary Duties – Page 9

Discussion: Board members reviewed the corrections provided by the Governance Committee and were in agreement.

Motion: to support the new language, defining the Executive Committee and clarifying Secretary duties, was seconded and approved unanimously.

Action: Jason will provide the finalized bylaws and Darlene will submit the updated bylaws for acceptance by the State of California.

Submitted respectfully,

Darlene Drapkin

