

Minutes

Meeting Date: November 18, 2015

Location: Faith Presbyterian Church 430-49th Street

Time: 5:30 -7:00 pm

Board Members Attending:

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

Board Members Absent:

1. Hans Boerner
2. John Dobrovich
3. Jason Laub
4. Julie Stevens

Guests: Oliver Luby, Councilmember Kalb's Aide
Aubyn Merie – Resident, Neighborhood Council
Donna Hurst, Bank of the West Branch Manager

1. INTRODUCTIONS – Call to Order: 5:41pm Bill Lambert

2. PUBLIC COMMENT/ANNOUNCEMENTS

Aubyn invited all in attendance to NCPC with developer presentations for Macarthur Station & Telegraph and 51st. Donna Hurst announced that Bank of the West branch in Temescal will close Jan 29, 2016. Donna will retire from Bank of the West, the rest of the staff will be placed at other bank branches. Corporate has made the decision. Donna tried to convince higher ups to not close the bank because this area is booming, and going to get even better. Donna praised Dan Kalb for petitioning the bank to remain open. Hans asked if it was too late to write letters. Donna responded that its never too late. Bill said TTBDID would like to work with building owner to re-tenant the building with another bank. Donna will give contact info to BID tomorrow. Action: Shifra will send out contact info for Bank of West officials to protest bank closing.

3. CONSENT AGENDA

a. Approval of October Minutes

Allison proposed keeping number of icons on banners open until the Promotion Committee meeting, and revising minutes to reflect change. Roy motioned to approve the minutes with Allison's revision, Randy seconded. **Approved.**

4. ACTION ITEMS

a. Holiday Security Contract

Bill presented background on the BID setting aside \$30K in the budget for security in case of a crime spree, which has not been used this year. The BID then has funds to do something over the holidays. Shifra reviewed the RFP that she sent out. Roy moved to authorize the Executive Committee to select a bid not exceed \$30K, and proposed rolling over excess funds to that exact line item for the 2016 budget. Bill objected and said that the BID has a lot of needs, and we have \$30K already in budget for security in 2016; he proposed putting the excess funds in reserves. Allison added that if the funds were in reserves, the board could choose to spend on security if there is a crime spree. Roy amended his proposal to put money in a labeled reserve category. Allison seconded. **Unanimous approval.**

Street Fair

Roy recused himself from the discussion. Bill summarized the proposal by the event team to improve event through new theme: Temescal as a theme and increasing the marketing budget to \$5,000. In regards to making money, the event production team said that last year the Italian Society sold wine, with total sales of \$1200. The Beer vendors last year were at stages and by The Avenue and Lanesplitter. If don't allow entertainers to sell beer, the BID would have to pay entertainers more. Don summarized his proposal to make more money off event by selling rights to festival. Don Macleay asked if the event draws people to district to raise visibility. Randy said the fair initially was to put Temescal on map, and it has. Bill reviewed the date has already been moved to July 10. Randy had thought he wanted a profit, but now doesn't see why we should put so much effort to only make \$5K. Don Lowrey proposed that someone pay us to do the whole thing. Don Macleay disagreed, and reminded the board that the BID is not a business to make money; instead the BID gets real increased foot traffic, and returning customers, which is great unto itself. Allison said she believes in the investment value of the event. Randy also proposed that we increase the marketing budget for them. Don Lowrey objected to July date, and requested a June date. Allison agreed that weekend after 4th of July is problematic. Don Lowrey motioned to move the fair up to June, Seconded by Allison. **Unanimous approval. Roy abstained.** Motioned by Don Lowrey to send out RFP. **Motion did not receive a Second, failed.** Allison motioned to go with the current production team, Heart of the Town, and interview potential new producers during 2016 for the 2017 event. Walker Seconded. **Approved. Nay by Don Lowrey. Roy abstained.** Randy motioned to triple the marketing budget, being flexible on physical length of event, and saying anything over zero net income, we split 50-50 with event producers. Seconded by Pat. **Approved.**

b. Board Attendance

Bill reviewed the TTBID bylaws that no board members could miss more than 3 "unexcused absences" at meetings, and noted that "excused" versus "unexcused" has never been defined. Exec committee proposed that giving Shifra 48 hours of a board meeting absence would qualify as excused. Roy reviewed reason for having the rule: a lot of members regularly missed meetings and didn't have quorum. Bill proposed that we take out "unexcused" – to be at risk of removal. Bill proposed that generally people need to notify Shifra. Randy moved to remove the word "unexcused" from that portion of the bylaws. Donna seconded. **Unanimous approval. Action:** Shifra will send revised bylaws to Maria Roche.

c. Gateway Signage

The sign's "field/background" color must be selected from a series of sample swatches. Motion by Roy to choose color swatch #4. Seconded by Don Lowrey. **Approval.** Abstention by Don Macleay because he is colorblind.

5. INFO/DISCUSSION ITEMS

a. 2016 Budget

Bill added that Maria Roche finally said that the city had no part in the Assignment Agreement for the Pedestrian Lights.

b. New Bank Account

Bill reviewed that we will be losing our operating account with Bank of the West. Bill proposed Shifra choose a more convenient bank. Allison proposed staying with Bank of the West until a new bank opens. The board had no problem with Shifra choosing the best bank for BID operations.

c. Committee Participation –

Bill mentioned that three people on Board are not on Committees. Don Macleay said that he was recruited as a board member to represent 40th St. area. He'd like to stay in that role, and thinks that other people could be on a "Neighborhood Committee". Allison thinks that this segregates the Board. Don Macleay thinks that this doesn't even need to be a committee. This issue is something for the board to think about, but on the meantime, Don Macleay is officially on Promo Comm.

d. Director's Report and Committee Updates

Executive Director Report:

Organization

Meeting Stakeholders

Shifra met with the Community Resource Officer (CRO) for Temescal to discuss crime trends and best practices for crime prevention in Temescal. She was introduced via email to the beat officers and will meet one of them at the upcoming Neighborhood Council Meeting.

Bill and Shifra met with Caltrans about their contribution to the BID, and they informed the BID that their contribution needed to be included within an existing Caltrans project on highway 24. Mark Weaver, the Deputy District Manager identified two projects in the next ten year time frame (after 2016) that could potentially include a contribution to a BID project that would be inserted into the Caltrans project budgets. Bill and Shifra will coordinate with the city, Caltrans, and Idora Park neighborhood group to eventually receive Caltrans contribution to the BID.

Design

Clean & Safe

Shifra did a walk-through with Rick of all Zone 2 and most of Zone 1 and identified several problems in cleaning services, key ones included: lack of attention to detail, inconsistency, inefficient use of time on graffiti abatement. Rick Williams, the new supervisor reconfigured the routes so that they will clean each block across the street from each other (east and west, or north and south), and will be able to see each other whatever block they're cleaning to hold each other accountable. On Thursday, November 12th, Rick retrained the team to address the key cleaning problems.

The new routes: On Monday, Wednesday and Friday, two workers will start at 51st & Telegraph Ave., working their way south down Telegraph Ave. to West Mac Arthur Ave. with a worker on each side of the street. On Mondays, the Special Projects Team will clean on 40th St, from the MacArthur BART Station to Broadway on both sides of the street, as well as on the median. On Wednesday and Friday, the normal cleaning team will clean the sidewalks on 40th St, from the MacArthur BART Station to Broadway on both sides of the street. On Monday, Wednesday and Friday, on the way back up (North-Bound) each clean team worker will clean a side of Shattuck between 45th and 51st, working their way northbound to the cleaning storage facility. On Tuesday and Thursday, the route will

start north on Telegraph Ave. from 52nd to Woolsey, with a worker on each side cleaning Zone 2. They will then come back down to clean Zone 3 to Children's Hospital and the small area on Claremont Ave.

Also, Peralta Services Corporation created charts of metrics measuring trash collected, graffiti abated, etc for the past months of services, so the board can evaluate their performance comparing from month to month. These statistics show that Peralta greatly increased their trash collection, graffiti removal, and the amount of trash cleaned out of the planters in the district in October, compared to the rest of the year. Shifra will analyze these numbers more in depth for the December board meeting.

Action: Shifra will send power washing spot list to Don Lowrey. New storage space is needed. Allison suggested Kasper's. New Normal Brewing and Omni Commons were suggested too.

Trash Cans

A prototype for the painted trashcan doors was created with a red painted door and using a sticker for the Temescal logo rather than a stencil. The DEED Committee is waiting on any additional costs of using a sticker from the painter, and (if approved) will approve decorating all the trashcan doors in the district.

Temescal Flows

CalTrans' contractors have begun repair work under Hwy 24 @ 52nd St, to be completed in Nov. The BID-hired artist, Alan Leon, will begin and complete artwork on 3 columns in December.

Promotions & Events

Temescal Trick or Treat

The 10th Annual Temescal Trick or Treat brought hundreds of children and families to the Temescal district from 4-6pm on Saturday, October 31st. Also the BID hired a photographer for the event, who took professional photographs that were posted on Facebook, and spurred increased interactions with the BID's social media channels.

40th Street Block Party

The 40th Street Fall block party was a huge success with over twenty swap meet participants, business demonstrations and food vendors. The grassroots marketing and online community outreach brought 350-500 people to the event (including the District 1 council member), while using limited BID resources (under \$1500 in total). From the post-event feedback survey, participants and attendees responded that they liked meeting their neighbors and discovering new businesses. They wanted more music and business demos, but overall more than 70% would like to see another similar event.

Branding and Banner Design

The promotion committee met twice in November to brainstorm a Temescal marketing statement to define "what Temescal is" and provide guidance in all future marketing initiatives. The committee will present a district marketing/positioning statement at the December board meeting, with a banner design supported by that marketing statement.

Security

Shifra has put out Requests for proposals to VMA, Peralta and Block by Block. VMA and Peralta have indicated they will be submitting proposals for Exec committee to review (pending board approval) and hire for the holiday season.

Holiday Event

The BID is collaborating with Temescal shops to organize the Temescal Holiday Craft Fair on Sunday, December 6th, 11am-6pm on 47th St between Telegraph and Shattuck. 15 Temescal businesses are

expected to participate (with 11 confirmed so far), in addition to 20-30 outside artisan vendors who will pay more for their spaces. The BID has launched a full marketing plan with physical marketing collateral, social media, online calendars, and ads in the East Bay Express.

Adjourned 7:32pm.