

**TEMESCAL
TELEGRAPH**
BUSINESS IMPROVEMENT DISTRICT

MINUTES - October 28, 2015
TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION
BOARD MEETING
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

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

Board Members Absent:

1. Doreen Moreno
2. Walker Toma

Guests: Aubyn Merie – Resident, Neighborhood Council
Chris Specker – Owner, It’s Your Move Games
Brett Badelle – BART

Staff: Shifra de Benedictis-Kessner

- 1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:10pm**
- 2. PUBLIC COMMENT/ANNOUNCEMENTS**

Aubyn Merie introduced the Temescal Neighborhood Council (rebranding of NCPC), the focus of which is now building community. This has increased attendance at their meetings to 2-3 dozen.

- 3. CONSENT AGENDA**

a. Approval of September Minutes

Motion to approve by Roy Alper, seconded by Randy Reed. Jason Laub abstained. **Approved.**

4. BART PRESENTATION – Brett Badelle

Brett presented on “Better BART”. He reviewed BART’s changes since it was originally built, number of current riders, etc. Current improvement projects in Temescal include building Macarthur Transit Village, station brightening at the MacArthur station, as well as moving bike racks to another part of station. The new cars on BART will have cooler cars, better seats, three entrances per car, and screens telling the destination. To fund all these improvements, BART will be asking voters to fund a 3 billion dollar bond in 2016. They have identified other funding to complete a total of 9 billion dollars worth of improvements to the BART cars and system. The Board asked Brett to send updates on the specific improvement plan for Macarthur BART station, the timeline for the MacArthur Transit Village, and any improvements to the parking around the station.

5. ACTION ITEMS

a. DRAFT 2016 Budget - Bill

Bill walked through the 2016 budget, and the changes requested by the city re pedestrian lights. Bill reviewed changes from 2015 budget. The Executive Committee reallocated money between zones from Peralta because of power washing done all in Zone 1. They put in an item for street improvements under freeway and near hospital, as well as more money for banners. The message boards, Alcatraz art project, and artistic trashcans will be paid for in 2015 reserves. The budget item for admin assistant was collapsed into the Executive Director salary to pay for employee benefits. Further revising the 2016 budget, Bill proposed debt service be split between marketing and PROWSO. Also the City said security had to move to PROWSO. Insurance was over budget, so budgeted for \$7,000 in 2016. \$2,000 was added to banner budget item. Also, \$5000 had to be added to pedestrian lighting budget. Roy Alper motioned to approve the budget with proposed revisions. Don Lowrey seconded. **Unanimous approval.**

b. Nomination for Board Secretary

Roy motioned to nominated Allison Futeral. Julie Stevens seconded. **Unanimous approval.**

c. New Pole banner design

Bill reviewed the history of the banner discussion that happened last year. Dona explained the board wanted to start using the new branding right away, so approved the Temescal Telegraph letterhead. Pat had read the August and September minutes from last year and confirmed with the board that the banners were not approved. Bill proposed putting the banner design back to the Promotion Committee. The board generally wanted less icons than the proposed design but Dona responded that the number of icons was a result of the previous objection of not representing all communities. Randy asked the board to decide what kinds of icons – cover all businesses or just do more “romantic” aspects. Motion by Pat to include “Telegraph” in banners. Don Macleay expressed approval of the proposed banner. Gloria had reservations about the small size of the icons, and so not visible. Roy requested that the Promotion Committee think through the general

BID marketing messaging. **Action:** Promotion Committee will come back next month with proposed marketing theme and banner design including the word Telegraph.

d. Holiday Meeting Schedule

(Proposed 11/12 DE/ED, 11/18 Board, DE/ED 12/10, Board 12/16)

Roy expressed concern over having the November board meeting at same time as NCPC. Proposal by Roy to meet earlier on the 18th at 5:30pm. **Action:** Shifra will talk to church to get upstairs room on Nov 18th. Motion by Randy Reed to accept new Holiday meeting schedule. Seconded by Don Lowrey. **Approved.**

6. INFORMATION/DISCUSSION ITEMS

a. 2015 Budget Surplus

Bill reviewed surplus and added that we have \$33,000 in 2014 surplus in addition to a 2015 surplus. Pedi cab ads will be taken out since both committees voted no. The actual number for LED lights at the Telegraph and 56th underpass would be \$28K. Board will think about ideas for budget surplus before the next meeting.

b. Holiday Decorations (see attached)

Shifra presented the chosen tinsel/lighted decoration over Telegraph at 49th St.

c. Director's Report (see attached)

d. Holiday Security - Bill

This item was delegated to Security/Promo committee to give a recommendation to the board in November.

e. Street Fair

The event producers, Steve and Samee, will present at next Exec Comm meeting.

Adjourned at 8:09pm

Organization

Meeting Merchants

Shifra has walked 49th to 40th St, and 51st to 57th, meeting merchants and property owners. Shifra attended the Neighborhood Council Meeting and met residents, as well the the two new breweries coming to Temescal. She also attended the Temescal Merchant Association meeting and learned about safety concerns by 40th St concerning car break-ins, and met with the Friends of Upper Telegraph to determine upper Telegraph needs and issues.

Design

Clean & Safe

Due to ongoing attention from Shifra re the level of service on cleaning and graffiti removal service, Peralta Services Corporation replaced the Temescal team supervisor with Rick Williams, who has extensive experience managing the Uptown and Downtown

Oakland teams. He implemented "Operation Re-store Temescal," starting Tuesday, October 13. This initiative brought in 3-4 outside crew members to work alongside the regular dialing working crew members, at no additional cost to the BID to concentrate on removing all stickers, graffiti, planter-pot issues, median landscaping, trashcan power washing, and removing illegal dumping. This team has been working 4 hours per day, 3 days a week for the last two weeks to "deep clean" the district. Rick has also been re-training the current staff to raise their performance to the level accepted by the TT BID. Shifra will do a walk-through with Rick later this week.

Also, Shifra directed Peralta Services to create the first chart of metrics measuring trash collected, graffiti abated for the month of September (please see attached). PSC will add the metrics for the past 9 months so the board can evaluate their performance comparing from month to month. This will be ready by the November board meeting. *Allison and Dona proposed spending more money on cleaning to get better results*

City Public Works

The city installed the five new crosswalks at Telegraph and 57th, 59th, MacAuley, 61st and 63rd. in the last couple of weeks. The 50th St changes got set back a couple months due to relocating water valve where they want to put in a new curb ramp. (please refer to Sept. '15 Board minutes for specifics)

Mosaic Trash Cans

The mosaic trashcan project as been completed with seven new trashcans decorated. A prototype for the painted trashcan doors was created with donated paint by Kelly Moore, and the painter is now ordering a different a sticker rather than a stencil, which bled too much.

Promotions & Events

Taste of Temescal Recap

The Taste of Temescal was a huge success, selling 501 tickets and raising \$11,711.28 in total for five Oakland non-profits and schools. The participating restaurants were surveyed after the event to determine their opinions of the event. 2/3 of participating restaurant respondents believed the event brought an increased number of people to their business. Only one quarter said the event increased sales that night over a normal Tuesday, but 75% said the event was valuable to their business.

Temescal Trick or Treat

The TT BID is organizing the 10th Annual Temescal Trick or Treat on Saturday, October 31st, 4-6pm, when Temescal merchants from 40th to 51st Streets will open their doors to trick-or-treaters from 4-6pm. In addition to lots of candy, a costume contest will be held at at Ruby's Garden. Posters have been distributed to participating businesses, as well as online posting on the website.

40th Street Block Party

The 40th Street Fall block party will be on Saturday, November 7th, 11 AM to 4 PM, Opal Street between 40th and 41st. This block party is a neighbor - local business -

local property owner get together to show off the district and enjoy good times, food and music. Local businesses and organizations will have demos and info booths. Area residents will do sidewalk sales, acoustic music on an open mic stage, and Nearby restaurants will sell food and drink. Posters have been distributed to participating businesses and throughout the neighborhood, as well as online postings on the website and on Nextdoor.

Directories

A designer has been contracted to design an updated booklet directory with indie businesses from the entire district and is awaiting the merchant list and addresses from Shifra.

Holiday Event

The BID, Concept 47, Its Your Move Games and The Depot for Creative Reuse are collaborating to organize the Temescal Holiday Craft Fair on Sunday, December 6th, 11am-6pm on 47th St between Telegraph and Shattuck. The event will showcase Temescal retailers, as well some additional vendors, family friendly activities, art sculptures, game playing, and more. The promotion committee approved of the event, and the Exec committee approved up to \$5,000 for the event.