

Minutes #2015-09  
Meeting Date: September 23, 2015  
Location: Faith Presbyterian Church 430-49<sup>th</sup> Street  
Time: 6:00 pm

**Board Members Attending:**

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

**Board Members Absent:**

1. Jason Laub
2. John Dobrovich

**Guests:** Oliver Luby, Councilmember Kalb's Aide  
Aubyn Merie – Resident, Neighborhood Council  
Rick Raffanti at 7 pm

**Staff:** **Shifra de Benedictis-Kessner**  
Darlene Rios Drapkin

**1. INTRODUCTIONS – Call to Order, 6:10pm: Bill Lambert, President**

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

**3. CONSENT AGENDA**

**a. Approval of July Minutes**

*Motion:* to approve June minutes was seconded and approved unanimously

**b. OLD BUSINESS**

a. **Approve Pedestrian Lighting Loan Resolution to borrow \$880,00 (See attachment)**  
Increased loan amount to \$880,000. Bank had agreed to a 10% increase as OK.

Roy explained present project will not cut lights but will defer their installation beyond the present year due to delays and cost increase. City Council won't act till Oct. 20 so project can't begin installation till January since work can't occur in December. Roy recommends deferring Shattuck, on the east side. Also 51<sup>st</sup> to Aileen, defer also east side. The third deferral is Telegraph, 40<sup>th</sup> to MacArthur. \$208,000 from Nautilus funds will become available when project is built. It is important to keep in mind that the BART project will generate some new assessments. When those revenues come in, district will have more assessments. Bill is looking to tweak the numbers because it received notice from the City regarding Zone 1 and Zone 2 discrepancies. City staff is moving at slow pace even though the schedule had been presented in January. TT BID went to property owners to renew the BID with the promise of lights in 2015.

**Motion:** to approve the resolution was seconded and approved unanimously.

Shifra will fill in the information, Secretary will sign, and Bill will send on to the City.

**b. New Executive Director** Welcome Shifra de Benedictis-Kessner

Approve Conversion from 1099 contractor to W2 employee effective 09/07/2015

Salary to be \$73,250, as a W2, paying payroll taxes.

Cancel Shifra's consultant agreement as a contractor and shift her to employee status paid under a W2. TT BID will pay worker's compensation insurance and federal and State payroll taxes. Employment includes three weeks personal/paid time off and ten vacation days. The definition of an employee is consistent with the work the Executive Director will do. Therefore, it is wise to hire Shifra as a W2 employee, instead of the previous arrangement with Darlene, the previous Exec Director, as a contractor.

**Motion: to convert position from 1099 to W2 was seconded and approved unanimously**

In addition, Shifra met with Board member Don Macleay, to review optimal computer/software since Darlene provided her own equipment.

The computer line item is not on the present budget. Shifra will be enabled with design software to review graphic design and make simple changes to ads, posters, etc. President will approve the new acquisition budget line item.

**c. Street Fair Accounting**

Board approved Shasta's contract with the condition they generate \$5,000 in revenues. Shasta netted \$2,000. Bill suggests the Board think about this and decide how to proceed. Don L suggests the contract should go out to bid to look at other production companies to see what they can do. The \$22,000 production fee is contingent upon reaching goals. Shifra shared the number of producers that do events in the East Bay, and there aren't many. Shifra also shared that revenue neutral events is a justifiable goal.

Darlene shared that Steve Tiffin would like to attend the October meeting to discuss the revenue generating factor. Board agreed on this.

Julie provided feedback that holding the Street Fair on July 5, in the same weekend of the 4<sup>th</sup> of July, was not a good day to hold the festival.

**c. Treasurer's Report – Don Lowrey**

Surplus funds exist now. Bill will make recommendations regarding some items to spend the funds on. Next year the organization may not have a surplus.

**d. Director's Report and Committee Updates**

## **WHAT' UP IN TTBID?**

### **Organization**

#### **Meeting Merchants**

Shifra has met over a dozen merchants, walking 49<sup>th</sup> Street to 51<sup>st</sup> Street and 40<sup>th</sup> to West Macarthur on Telegraph Avenue, as well as 40<sup>th</sup> St from Telegraph to Broadway. Longer conversations were held with Carlo, president of the Temescal Merchants Association, as well as Janina Roberts, owner of Posh Designs who is interested in helping organize an event for the 40<sup>th</sup> St. area merchants.

#### **IDA**

Shifra will be attending the International Downtown Association annual conference September 30-October 2 in San Francisco. As Temescal's new Executive Director, she will be connecting with other BID managers to learn best practices, new innovations in cleaning, safety and marketing, as well as establishing a professional network to provide Temescal with case studies and lessons learned in future projects.

### **Design**

#### **Idora Park Update**

Kerri, Karen and Stephanie from the Idora Park Neighborhood group presented the three top artists and their proposed mural. They explained the selection process, and indicated their preferred artist, Kelly Ording who has proposed a bright ferris wheel and roller coaster design for the Eastern walls under the highway 24 overpass. General committee agreement with the chosen artist, and design, with some modifications requested. The Idora Park representatives will work with the artist on a refined mural design, and then solicit more feedback from the committee.

#### **Planters**

The sidewalk planters have been attracting significant graffiti. The committee voted to use cleaning agents to remove, even if it bleaches out parts of the planter. PSC started cleaning up graffiti Tuesday, September 22 using "Elephant Snot" by Graffiti Solutions to remove the graffiti. Promo Committee members want the red planters repainted. Shifra suggested they attend De/ED committee to voice their dissent or discuss offline.

#### **Pressure Washing**

The committee reviewed Harold's identified hotspots, and approved the start of powerwashing. Shifra will identify additional hotspots when walking district and let Harold know to clean.

*Shifra will ensure timing is in compliance with City ordinance and that they use barriers to stop water from entering under business doors per Julie.*

#### **City Meeting with Dan Kalb**

TTBID representatives met with Dan Kalb, City of Oakland Public Works and other city staff. Roy reported on meeting with Dan Kalb's office. Five new crosswalks are to be installed in Fall '15 at Telegraph and 57th, 59th, MacAuley, 61st and 63rd. A pedestrian

flashing light is to be installed w/in a year at Telegraph and 61st and 63rd. A U-shaped crosswalk will be installed/repainted at Telegraph 50<sup>th</sup>. The north bound bus stop at Bank of the West will be moved to the south side of 49th in front of the Cleaners. A crosswalk will be added at the south side of 49th across Telegraph; existing one on the north side of 49th is to be removed. The existing bike racks near 50th St will be moved a little south to mid-intersection at 50th Telegraph and St, and be replaced with a parking spot. Further study by the city will examine the unsignalized intersections between 40-57th St. to identify other opportunities for pedestrian safety improvements.. For mural funding from Dan Kalb's office, the Rise Above Mural will likely receive funding, and not the Idora Park mural because it is on Caltrans property.

### Mosaic Trash Cans

Three new cans have been treated with mosaic and five are awaiting treatment, with commitment from Homeroom to sponsor theirs. The TTBID is awaiting prototype to utilize a stencil or sticker to put Temescal branding on all the trash can doors in the district. Unlocked doors have been raided. Darlene will connect Shifra to Jeff VanEck to determine how to handle them.

### **Gateway Signage**

Can't be red. Will be blue instead. Graffiti proof.

### **Promotions & Events**

#### Taste of Temescal

Taste of Temescal will be Tuesday, October 6<sup>th</sup>, 6-8:30pm with 21 participating restaurants from 45<sup>th</sup> St to 52<sup>nd</sup> St benefiting five Oakland non-profits and schools. The Brown Paper tickets site is up for online ticket purchases:

<http://tasteoftemescal2015.bpt.me/>

#### Directories

The committee agreed that the updated Directory will include only Indie Businesses and will be one directory covering the entire district. Shifra will research booklet possibilities & costs for directory format, for updating and printing prior to the holidays.

#### Holiday Event

Stevonne, owner of Concept 47 by Beija—Flor Naturals proposed organizing a Holiday Fair to promote shopping in Temescal for the holidays based on inquiries from vendors that sell at her boutique. Shifra and Stevonne are working together to spec out the costs and the expected time commitment to produce an event inspired by Telegraph Berkeley's annual holiday fair, and formulate a proposal for the next promotions committee meeting.

Submitted respectfully,  
Darlene Drapkin