

Temescal Telegraph BID Board Meeting Minutes

August 24, 2016 – 6 to 8:30pm

Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. Brian Caruso
3. John Dobrovich
4. Allison Futeral – Secretary/Treasurer
5. Gloria Gee
6. Bill Lambert – President
7. Don Macleay
8. Tom Murphy
9. Randy Reed - Vice President (arrived 7:05pm)
10. Dona Savitsky
11. Pat Smith
12. Don Stahlhut

Board Members Absent:

1. Hans Boerner
2. Doreen Moreno

Guests: Daniel Schmidt, Oakland Yard Wine Shop

Liz Epstein, consultant, Clinica de la Raza & Children's Hospital

Ariane Terlet, Chief Dental Officer, Clinica de la Raza

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:09pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

Officer Edgar Macedo introduced himself as the new walking officer for Temescal and explained his task of taking care of business' needs. His walking patrol schedule is Tuesday through Friday, 3-10pm. Officer Macedo can be contacted by businesses on his work cell: 510- 882-8359 and via email emacedo@oaklandnet.com. He has been patrolling since June, and businesses already call him about smoking, homeless, noise complaints, etc. Macedo raised the issue of auto burglaries on Shattuck, and he pledged that during the hours of most break-ins, he'll put a ghost police car on Shattuck. Shifra explained that Officer Macedo walks along Telegraph and Shattuck Avenues, 51st to 40th, but will respond to calls for service from any business in Temescal. Bill suggested that Officer Macedo talk with the Merchants Association.

3. CONSENT AGENDA

a. Approval of July Minutes - Attachment

Roy motioned to approve. Seconded by Allison. Don Macleay Abstained. **Approved.**

4. PRESENTATION: La Clinica de la Raza Dental Center– endorsement request

Ariane Terlet, the chief dental officer for La Clinica de la Raza, explained the dental services of La Clinica planned for the facility, and how they treat the CHO patients who are mentally or medically compromised. Liz Epstein explained that La Clinica will not change the façade but enhance with maintenance and colorful paint. The Telegraph frontage will become an art gallery

for CHO's community arts program. The gallery will sell their artwork, as well as products made from that art, and the proceeds go to support that program. The front windows and the windows on 49th near to Telegraph will be clear, but the patients room will have some opacity or attractive covering to protect patient privacy. The parking lot will have a landscaped border, as well as trees. 1000 people will be coming and going each week, including 70 staff. They come from Alameda county and beyond, many arriving by public transit. Those who drive can use the ample parking lot behind the building. Brian asked why the conditional use permit was required. Liz explained that the CUP was triggered by staff who care about opinions from merchants and property owners. Gloria asked about the use of the parking lot after hours Liz said that the parking lot will be for only patients and staff. She did mention that public use would not be out of the questions in the future. Ariana said that La Clinica would like to open by February 1st. Roy expressed his preference for vibrant exterior paint, while Dona requested an austere exterior.

5. PRESENTATION: Oakland Yard Wine Shop – Daniel Schmidt

Daniel presented the proposal to open Oakland Yard wine shop at 420 40th Street. Oakland Yard will be a retail wine shop, under a type 42 license, enabling them to do scheduled tastings, but not operate a bar. Their presence will hopefully deter crime, and enliven the street with the shop being open until 9pm. Daniel and his partner have met with OPD, and other agencies to get advice. They plan to partner with local non-profits, and have tastings with proceeds donated to arts education. Daniel requested TTBD support. Dona commented that Oakland Yard sounds great and recommended that the board send a letter of support.

6. ACTION ITEMS

a. Support letter for La Clinica de la Raza Dental Center

General agreement that la Clinica will be amazing tenant at 4881 Telegraph Ave. Motion by Roy to send the letter of support for la Clinica Dental Clinic. Seconded by Dona. John Dobrovitch asked if the BID could include consideration of public parking as a condition of approval. Bill and Don M. suggested asking for public parking later. **Unanimous approval** of Roy's motion.

b. Support letter for Type 42 liquor license for Oakland Yard Wine Shop

Roy motioned to support the proposed wine shop, and asked that we specifically mention support for the shop not being a neighborhood liquor store. Seconded by Brian. **Unanimous approval.**

c. Idora Park mural project lead – see attachments

Bill explained that Idora Park is requesting that the BID be the lead on the contracts with the City, Caltrans and the artist regarding the Idora Park murals, since FIP is not a formal organization. The DEED Committee is recommending that the BID be the lead on the contracts. Bill explained that there is some risk to contracting for long-term maintenance, and "up to ten hours of maintenance per year" has been detailed in the contract with additional maintenance to be negotiated. Roy commented that he views the maintenance as a good thing, giving permission to the BID to remove graffiti. Roy requested that all of the pages say DRAFT. Brian offered to review the contract to create a final version. Roy motioned to approve the draft contract. Don S seconded. Bill explained that there will also be a BART column (which is not included in these contracts). **Unanimously Approved.**

d. Rescind July 2016 Board action adopting a 2017 budget; approve a revised 2017 budget

Bill reviewed that the board adopted a budget the previous month, after which there was a suggestion to use \$5,000 from the security budget to pay for the new clean team office space.

The budget was also modified per city staff to ensure no loan payments were taken from Zone 3 since they are not receiving any of the lights. Randy made two motions: one to rescind the July 2016 Board action adopting a 2017 budget, and the other: to approve the revised 2017 budget. Both motions seconded by Roy. **Approved. Action:** Shifra will send the final budget to the city.

7. INFO/DISCUSSION ITEMS

a. Revised Street Flicks budget, Sept 13-Oct 15 – see attachment

Tom Murphy reported that all the movies are confirmed: Oakland Originals, Black Panthers, Green Day, East Side Sushi, and OIFF shorts. The movies will run September 15th through October 13th. The website is operational, and posters have been ordered. Bill asked if a projector and screen had been purchased. Tom confirmed that he would purchase them soon. Bill asked where sponsorship information could be found, and Tom responded it was on the website. **Action:** Tom will send link to board when the online donation site for sponsorships is working.

b. Bookkeeping bids

Bill explained that the TT BID will transition to a new bookkeeper at the end of the third quarter.

c. Executive Director Evaluation

Shifra has been evaluated by the Exec Committee. Her overall ranking was a 4, outstanding performance in most areas. The Committee provided her with six areas to improve.

d. September Meeting Schedule

Bill and Roy will be out of town, and Randy doesn't want to run the meeting. Don S moved to cancel September meeting. Seconded by Randy. **Approved to cancel the September meeting.**

e. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra spoke in support of the MacArthur Transit Village Parcel B development at the Design Review Committee (DRC). Dozens of supporters and opponents spoke at the meeting, and the DRC provided suggestions to lighten the façade, and add more residential features. The development will return to the DRC for a decision in September.

Design

Clean & Safe

Shifra and Rick Williams, the supervisor for Peralta Services Corp, did a walkthrough of the district and found that the general litter pick up was good. However, the clean team was not cleaning all the trash out of the planters, tree wells and around the corners of BID property. The roving team has improved the trash removal on 40th Street and graffiti abatement, but improvement is still needed on efficient weed trimming on the 40th Street median, and in tree wells throughout the district. Shifra is still working with Peralta finalize a roving team task list, and to improve the trashbag pickup, which has been inconsistent.

Shifra found available office space that fits the requirements for a new Block by Block cleaning contract, and is researching a larger storage area. Block by Block is creating a new contract to be reviewed by the Executive Committee.

Pedestrian Plaza/Off the Grid

Shifra coordinated the bike and pedestrian counting, as well as user survey administration by BID and community volunteers prior to the Off the Grid launch. City staff trained the volunteers and is tabulating the data. On Thursday, September 8th, the second data collection will occur to provide the city with the required data as part of the approval process for the BID's permanent pedestrian plaza at Kasper's.

The weekly Off the Grid (OtG) market launched on Thursday, August 18th, drawing 992 attendees to Temescal to enjoy seven food trucks and a Clove & Hoof food booth as the Merchant of the Market, a first-time program for OtG implemented in Temescal. Rosamunde's sales increased significantly over a normal Thursday night. Shifra will conduct surveys of Temescal businesses in the coming weeks to determine the OtG market's affect, and also monitor any traffic concerns. Shifra will communicate feedback from the BID to OtG staff about the OtG signage. Outreach to businesses will continue to assess the event's impact and also invite participation in the Merchant of the Market program.

Public Works Projects in Temescal

The ramps for the completed U-shaped crosswalk at Telegraph and 50th have been installed, but the crosswalks have not yet been painted, delaying the completion of the crosswalk.

The grant-funded crosswalks along Telegraph Ave are in the first phase of preliminary engineering; the project detailed scopes are being reviewed by the Caltrans. The city is currently preparing the needed documents to complete the first phase, paving the way for the authorization of funds to start design, which is expected by the end of September 2016.

BikeShare

Motivate is completing the permitting process and will be installing the originally proposed docking station on 49th at Telegraph in February of 2017. The docking station has been shortened from the original proposal, and so will only use two parking spaces instead of three.

40th Street Median Landscaping

Cactus Jungle started work on the 40th Street Median landscaping, and completed the installation of new plants on the first median between Webster and Ruby. However, after Shifra announced the project, the city halted work until the BID completes the "Adopt a Spot" application process. Staff from Economic Development have committed to expediting this process, and Parks staff have estimated that the approval process will be quick, once the necessary information is received. Shifra is working with Cactus Jungle to provide detailed information on the landscaping plan, weed abatement and maintenance plan, as well as safety precautions for installation, to comply with Oakland Park's requirements.

Pedestrian Lights

The utility box to provide power to the pedestrian lights on Shattuck has been installed, and Ray's Electric will connect the power soon to complete the installation of the pedestrian lights. Bill added that in the last 48 hours the BID has met with D Kalb and MacArthur Transit village to talk about the Nautlius contribution and Boston Properties.

Banners

All 124 banners have been installed on the pedestrian poles throughout the district, although Claremont Ave and Telegraph Ave from 40th St to West Macarthur still lack banners.

Promotions

Temescal Street Flicks

The dates and time for for Temescal Street Flicks has been scheduled: every Thursday at 7:30pm, September 15th through October 13th. The films have been selected: Oakland Originals and other shorts, The Black Panthers: Vanguard of the Revolution, Green Day: Heart Like a Hand Grenade, EastSide Sushi and Oakland International Film Festival shorts. The new branding has been designed and publicized via the website page (TemescalStreetFlicks.org) and the Facebook page. The first round of posters is in production, and will be distributed starting Thursday, August 25th. More posters and 5,000 postcards will be distributed, in addition to promotion with online calendars and advertising. A new sponsorship packet has been created, and the Street Flicks producer will be soliciting sponsorships from Temescal businesses, property owners and community members to fulfill the fundraising target of \$2,250.

Taste of Temescal

The Taste of Temescal is scheduled for Tuesday, October 4th, and Oakland International High School has been invited to join Oakland Tech High School, Claremont Middle School, Emerson Elementary School and Women's Cancer Resource Center as the recipients of the funds raised.

Halloween

Temescal's Halloween event has been scheduled for Monday, October 31st and is planned to start at Ruby's Garden with a costume contest, and end with a special event at Flying Studios.

8. OTHER

Don commented that Opal and 40th is really dangerous. People go too fast, there is too tall of landscaping on the median, and kids have been hit in the crosswalk. Don requested some real traffic solutions; many neighbors are also complaining. **Action:** send item to DEED.

Adjourned 7:48pm.