

Temescal Telegraph BID Board Meeting Minutes

December 21, 2016 – 5:30 to 7:30pm

Dona Tomas, 5004 Telegraph Ave.

Board Members Attending:

1. Hans Boerner
2. Brian Caruso – Treasurer
3. Allison Futeral – Secretary
4. Gloria Gee
5. Don Macleay
6. Doreen Moreno
7. Tom Murphy
8. Dona Savitsky
9. Pat Smith
10. Don Stahlhut

Board Members Absent:

1. Roy Alper - Vice President
2. John Dobrovich
3. Bill Lambert – President
4. Randy Reed - Vice President

Guests: Aubyn Merie, Temescal Neighborhood Association

**1. INTRODUCTIONS – Call to Order: Allison Futeral, Secretary 5:37pm**

**2. CONSENT AGENDA**

**a. Approval of November Minutes – Attachment**

Motion by Brian to approve the minutes. Seconded by Pat. Revision to November minutes that Allison seconded approving the October minutes. **Approved.**

**b. Approval of November Special Board Meeting Minutes – Attachment**

Don S motioned to approve. Hans Seconded. **Approved.**

**3. ACTION ITEMS**

**a. Authorize new office lease at 4797 Telegraph #201; authorize increase in 2017 Budget/Rent by up to \$1,260**

Shifra presented the proposal to lease a new **office space at 4797 Telegraph #201 for \$750 a month, and share the office with BBB. This proposed office space didn't allow subleasing, and so the BBB contract was revised to show that the BID would provide office space, and decrease the BBB contract from \$185,000 to \$181,000.** Pat asked if BBB will clean around the corners of BID properties. Shifra confirmed that the BID would set that expectation to clean around the corner with the new clean team. Don M moved to authorize Shifra to sign the new office lease and increase the 2017 rent budget by \$1,260. Tom Murphy seconded. **Approved.** Brian noted that the new office space will save the BID money and gave credit to Shifra for securing the space and the BBB contract. Don S motioned to sign new contract with BBB. Brian Seconded. **Approved.**

**b. Authorize spending remaining balance of 2016 Security budget: \$5,000 for 4 cameras/2systems at 2 locations (40th St+Shattuck), \$500 theft prevention signage, \$2,000 of additional hours for VMA security**

Shifra presented the Security Committee's proposal to spend the remaining 2016 budget for security on cameras, signs and additional hours for VMA Security walking patrol. Allison noted she has never seen the VMA security, while Brian said that some people have seen them. Allison asked if the BID wanted to put more money into VMA, with uncertain quality of service. Dona said that she really wanted to add more hours for walking patrol. Allison asked the board why not do more security cameras instead of more VMA security. Dona said that the security cameras were only preventative, and that in general, the retail stores have liked the security presence. Brian suggested that the BID save the \$2,000 that was proposed for more VMA Security, and use it for something else. Aubyn noted that \$2,000 would only cover four days of walking security patrol or could almost buy a new camera system. Aubyn explained that the Rockridge BID has installed cameras, causing crime to decrease. Allison recounted that a youth in Temescal went on a crime spree in the past and the BID had camera footage, but the police still couldn't arrest him. Allison voiced support for a pilot for cameras, and suggested the pilot could be expanded with the \$2,000 if the cameras worked. Brian agreed with Allison on a year-long pilot, and noted that if the cameras were successful, they would provide savings on reducing costly walking patrol security. Don S asked how the success of the pilot would be measured. Don M objected to the design of the auto burglary prevention signs. Doreen said that whatever is decided, all the security measures would be a pilot to see if they work. However, she noted that if the BID didn't do anything, it would send the message that no one is paying attention. Shifra explained why she was recommending the Reed Brother's security camera system. Allison asked about how the footage will be accessed, and Shifra explained the footage would be accessed online by BID staff and police via a computer or smart phone. Brian proposed that security committee create a consolidated list of five metrics to track the success of the program to be presented at the January board meeting. Brian motioned to approve a one-year pilot program for \$5,000 for two camera systems at two locations plus \$500 for theft prevention signs, with the security committee presenting metrics for tracking efficacy of program. He added to the motion that the BID would not extend VMA security walking patrol, but apply that \$2,000 towards ongoing camera improvements in 2017. Seconded by Don M. **Approved.**

#### **c. Employee PTO Policy – Attachment**

Allison explained that the BID didn't have a PTO carryover policy when Shifra was hired, since Darlene was a contractor. Brian said that the policy was crafted to be more aggressive than the industry standard. He presented the Executive Committee's recommendation to modify Shifra's contract to stipulate that Shifra could have one week PTO carryover at the end of any given year, but that PTO time would be limited to two weeks at any one time. Don M asked if Shifra would earn an extra weekend day if she worked substantial overtime hours for a couple days. Brian explained that Shifra does not get extra days if she works more than 40 hours since she is a salaried employee. Don M moved to approve the Executive Committee's recommended Employee PTO Policy. Hans seconded it. **Approved.**

### **4. INFO/DISCUSSION ITEMS**

#### **a. Ped. lighting funding update - Hines(\$75k)/Boston(\$95k)/Nautilus(\$128k)**

Shifra announced that PG&E is scheduled to turn on the electricity for the Shattuck Ave. lights on January 18, 2017, and city staff will not approve the transfer of ownership until then. Shifra said that funding for the next phase of pedestrian lighting on Telegraph Ave, between 40<sup>th</sup> and West MacArthur has been committed with Bridge/Hines funding \$75,000, and Boston Properties funding \$95,000. The funding for the 11 lights on Telegraph between 51<sup>st</sup> and Aileen is progressing; City staff agreed that the BID's pedestrian lights should be a prioritized project to be funded by the 5110 Telegraph development's lien funds. The BID will submit a project description, map and pedestrian light specs to the city to finalize the funding agreement.

## **b. Executive Director's Report**

### **Organization**

#### Outreach to Stakeholders

Shifra attended Dan Kalb's meeting regarding MacArthur Transit Village Parcel B. McGrath Properties presented the exterior design, the streetscape, and a draft public benefits package.

### **Design**

#### Clean & Safe

Shifra met the new Director for Peralta Services Corporation, whose job is to manage the Temescal Peralta supervisor, Rick Williams, and improve the efficiency and effectiveness of services. Shifra communicated the ongoing challenges with Peralta's accountability, consistency, communication and attention to details in cleaning. The new Director pledged to enhance the supervision of the team and increase accountability through electronic timesheets, and in-person supervision.

Shifra emailed potential leads for the office and storage space needed for BBB to counter-sign the contract. Roy agreed to allow BBB to use a portion of his property at 43<sup>rd</sup> and Telegraph for storage. Shifra found an affordable office space for BBB with two rooms, and a conference room, to be shared with the Temescal BID for \$750 per month. The Executive Committee approved of the BID leasing the space, and subleasing a portion to BBB for their office space.

#### Pedestrian Plaza/Off the Grid

After the board's decision to stop the Off the Grid food truck market after the initial pilot period ends at the end of December, both the Promotions and Design committee discussed ideas for new or improved programming. Shifra met with Off the Grid to communicate the board's requests for better food quality and improved promotion. Off the Grid Staff were amenable running the market as a seasonal April-October event, doing only a monthly market, and changing the event day to Sunday lunch. Shifra will also talk with other food pod operators about a Temescal food truck market, and explore farmers market and concert activations.

#### Public Works Projects in Temescal

City staff reported that the HSIP grant to modify the signal and island at the 45<sup>th</sup> St intersection, and install pedestrian refuges at 41<sup>st</sup>, 43<sup>rd</sup> and 44<sup>th</sup>, which will begin construction in 2018, could not be modified to fund the pedestrian plaza. They explained that the HSIP grant is solely based on accident data, funds a limited list of program-defined counter measures, and if the scope were reduced, the state would reduce the overall grant amount, rather than reallocate the funds. The ACTC Grant for a planning study of Telegraph Ave between 41<sup>st</sup> and Woolsey is scheduled to start in Spring 2018. The improvements to the 61<sup>st</sup> and 63<sup>rd</sup> St intersections on Telegraph Ave are scheduled to begin in February 2017. BID representatives will meet in early January with the interim Director of Transportation, to talk about ongoing and planned transportation projects in the BID and discuss the BID's plans for a pedestrian plaza.

#### 40<sup>th</sup> Street Median Landscaping

The city gave approval for work to begin again on the 40<sup>th</sup> Street medians, and Cactus Jungle completed the work in early December. However, the organic herbicide was determined to be ineffective, and weeds have returned. A neighborhood resident's proposal for a volunteer neighborhood work party to install sheet cardboard and mulch to prevent the weeds was approved by the Design Committee.

#### MacArthur Transit Village Parcels A & C

The TT BID board held a special board meeting on November 22nd and voted to rescind the BID's prior position on the revisions and agree with the terms negotiated between the BID, Dan Kalb's office and the developer. These terms did not require the developers to convert the spaces to work/live or live/work with 50% as active retail, but rather allowed the conversion to live/work, in order to ensure that the project would be built. However, the terms did require that the developer work with the BID to develop and implement a mutually agreed upon retail marketing and leasing plan. The developer was also required to submit their compliance report to the BID for comment, at least 30 days prior to submitting to the city to request conversion to live/work. After conversion, the developer committed to giving preference to tenants who agree to active retail uses, and also to continue to market that occupied live/work space as retail in order to return the space to retail uses.

### Street Tree Lights

Phase 1 of the Street Tree lighters were installed in November, but Shifra is pursuing a limited Phase 2 installment of lights on trees around 45<sup>th</sup>, at Kasper's plaza, and around 40<sup>th</sup> St to create groupings of lighted trees. *Dona requested that the BID add more street tree lights every year.*  
**Action:** Item will go to Promotions Committee in 2017.

### Idora Park

The Idora Park murals have been delayed by Caltrans new art guidelines. However, the Friends of Idora Park are using the city approval and an informal letter of consent from Caltrans to continue to apply for funding grants. They plan to begin crowdfunding discussions in early 2017.

### Pedestrian Lights

PG&E is scheduled to turn on the electricity to power the lights on Shattuck Ave on January 18, 2017. PG&E has declined to sponsor the pedestrian lighting, so the BID will incur the additional \$3,600 cost. Shifra requested that the city take ownership of the pedestrian lights in 2016, but city staff will not approve the transfer of ownership until the city staff involved in the previous phases of pedestrian lights return to oversee this transfer in early 2017.

Funding for the next phase of pedestrian lighting on Telegraph Ave, between 40<sup>th</sup> and West MacArthur has been committed. Bridge/Hines committed to funding \$75,000, and Boston Properties has committed to funding \$95,000, to fund the installation of 13 pedestrian lights. BID representatives met with city staff to discuss including pedestrian lights funding in the conditions of approval for the Nautilus Development at 5110 Telegraph. City staff agreed that the pedestrian safety improvements, specifically the BID's pedestrian lights should be a prioritized project to be funded by the project's lien funds. The BID will submit a project description, map and pedestrian light specs to the city to finalize the funding agreement.

## **Promotions**

### Dining & Shopping Guide

The Dining and Shopping Guide has been published and distributed to the Visit Oakland visitor's center, and all the major hotels in Oakland. Dona and Allison requested Guides, and Don S noted that Concept 47 wanted some.

### Temescal Holiday Art Fair

The Holiday Fair drew several hundred attendees, who browsed art from 17 vendors, shopped for holiday gifts and took photos with Santa Claus. Children were entertained by a games pavilion by Its Your Move Games, as well as an art activity by Flax Art & Design. Few Temescal artists participated though the event was determined to be a success in marketing Temescal as a

location for art, and drawing visitors to the district. Next year's Art Fair event has been planned for 49<sup>th</sup> St between Shattuck and Telegraph.

### Security Cameras

The Temescal district is experiencing an increase in auto burglaries, so Shifra researched security cameras that have been used in Rockridge to successfully catch criminals, and highly recommended by the police. A two-camera system from Reed Security was recommended for its high resolution during the day and at night, 30-day playback, and easy access of the footage by the police and the BID. This security camera proposal was included in the Security Committee recommendation for a diverse package of security measure to prevent auto burglaries: two locations with two camera systems, installing 10 metal signs warning visitors, "Do not Feed the Thieves – Please do not leave any personal property in your vehicle" and extending the VMA security patrol by 4 days to January 8th.

**Adjournment 7:04pm**