

Temescal Telegraph BID Board Meeting Minutes

February 24, 2016 - 6 to 8:30 pm

Faith Presbyterian Church, 430-49th Street

Board Members Attending:

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

Board Members Absent:

1. Roy Alper - Vice President
2. Don Macleay

Guests: Oliver Luby, Councilmember Kalb's Aide
Aubyn Merie – Resident, Neighborhood Council
Jeff Kwiat – Temescal resident
Brian Caruso, Project Manager, Nautilus Group
Jon and Jessica Cowles, residents

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

Jon Cowles raised concerns about the shooting at Omni the past weekend. He reported that Omni has been struggling with their rent, and so they regularly hold events to pay their rent. Last Saturday, Jon informed the board that Omni hosted a rap group, and around 11pm that night, there were 40 shots fired. The shots went through apartment and car windows, but no people were hit. Omni put out a statement saying that they did not know what happened. Jason Laub thanked the residents for coming and agreed on the lack of information. He asked, is it true they have events all the time, and Jon confirmed. Bill Lambert suggested that the residents review Omni's cabaret permit at the city. Don Lowrey recommended threatening a lawsuit to get the Omni's attention, from his past experience with the NCPC. The NCPC had had success with threatening lawsuits when a quiet bar changed to a noisy club.

Aubyn Merie reported to the board that the garbage around McDonald's had been particularly bad, and asked if she should go talk to them. Bill agreed and added Shifra will also follow up with McDonald's.

Dona Savitsky informed the board of a new measure to raise the minimum wage to \$20 by 2020, and said that would be an unsustainable level, and close all her restaurants. Bill said that the BID would keep an eye on the legislation.

3. CONSENT AGENDA

a. Approval of January Minutes

John Dobrovich noted that he should be recorded as attending the January Board. Shifra will fix. Motion by Don Lowrey to approve the minutes with that revision. Seconded by Julie Stevens. **Approved. Abstention by Bill** since he wasn't in attendance in January.

4. PRESENTATION: KIVA ZIP - Brian McKeown

Brian presented on Kiva Zip, which has helped hundreds of entrepreneurs across the country. Kiva Zip offers 0% interest loans for entrepreneurs. The success rate is 95% in businesses completing the private and public funding rounds. Borrowers can get \$5-10,000, and pay it back over 2-3 years. Kiva Zip is helping immigrants, non-computer literate and others to get access to capital. The mayor is a huge fan, and OBDC just pledged a huge amount to have a revolving loan fund. Shifra has helped run two workshops for Temescal businesses. The city launch for Oakland is March 16, with 15 businesses presenting on their successful Kiva Zip campaign, and about 30 businesses with current Kiva Zip campaigns. The BID has helped with marketing, but the BID could become a Trustee to support the small businesses and vouch for those small businesses. Bill explained that he has been interested in the BID getting involved. Hans asked where does Kiva make money in the process? Brian explained that Kiva gets voluntary donations from Kiva lenders, and about 6.25% of people do give, which generates 10 million dollars a year for them, with the rest coming from foundations and grants.

5. ACTION ITEMS

a. Treasurer's Report – 2015 Financials and 2016 Budget

Don Lowrey presented the 2015 financials, and drew the board's attention to the PROWSO section. He noted that the BID is now spending \$13,000 per month, up from \$10,000 per month in 2015. In Marketing/Identity enhancement, the BID did not spend all the budgeted amount, but will spend the surplus in 2016 on the already approved projects of message boards, Alcatraz art project, and tree lights. For security the BID spent \$10,000, though \$30,000 was budgeted. In administration, nothing was spent for an Administrative Assistant, though Bill noted that legal and accounting was way over budget. At the end of the year, the BID had a surplus. Some of that money is targeted for projects not yet done, but the BID does have reserves and surplus totaling \$195,000. Bill directed the board to the 2016 budget and notified the board that he wants to redo the budget for 2016 at the next board meeting. He warned the board that the current Peralta contract will put the BID over budget by \$25,000, if the TT BID continues the rebid schedule and budget. Bill said that that money has to come from somewhere, while keeping the same percentages spent between categories and zones in accordance with the District Management Plan. Bill has a plan to reallocate money from security, and cut the \$30,000 allotted to \$15,000. Dona commented that reducing the budget seems fine, as long as the BID can increase the money when there is an emergency. Bill noted that the Temescal Street Fair and Taste of Temescal are not in the budget, and should be line items, to show that they exist, and that the street fair won't make \$5,000 in 2016. He also noted that Holiday Fair does not have a line item, even though it will happen in 2016. The accounting line item will need to be increased, and insurance can be decreased. Don Lowrey opined that the BID is holding too much in reserve. Bill responded that reserves should not be used for operational expenses on an ongoing basis,

because that will deplete the reserves over time. Gloria noted that the BID received less than the expected assessment amount. Bill agreed, and explained that BART forgot to pay, and the BID will receive BART's past due assessment in April. Also, 115 units are completed at MacArthur BART, and so the BID will receive a small increase in assessments. Allison agreed with decreasing the budget for security, but expressed concern that decreasing it by half was too much. Walker asked what the BID has kept in reserve historically. Bill explained that in the past, the BID built up the reserves to pay for pedestrian lights. Currently, the board tries to maintain at least two months operating cost in reserves, or \$80,000. Jason Laub motioned to approve the financials. Don Lowrey seconded. **Approved.**

b. City Food Truck Policy feedback

Bill reviewed the policy proposed by the City, and reported that DEED and Exec disagreed with some of the points. The committee approved most of the proposed regulations, but disagreed with the proposed distance of 100 feet between food trucks, and the buffer of 500 feet from a school. DEED didn't like the limit of 75 pushcarts per year. Dona said that she has already responded personally to the city on the proposed regulations. Randy asked Dona what would be the proper distance in her opinion. Dona said she doesn't have a solution, but wants food trucks to go where there are not restaurants. Randy pointed out that in his businesses, if a lock shop opened up across the street, it would be horrible, but suggested that it may be better for restaurants to have diversity. Dona responded that it depends on the restaurant. Quick service restaurants compete with food trucks, but not fine dining. For example, Pizzaiolo and Dona Tomas work well together. Gloria asked if the food trucks can only be in locations for certain hours. Shifra explained that the proposed regulations have no restrictions on which hours food trucks can be open. Bill proposed that the board send the DEED and Executive committee recommendations to the city for them to reconsider the 500 foot radius from schools and the 100 foot buffer from another food truck, and the limit of 75 pushcarts per year. Randy motioned to approve Bill's proposal and add a notification to nearby restaurants to receive public input, if a food pod are more than a one-time event. Seconded by Allison Futeral. **Approved.**

6. INFO/DISCUSSION ITEMS

a. Stakeholder Survey Results

Shifra presented the 2015 Stakeholder Survey results. In rating Temescal Characteristics, Business and property owners gave the best rating for Overall Image/Reputation with Economic Vitality in second place, and Transit in 4th. There were mixed results for Cleanliness and Overall Appearance. The survey results identified areas for improvement as: Homeless/Transient Behavior, Landscaping Beautification, and Parking. In the Resident survey results, Transit had the most solid positive results, with both Overall Image/Reputation and Economic Vitality tied at second best. Resident surveys showed mixed results for Overall Appearance, Homeless/Transient Behavior, and Cleanliness. Shifra identified the areas for improvement per the resident survey results as Landscaping/Beautification and Parking. For the surveys measuring the Temescal BID services, business and property owners gave the best rating for Events, with Streetscape improvements like lighting and banners in second. The services identified as needing improvement were Litter Removal, Landscaping Maintenance, Graffiti Removal, and District Marketing & Communications. Residents and other gave the best rating for Streetscape Improvements and second best to Events. The top five priorities identified by businesses and property owners: were Business Attraction/Retention as top priority, followed by Cleanliness, then Landscaping/Beautification, Homeless/Transient Behavior, and Outdoor Seating/Signage. The top five priorities for residents and visitors were Cleanliness and Business Attraction/Retention tied for first, then Landscaping/Beautification, Parking, Outdoor Seating,

Signage. The majority of Business Owners, Property owners and residents all think that Temescal is headed in the right direction, though the second most frequent answer was maybe (which tied for first with resident surveys). Gloria Gee suggested that it would be good to administer the survey on a yearly basis, and recommended that Safety should be added as a question. **Action:** Shifra will add Safety to next year's survey.

b. Board Absences

Bill reviewed the last year absences with the Board attendance metrics. The Bylaws have been changed to not take excuses into account, so that all absences count toward the three maximum absences.

c. Nominate Treasurer

Bill reviewed that Walker stepped up to be Treasurer, and was nominated, but may be going away to graduate school so he can't be Treasurer. Bill summarized the Treasurer duties and asked board members to think about it, and send him a note to volunteer.

d. Private Leasing Activity: Genova Deli and Others

The building at 51st and Telegraph has been demolished. The former Kingfish site development is already constructing the second story of the new building. John Dobrovich detailed the lease negotiations between Temescal Plaza and Genova Deli. Bill suggested sending out a joint press release from the BID and the property owner, and John Dobrovich agreed.

e. Director's Report and Committee Updates

Design

Clean & Safe

Starting February 8th, Peralta Services increased their hours for the regular cleaning team routes, and added a roving team twice a week to address graffiti and other special projects. After two weeks of increased services, the regular cleaning teams are more consistently and thoroughly cleaning the district on their daily routes. The roving team has started to work to remove the accumulated graffiti throughout the district as well as cleaning the 40th Street median and Shattuck Ave when needed. Shifra has continued to work with Peralta to make sure that Shattuck Ave and 40th St are cleaned three times a week. Additionally, new routes need to be designed and communicated to the regular cleaning teams, due to the change in location of the cleaning storage space to 40th and Manila. Peralta was unable to complete the metrics for January, but will complete the January and February metrics by next month to help determine if the new routes are effective.

Public Works Projects in Temescal

After Wlad Wlassowsky of the Transportation Services Division informed the TTBID that Public Works received a grant for funds to make safety enhancements to Telegraph Ave and Shattuck Ave, including modifying the 45th St/Telegraph/Shattuck intersection, the TTBID DEED Committee met with Wlad to request that the funds be redirected to create pedestrian, bicycle, and auto safety improvements, that would include a revamped 46th St intersection and a pedestrian plaza. Shifra then delivered a letter to the City Administrator, the Mayor's Office, the Public Works Director, Council Member Dan Kalb and every member of the Public Works Committee communicating the TTBID's request for the 45th Street intersection. Shifra met with Dan Kalb to explain the TTBID's position and to ask that he vote to reconsider the staff-proposed changes to the plaza, and instead have the city work with the TTBID to create a

pedestrian plaza at that intersection. Shifra also talked with Matt Nichols, the Policy Director for Transportation and Infrastructure in the Mayors office, and with Assistant City Administrator Christine Daniel.

At the Public Works committee meeting, Wlad gave the Public Works staff presentation on the grant and the proposed changes, then Shifra spoke at public comment to voice the TT BID's concerns with the 45th St. intersection proposal, as well as the lack of outreach to the TT BID. Dan Kalb motioned to accept the grant and have the city reach out to community groups to move forward on creating the plaza. Councilmember Rebecca Kaplan seconded the motion voiced enthusiastic support for the pedestrian plaza, and said she disagreed that a pedestrian plaza would need additional traffic studies. There was **Unanimous consent to approve the grant and have the city work with community groups, specifically the BID, to create the pedestrian plaza.** Shifra will reach out to Public Works, CM Kaplan, CM Kalb and the Mayor's office immediately to start working to implement a pedestrian plaza at the 45th St. intersection.

Pedestrian Lights

The pedestrian lighting installation was delayed for two weeks to deal with permitting issues and finalize the agreement on a staging area, but Ray's Electric began work on February 19th on 40th St. Prior to and during the start of construction, Shifra did extensive outreach to businesses, property owners and the community via email, Nextdoor and in-person flyering about the pedestrian lighting project and the construction.

Idora Park

The Friends of Idora Park have been applying for grants to fund Phase I, and are working with the BID to develop a maintenance plan. Bill sent a letter to BART asking for a \$10,000 contribution to the project.

Trash Can Doors

All the trashcan doors have been covered with red paint and logos all installed. However, there was no graffiti coating in the original installation, and so ten have already been graffitied. Shifra worked with Peralta to install anti-graffiti coating on the remaining non-graffitied trashcan doors, and is working to restore the vandalized trashcan doors.

Temescal Flows

The BID-hired artist, Alan Leon has completed all the three of the columns.

Economic Development

Business Retention & New Businesses:

New Normal has changed their name to Temescal Brewing and is planning to be open in March. Aikido Institute is leaving and will be replaced by a similar sports/athletic gym. Genova Deli officially is not renewing their lease, even though the property owners are still open to negotiation until the April deadline. Shifra has been actively trying to facilitate communication and convince Genova to stay in Temescal. Rose's Taproom will be going into the space currently occupied by Shave and Cutlery, adding another brewing company to Temescal.

Promotions

Directory

Shifra has finished the business verification of the ground floor merchants and is working to update the Filemaker to create a current list of independent merchants for the directory

Banners

The new banner locations were approved, and additional money was found to install two banners per block throughout the entire district. Shifra is working with All Signs to order and install new banners, and remove the outdated ones.

7. OTHER

Gloria asked about the planning for the annual meeting and declared that the BID needs to recruit new board members. She asked current board members to help recruit new members. **Action:** Shifra will check bylaws for when the annual meeting should be scheduled.

Adjournment 8pm