

Temescal Telegraph BID Board Meeting Minutes

July 27, 2016 – 6 to 8:30pm  
Faith Presbyterian Church, 430-49<sup>th</sup> Street

Board Members Attending:

1. Roy Alper - Vice President
2. Hans Boerner
3. Brian Caruso
4. John Dobrovich
5. Allison Futeral – Secretary/Treasurer
6. Gloria Gee
7. Bill Lambert – President
8. Doreen Moreno
9. Randy Reed - Vice President
10. Dona Savitsky
11. Pat Smith
12. Don Stahlhut
13. Walker Toma

Board Members Absent:

1. Don Macleay

Guests: Aubyn Merie, Temescal Neighborhood Council  
Scott Bovard, Terry McGrath, Deborah Castles and Murray Spikes – McGrath/Boston Properties  
Tom Murphy, Temescal Property owner and resident

**1. INTRODUCTIONS – Call to Order: Bill Lambert, President – 6:06pm**

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Aubyn announced that the neighborhood council is working to establish an online presence. She also noted that their priorities of pedestrian safety, community spaces, and safety overlap with some of the BID's projects and suggested that the two organizations work together. Bill suggested that the Neighborhood Council could publish something similar to the former Temescal News and Views.

**3. CONSENT AGENDA**

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

Roy motioned to approve. Don S seconded. **Approved.**

**4. PRESENTATION: MacArthur Transit Village – endorsement request**

Terry presented on the MacArthur Transit Village Parcel B development. Parcel B is 250 feet or more from the nearest streets and will have 402 units (45 affordable) with 260 parking spaces. The tower is on the northern edge of the site, which will minimize shadows to the adjacent buildings. There will be 13,000 square feet of retail, and a significant outdoor plaza that connects to the BART Plaza. Bill asked about the project's community benefits. Terry explained that there were many items on the existing benefits list, including improvements to Mosswood Park, and to the BART underpass. Terry requested an endorsement from the TBID. Dona asked about the specific opposition to the project. Terry said that the height was an issue with the community, as

well as affordability and parking. He explained that the developers are doing more affordable units than the original proposal because of the increase in overall units. They are aggressively pursuing less parking for residents, and will fund a residential parking permit program to ensure their residents won't park in the neighborhood. Roy voiced his strong support for the proposal because of the increased housing and density next to transit. Bill noted that BART Director for MacArthur Station, Robert Raburn, is not happy with existing eight story height limit, and Bill is also a strong supporter of this current proposed project.

## 5. ACTION ITEMS

### a. Boardmember Election – Tom Murphy

Roy motioned to elect Tom Murphy. Second by Hans. **Approved.**

### b. MacArthur Transit Village – endorsement request

Bill reviewed the draft endorsement letter for the MacArthur Transit Village Parcel B that was prepared by Shifra. Randy requested that the development's contribution to BART be mentioned. Gloria asked how the developers ensure that most residents don't have cars. Dona explained that it would be self-regulating – either residents will pay for spot in the parking garage or won't have a car. Roy motioned to authorize Shifra to send letter with the board's edits. Seconded by Randy. **Unanimously approved.**

### c. 2017 Budget – Attachment

Bill reviewed the budget and summarized the changes since the last board meeting. The 2017 revenue has been increased by \$1,500 because of additional assessments from six condos in Upper Telegraph. Executive committee voted to increase the Executive Director salary by 5%. Don S. requested that Art hop be relabeled as "Art support". Bill noted that Temescal News and Views was removed. Under capital expenses, the Promotion Committee added \$1,000 for updated banners across Telegraph. Bookkeeping was reduced to \$5,000 from \$8,000. Brian motioned to approve the 2017 Budget. Randy seconded. Allison noted that she drove down 40<sup>th</sup> st, and thinks there are too many banners on the street. Shifra responded that the BID could reallocate some of those banners elsewhere if others have the same concern. **Budget Approved.**

### d. Eliminate Message Boards from Reserves budget

Promotion committee recommended to eliminate message boards from the reserves budget. Dona motioned to approve the recommendation. Seconded by Allison. **Approved.** Bill and Hans abstained.

### e. Require BID Credit for funding of \$500 or more

Executive Committee recommended to establish a BID policy that required BID credit for funding by the BID of \$500 or more. Motion by Don S to approve. Seconded by Roy. **Approved.**

## 6. INFO/DISCUSSION ITEMS

### a. Q2 Financials – Attachment

Bill noted that the budget for January through June is 50% of the year's total budget. Bill asked Shifra to instruct Tuula to use the \$2500 in Children's Hospital maintenance line item for the Peralta bill. Bill noted that the pole banners are over budget because the BID is using some funds from 2015. Roy requested that Bill calculate the total that the BID is ahead of budget. Brian requested that the financial reports show the whole year's budget rather than the half year. **General board agreement.** Bill reviewed the balance sheet showing that the BID has \$592K,000 in the bank. Bill estimated that the remaining expenses for the year would be

\$280,000, so the BID will have \$227,000 remaining. Roy didn't agree with those calculations and requested the exact numbers. **Action:** Bill will provide the exact fund balance and expected expenses for the Executive Committee.

#### **b. Summer Meeting Schedule**

Bill reviewed that the board usually doesn't meet in August. Bill and Roy are out of town on September, and would instead like to cancel the September meeting. The board provided feedback. **General agreement** to meet in August and decide on the September meeting then.

#### **c. Traffic Analysis Volunteers**

Brian volunteered for after August 11<sup>th</sup>. Pat, Don S, and Aubyn volunteered for August 11<sup>th</sup>.

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

### **Organization**

#### Outreach to Stakeholders

Shifra attended the third community meeting for the MacArthur Transit Village Parcel B and the July Temescal Merchants Association meeting, learning more about the development plans, as well as the community's concerns. Shifra also attended the July Temescal Neighborhood Council meeting to announce the start of Off the Grid in August, and recruited volunteers to help administer user surveys.

### **Design**

#### Clean & Safe

Shifra and Junio Adames, the alternate supervisor for Peralta Services Corp did a walkthrough of the district and found that the regular cleaning team was thoroughly cleaning Zone 1. The rover team has improved performance of graffiti abatement on trashcan doors and tops. However, the trash removal and weed trimming on the 40<sup>th</sup> Street median has been neglected.

Shifra is working with Peralta finalize a roving team task list, and to improve the trashbag pickup, which has been inconsistent. The cleaning metrics show that Peralta kept the amount of trash picked up and stickers removed in June consistent with previous months. The number of newspaper racks painted, and the amount of graffiti abated increased in June, compared to the May metrics.

Since Block by Block cancelled the contract, Shifra has been working to find the required infrastructure for a stand-alone contract with BBB. The new contract with BBB requires a break room with electricity for the cleaning staff and a 10' by 10' ground floor storage area for the cleaning equipment. *Dona requested that the BID increase the spending on cleaning to accommodate the extra costs to maintain cleaning hours. She suggested decreasing the security budget.*

#### Pedestrian Plaza/Off the Grid

To ensure a successful Off the Grid launch, Shifra conducted extensive outreach to the neighborhood and businesses, and met with key businesses to alleviate their concerns over traffic and access. Shifra announced August 18<sup>th</sup> as the start of Off the Grid and invited local restaurants to participate as a "Merchant of the Market" temporary food booth operators.

Sarah Fine, the Complete Streets Coordinator for the City of Oakland provided the BID with the quality of life surveys, bicycle and pedestrian count instruments, and business and user surveys

to be administered before and during the pilot pop-up pedestrian plaza for the weekly Off the Grid markets at Kasper's Plaza.

### Public Works Projects in Temescal

The U-shaped crosswalk to be installed at Telegraph and 50<sup>th</sup> has been delayed due to ongoing PG&E work on the street. The PG&E work on the street has now been completed, and the ramp and crosswalk installation are estimated to be completed by early August. Public Works is coordinating the meter and bus stop relocation with the City meter team and AC-Transit team.

The grant-funded high visibility crosswalks (originally to be installed in 2nd quarter of 2016) at 41<sup>st</sup>, 43<sup>rd</sup> and 44<sup>th</sup>, have working drawings and Public Works is working with Traffic Maintenance staff to schedule the installation, hopefully in September/October.

### BikeShare

The proposed bikeshare docking station on Shattuck Ave. will be installed in the red zone by Peet's. The proposed alternative to the docking station at 49<sup>th</sup> and Telegraph, on the sidewalk by Walgreens has presented problems, and may not work. The BID may not be able to broker an agreement with the property owner in time for the end of August deadline to submit the final permits.

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

The DEED Committee approved the specific landscaping and plant design created by Cactus Jungle for the 40<sup>th</sup> Street Medians. The median tongues will be landscaped with low growing succulents with a few more slightly higher sculptural elements like Aloes, Agave and spineless cacti to create more visual interest. In the full width areas, a mix of larger growing plants and smaller succulents will be incorporated around the existing trees and roses, which will be fertilized and treated for aphids.

### Pedestrian Lights

PG&E, Ray's Electric, and the BID have a pre-construction meeting scheduled to discuss how to connect the power to the lights on Shattuck Ave.

## **Economic Development**

### Business Attraction

The Genova space is still empty and Chipotle is the only business to submit an offer to Temescal Plaza to lease it. The property owners will have to accept the offer if they don't receive anything else in the next couple of weeks. *Bill added that the BID has met with CBB to start work on their opening a branch in Temescal. To do so, CBB will need \$25 million in deposits.*

## **Promotions**

### 40<sup>th</sup> Street Block Party

The 40<sup>th</sup> Street block party event was a fantastic community event, with estimated attendance at 2,000. The live diverse music line up, food, drink, artisan vendors, and impromptu skateboard show were very popular. The children's art activities attracted consistent crowds throughout the day. The total cost of the event for the BID was \$3953.05. Participating Temescal businesses and the event subcommittee indicated the desire to produce the event on an annual basis. The high attendance for the first-year event will allow the BID to seek additional sponsorship as well as cost-saving measures for the next event to dramatically decrease the BID's costs.

### Temescal Street Flicks

The budget was approved for the Temescal Street Flicks, and the informal contract was signed with Tom Murphy to produce the event. The films will be shown on 46<sup>th</sup> St between Telegraph and Shattuck Ave within the Off the Grid event footprint because of liability concerns over using the parking lot. Because of the location change, the movie nights will not include a beer garden, and the start date will be delayed to mid-September to correspond with the earlier sunset time. Tom is curating a list of potential films to be presented to the Promotion committee. **Action:** Shifra will send a consolidated Street Flicks budget to the Executive Committee.

### **7. OTHER**

Walker officially resigned to attend graduate school in Barcelona.

### **8:02 Adjournment**