

Temescal Telegraph BID Board Meeting Minutes

May 25, 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
6. Bill Lambert – President
7. Don Macleay
8. Pat Smith
9. Don Stahlhut
10. Walker Toma

Board Members Absent:

1. Gloria Gee
2. Doreen Moreno
3. Randy Reed - Vice President
4. Dona Savitsky

Guests: Aubyn Merie and Olvan Wilson, Temescal Neighborhood Council

Ben Himlan, Monica Mejia and Bianca Nickols – Off the Grid

Andrew Jones, Oakland Venue Management

Andy Hang, Block By Block

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

**2. CONSENT AGENDA**

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

Motion to approve by Pat Smith. Seconded by Hans Boerner. **Approved 6:08pm**

**3. ACTION ITEMS**

**a. Off the Grid Proposal – Attachment – Ben, Monica and Bianca**

Ben reviewed the Off the Grid (OtG) proposal to produce a recurring food truck market, August through December at the Kasper's Plaza location. Off the Grid will help local restaurants by introducing new people to the neighborhood. In Menlo Park, OtG heard a lot of negative feedback before opening, and the businesses that originally opposed eventually really supported the marketing, and hired more staff because business was so good on that night. Roy asked about any feedback from Temescal businesses. Shifra reported that Rosamunde was very enthusiastic, but the remaining restaurants had not responded to her inquiries. Roy motioned to approve the OtG proposal. Don Stahlhut seconded. **Approved unanimously at 6:20pm.**

**b. Nautilus 5110 Telegraph Project Endorsement – Attachment**

Brian recused himself from the vote. Bill noted that he had made minor edits to the original letter of support for City staff and Planning Commission. Roy motioned to approve the letter with Bill's edits. Walker seconded. **Unanimously approved.** Recusal by Brian.

**c. OIHS Banners - \$500 request from Suzanne L'Heureux – recommended by Promo Committee**

Roy proposed giving \$700, since the project was \$700 short of their final fundraising goal. Allison motioned to give \$700. Seconded by Brian. **Unanimous Approval.**

**d. Bay Area BikeShare Position Letter – Attachment**

Brian proposed that either one of the docking stations get postponed to phase 2 or three to lessen the impact overall. Action: The red zone by Peet's on Shattuck was suggested as another alternative to station #14. Walker said, from his professional experience, taking away 1-2 spots does not negatively impact retail and bars. Allison testified that it was already a major struggle to park anywhere. Bill recommended also sending the feedback letter to Carlos Hernandez, Dan Kalb, and Jason Patton. Motion by Allison to send the letter with Bill's small edits. Second by Don Stahlhut. **Unanimously approved.**

**e. Block by Block Presentation – 6:30pm – Attachment**

Andrew Jones introduced himself and Andy Hang. Andrew explained the proposed management structure between Oakland Venue Management (OVM) and Block by Block (BBB). OVM manages three Community Benefit Districts (CBD): Lake Merritt, Jack London, and Downtown Oakland. Through OVM, the CBDs hire BBB to provide cleaning in their districts. OVM is using BBB for the Citywide Excess Litter Fee Program, and will be leveraging that staff for Temescal. OVM previously used Peralta and fired them for the same reason that Temescal is unhappy with their services. OVM has been working with BBB ever since. Andrew explained that OVM will facilitate the initiation of the contract, and Temescal will be working directly with the BBB supervisor. Don Macleay asked how the community can contact BBB. Andy Hang said that people can call about issues, and it will be taken care of in 24-48 hours. The SMART System is used between the ambassadors and their supervisor to clean up the district. In addition, empowered block captains can have access to the SMART system. There will be a dedicated cell phone on the team lead at all time, and they are responsive to emails as well. Allison asked if the SMART system would cost extra, and Andrew responded that it would carry no extra cost. Roy asked about the results of the planned limited power washing. Andrew clarified that the 8 hours of power washing a week would address the smelliest areas, like human health areas, vomit, and feces, but not address gum stains. Bill told the board that this contract would cost \$17,000 more per year, which is not currently in the budget. Bill proposed that in 2017, the BID allocate \$17,000 of pedestrian lighting loan payments to marketing, and remove the banner item to be paid for out of reserves as a capital expense. \$5,000 for CHO marketing could also be eliminated, since their main concern is cleaning. **Action:** Bill will bring the budget back to the board once the proposal is approved. Motion by Roy to approve the proposal, with 60 day initial term, then a month to month contract, and a 60 day termination clause. Seconded by Alison. **Unanimously approved.**

**4. INFO/DISCUSSION ITEMS**

**a. Q1 Financials – Attachment (Budget v. Actual + Balance Sheet)**

Bill commented that the BID has a significant amount in reserves. The BID is missing income in Quarter 1 because the assessments arrived late. In marketing the BID is \$26,000 over-budget because of banner expenditures that actually used \$10,000 from reserves. The Executive committee determined that the BID will slightly overspend the budget this year, but the BID will be fine since there are significant reserves.

**b. Street Fair (Sponsor) Update & Booth Volunteers (12-2 Dona, Allison, Gloria; 2-4 Bill/Maria, Julie; 4-6 Aubyn, Roy, Don M)**

Shifra reported that the TSF producers have confirmed \$29,925 in sponsorship income of their \$30,000 sponsorship goal. TSF Posters and postcards have been distributed throughout the East Bay. Music programming on three stages has been confirmed and the number of vendor and artisan applications are on target to meet the 2016 revenue projections. Beer booth staffing assignments were confirmed: 12-2 Dona, Allison, Gloria; 2-4 Bill/Maria, Julie; 4-6 Aubyn, Roy, Don M **Action:** Shifra will send an email to Dona and Gloria to inform them of their booth volunteer shifts. Shifra will also ask Steve to write instructions for beer booth to email out, along with the event map.

**c. Nominating Committee Update**

Bill reported that the committee met and came up with criteria of people to be approached to become more involved in the BID. No one is being nominated yet.

**d. Board Treasurer needed**

Bill reviewed the treasurer duties. Brian expressed interest in being Treasurer when he becomes eligible under the revised ByLaws.

**e. Executive Director's Report**

**Organization**

Outreach to Stakeholders

Shifra attended the second community meeting for MacArthur Transit Village and learned about the developers plans for a twenty story building on Parcel B nearest to the freeway and the BART parking garage. The building would include 402 units of housing (including 53 affordable), 10,000 square feet of retail space on the ground floor, and 300 “unbundled” parking spaces for use by residents and shoppers. Shifra also attended the community meeting for the development at 5110 Telegraph, sponsored by Councilmember Kalb. The proposal has not changed significantly in the past year since the presentation to the Temescal board, and still includes 204 units of housing (17 affordable) with a planned grocery store and 6,000 additional square feet of retail space.

**Design**

Clean & Safe

Shifra and Rick, the Peralta Supervisor, did a walkthrough of the district, and found that both Shattuck Ave from 45<sup>th</sup> to 51<sup>st</sup> Street and 40<sup>th</sup> St from Telegraph to MacArthur BART were not being cleaned. Shifra reiterated that the jointly-agreed upon purpose of the increased hours was to enable the regular cleaning team to clean their complete its route each day. Shifra met with Erin Patch, the Executive Vice President of The Unity Council, and communicated that Peralta was not cleaning up to expectations. Erin agreed to transfer the member of the cleaning staff that continued to clean in extraneous areas to a different district. The cleaning metrics show that Peralta decreased the amount of trash picked up, newspaper racks painted, stickers removed, and graffiti abated in April, compared to the March metrics. However, these metrics still represent an increase from February.

Public Works Projects in Temescal

Fehr and Peers submitted a proposal to the TTBID for a traffic analysis and concept plan to create the pedestrian plaza on Shattuck Ave between 45<sup>th</sup> and 46<sup>th</sup> as well as the short segment of

46<sup>th</sup> St between Telegraph Ave and Shattuck Ave. Shifra, Roy and Bill are working with the City to determine an appropriate and affordable scope and funding for the traffic analysis and concept plan. The crosswalk at 50<sup>th</sup> and Telegraph is being installed and is expected to be completed within two weeks.

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

Cactus Jungle submitted a proposal to landscape the three medians on 40th St between Telegraph Ave and Webster St. The 40<sup>th</sup> St Landscaping Subcommittee will work with Cactus Jungle to determine a more specific design and select specific plants to be presented to the board. Due to budget constraints, the proposal included use of pre and post emergent weed treatment instead of landscaping fabric and woodchips, which would double the budget.

*Roy informed the board that the weed treatment is roundup, and commented that it would be controversial. Bill disagreed, and thought it would be fine since the treatment area is in the median. Don Macleay commented that the weed treatment is pretty strong, so, might upset some neighbors. Aubyn commented that mulch would be much more beautiful than dirt.*

#### Pedestrian Lights

Ray's Electric has finished 95% of the pedestrian lights project construction, and electricity will be connected to almost all lights within two weeks. However, PG&E has not yet delivered a design drawing showing the final connection point for the electricity powering the pedestrian lights on Shattuck Ave between 45<sup>th</sup> St and 52<sup>nd</sup> St. PG&E has projected that they will send the plan by late June, thus delaying connecting those pedestrian lights to power.

#### Councilmember Mural Fund

Dan Kalb informed the Temescal BID that the mural by Lori Fischer planned for the Brignole building on Shattuck Ave at 46<sup>th</sup> will receive \$9,000 in funding from the District 1 mural fund.

### **Promotions**

#### Temescal Street Fair

The TSF producers have confirmed \$29,925 in sponsorship income, only \$75 short of their \$30,000 sponsorship goal. New sponsors for this year include Nationwide Insurance (\$5,000), Community Bank of the Bay (\$2,500), Farmers Insurance: Ruth Stroup (\$1,125), Buffalo Exchange (\$500), Bank of the West (\$500), SolarCity (\$500) and Crimson Horticulture Rarities (\$250). TSF Posters and postcards have been distributed throughout the East Bay. Music programming on three stages has been confirmed and the number of vendor and artisan applications are on target to meet the 2016 revenue projections. Shifra and Steve did a walk-through of the TSF event and discussed the planned layout. Vendor booths were moved to the center of the street to not block local businesses. Shifra did in person outreach to Temescal businesses to inform them of the planned layout and modify the map when needed and possible.

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

The 40<sup>th</sup> Street block party event is scheduled for Saturday, July 16<sup>th</sup>, 11am-5pm, on one block of 40<sup>th</sup> Street from Shafter to Webster St. The event subcommittee has organized a music stage curated by Broken Guitars, and is coordinating with Temescal merchants to provide food and beer, as well as showcasing local artists. Activities for children are also planned for this family-friendly event. Shasta Pros has been contracted to do the street closure.

### Art Hop / Temescal Arts Subcommittee

The Art Hop has been postponed to reevaluate the impact of Art Hop funds in promoting emerging arts and culture in the district. The Arts Subcommittee is meeting with Temescal Arts groups and local artists to determine if a modified Art Hop would best support them, or if there is a better way to use those funds to support art in Temescal.

### **5. OTHER**

Hans announced he was able to clean the banners and remove graffiti on the PG&E building with simple household products. **Action:** Mural graffiti removal will go to the DE/ED Committee

**Adjournment 7:58pm.**