

Temescal Telegraph BID Board Meeting Minutes

November 16, 2016 – 5:30 to 7:30pm
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. Hans Boerner
3. Brian Caruso – Treasurer
4. John Dobrovich
5. Allison Futeral – Secretary
6. Bill Lambert – President
7. Don Macleay
8. Doreen Moreno
9. Tom Murphy
10. Don Stahlhut

Board Members Absent:

1. Gloria Gee
2. Randy Reed - Vice President
3. Dona Savitsky
4. Pat Smith

Guests:

Ben Coney, CCA student
Aubyn Merie, Temescal Neighborhood Association
Oliver Luby, Councilmember Kalb's Office

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 5:37pm

2. CONSENT AGENDA

a. Approval of October Minutes – Attachment

Aubyn noted that she attended the board meeting in October. Roy moved to approve the minutes with that revision. Seconded by Allison. **Approved.**

3. PRESENTATION: Art Project at Kasper's Plaza by CCA student – Ben Coney

Ben Coney presented his proposed art project to install a bench, awning and planter structure to encourage social interaction and create shade in the environment. He said that the plants were meant to break up the industrial feel of the plaza. This project would be installed by December 16th in the north east corner. Bill reviewed that DEED Committee recommended that Ben install the planter. Don S asked if the structure was moveable. Ben answered that the structure wouldn't be anchored but was heavy, and not very moveable. Bill asked about the finish on the wood. Ben explained that he planned to use redwood and paint a clear coat stain on top. Roy voiced concern about the structure attracting graffiti. Brian suggested that Ben paint it. Don M asked about back support. Ben said he could add it, and that it wouldn't add much cost. Roy noted that the DEED Committee was very enthusiastic about the project. Bill asked how the BID would be thanked. Ben said he could install a plaque thanking the BID. Aubyn asked about potential safety issues. Ben answered that he could ask an architect at CCA to see if art project would be structurally sound.

4. ACTION ITEMS

a. Out of budget allocation: \$500 for Ben Coney's bench/trellis/planter

Bill reviewed that DEED is recommending \$500 to fund Ben Coney's art project. Bill noted that the BID might not want a plaque due to the possible safety issues. Roy motioned to approve \$500 with the BID being recognized. Hans suggested fully funding to project at \$800. Seconded by Don Macleay to give \$800 with the revision that the middle hand rests and a back rest installed, and a cross brace be considered for safety issues. **Approved.** Bill noted that he really liked the idea of the platform art project proposed by other CCA students. Bill proposed that the platform could be installed out of wood and someone could be found to program the space like poetry slams, dance and performances. Bill asked that this idea be considered by Promotions Committee.

b. Out of budget allocation: \$1,000 deductible for pedestrian light replacement

Bill reported that a pedestrian light was hit by a car, and so the city replaced it with the one extra light pole that the BID gave to the city. Brian asked if the BID had assigned the pedestrian lights to the city. Bill answered the BID hadn't, and so was still responsible. Brian motioned to approve the \$1,000 deductible and asked that the lights be transferred to city ownership as soon as possible. Seconded by Roy. **Approved.**

c. Out of budget allocation: \$1,500 for Holiday Fair Budget – Attachment

Bill reviewed the Holiday Art Fair Budget with the CBB sponsorship. Roy motioned to approve additional \$1,500 for the Art Fair. Seconded by Tom. Shifra asked how sensitive the neighborhood would be about ADA compliance. General agreement to install the tent close to the corner of 51st and Telegraph on the wood chips. **Approved** for additional \$1,500 in funding.

d. MacArthur Transit Village Parcels A & C

Bill reviewed the BID's position from the last board meeting that was communicated at the last planning commission meeting. At the planning meeting, the developer extended the leasing period to 15 months and committed to \$75,000 in pedestrian light funding. After that meeting, Roy and Shifra met with BRIDGE to clear the air, since they felt unwelcome by the BID. Roy reiterated the BID's continuing support of the project. However, Roy did note the BID's priority to activate the street front. After, Bill, Shifra and Tom went to CED to speak about the BID's concerns with conversion. Robert Raburn spoke at the meeting about the need for a grocery store. Rebecca Kaplan motioned to allow conversion to work/live or to live/work with 50% required to be active retail. Bill announced that the BID would meet with Hines and Dan Kalb. Oliver clarified that CM Kaplan's motion will go to council, but the council could adopt more lenient requirements. Brian suggested the BID go to council to support the CED committee recommendation. Roy raised the concern that the leases be required to be commercial and not subject to just cause eviction. Bill expressed approval over supporting the CED motion, but asked if the board wanted to further request that all leases be commercial. Roy expressed concern that the developers wanted to easily convert to residential for the higher rental rates. Roy motioned to support CED's decision as long as the leases be commercial and not subject to measure EE (just cause eviction). Brian seconded the motion. **Approved.**

e. Off the Grid continuation

Bill reviewed that Off the Grid is authorized through December. Brian said that he thought food trucks were good and suggested that the reported loss in sales from some Temescal businesses was one data point. Bill suggested investigating other vendors, and take a pause with Off the

Grid. Roy criticized the lack of variety and quality of food at Off the Grid. Roy expressed a desire for programming but said that it isn't currently an attractive place to gather. Allison recommended continuing Off the Grid, and working with them to improve the market, to build the audience. However, Allison said she wouldn't oppose shutting it down. Roy agreed with Bill that OtG should take a break for the winter, and that the BID consider food trucks in April again. Don S said that he thought the price was too high and food to be low quality. Roy motioned to not renew OtG's pilot for the rainy season, to interview other food truck operation, and have the item go to Promotions Committee to discuss future programming. Hans suggested a flea market. Roy's motion was seconded by Don S. John said he liked the plaza activation, but thought that four times a month is too much. John suggested an OtG food truck market once a month to keep them engaged, and not pause for the rainy season. Roy rejected that idea. Allison pointed out that we have a month to go, and could work with them now. Allison made a substitute motion to renew the OtG pilot and continue the dialogue. Seconded by John D. Aye by Tom. Substitute motioned failed. **Original motion by Roy passed with 7 votes.**

5. INFO/DISCUSSION ITEMS

a. December Meeting Schedule

Bill announced that the board meeting / holiday party was moved to December 19th at 5:30pm.

b. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra attended the Mosswood Neighborhood Association where McGrath Properties presented their draft public benefits package. Shifra met with Pastor Hames of Beebe Memorial Church, and discussed the church's challenges with parking, how the BID could publicize the church's community and more secular events, as well as including the church in future BID events.

Design

Clean & Safe

Shifra and Rick Williams met to discuss the clean team's poor attention to details in cleaning the planters and tree wells, and lack of direct supervisions and accountability. Rick pledged to double check the quality and duration of time spent cleaning at least three times a week, as well as train possible staff replacements.

The new cleaning contract with Block by Block for 112 hours of cleaning per week for \$185,000 was signed by the BID in October. However, BbB will not counter-sign the contract until an office and storage unit have been secured, in case the number of hours needs to be adjusted due to an unexpected high cost of leasing an office and/or storage space. Because this and internal BbB staff transitions, BbB is proposing to delay the start date of services to February 1 in order to deliver a successful cleaning team transition, and immediate excellent services. Mark Lammon visited the Temescal District to look at potential office/storage space, and introduced Shifra to Keith, a potential Operations Manager for Temescal. Keith was eager and provided several strategies for effectively cleaning the district. A formal interview with Shifra and the BbB Northern California Regional Manager will be scheduled in a week. Bill suggested looking at the Mast property at 40th & Telegraph.

Pedestrian Plaza/Off the Grid

Shifra conducted surveys of Temescal businesses to determine the OtG market's affect on BID merchants, as well as collect feedback on the pilot program to activate permanent pedestrian

plaza. Surveys were administered at over 20 different Temescal businesses, including 10 restaurants and bars. Feedback was mixed with most respondents reporting increased foot traffic in the neighborhood, but half reporting that Off the Grid did not contribute to increased sales/business volume for their business, often decreased sales on Thursday nights, with over a 20% decrease. Most respondents thought the Off the Grid activation improved the sidewalk environment, enhanced neighborhood identity, and made the neighborhood feel safer.

An overwhelming majority of the businesses (15 of 20) did like the pilot activation of the pedestrian plaza because it created a new place to gather, drew people to this particular area of the district, enhanced the sense of community, provided beautiful lights and great music, and for three respondents, increasing sales. However, the business surveys revealed many negative views of the Off the Grid activation, including that the market seemed not well executed. Off the Grid was specifically criticized for its corporate nature, bringing San Francisco food trucks to Oakland, long lines, over-priced, low quality food, and being passé. Many suggestions were offered to improve upon the concept or have alternative activations like a weekly farmer's market, more variety in the food trucks, and offering non-food related programming like a pop up retail market. The lack of design elements and landscaping was noted, with respondents suggesting permanent piazza light strings, benches, colorful bistro chairs and tables, planters, and creating a space that felt more like a park or plaza.

Public Works Projects in Temescal

The city completed the installation of the U-shaped crosswalk at Telegraph and 50th on November 10th and relocated the bus stop and crosswalk at 49th St. to the south side of the intersection. In February, the city will install flashing beacons with a mid-street pedestrian islands at 61st and 63rd. The design work has begun on the Highway Safety Improvement Grant awarded to the city to modify the signal at the 45th/Telegraph/Shattuck intersection, and install pedestrian refuges on Telegraph at 41, 43 & 44th. Construction is scheduled to begin in 2018. City staff has reported that the Alameda County Transportation Committee will begin planning Telegraph Ave "Complete Streets" from 41st to Woolsey in early 2017.

Roy motioned we should write a letter to Brooke and Wlad, and a copy to Dan Kalb and Sarah Fine that says we want the \$100,000 for the signal to be directed to the plaza. Shifra will ask Sarah for language. Brian Seconded. Approved.

40th Street Median Landscaping

Shifra provided the city with the required insurance to complete the 40th Street median Landscaping project, under an approved Adopt-a-Spot application. However, the city has not confirmed if the insurance is acceptable, and so Cactus Jungle cannot yet restart work.

MacArthur Transit Village Parcels A & C

Shifra and BID representatives attended the Planning Commission meeting and communicated the BID's overall support for, and concern regarding the proposed revisions to MacArthur Transit Village Parcels A & C. The developers modified their requested revisions to lengthen the leasing period to 15 months post-construction, before allowing conversion to live/work. They also committed to funding \$75,000 of the BID's pedestrian lights. This modified revision to the development plans, including reduced parking and a community space and ramp on Telegraph was approved. BID representatives attended the Community and Economic Development Committee to reiterate the BID's continued support of the project, as well as the BID's concerns. The Committee amended the Planning Commission's approved plans to allow conversion of the

retail spaces to either work/live spaces, or live/work spaces with at least 50% of the space required to be active retail uses. Active retail was defined as open a certain number of hours per week to be negotiated should conversion occur.

Holiday Lights and Street Tree Lights

On November 1, the BID's holiday decorations and street tree lights were installed. Permission from the city was not given in time to install guy wires across Telegraph Ave at Alcatraz for additional holiday decorations. Shifra will pursue city approval and required engineering studies to install the guy wires creating a new event banner and holiday decoration spot in Temescal.

Idora Park

The Idora Park murals have been delayed by Caltrans new art guidelines that include Caltrans owning all artwork copyrights and requiring all union labor. City staff is negotiating with Caltrans officials over the new guidelines.

Pedestrian Lights

Shifra has paid the bill from PG&E for \$3,600 to bring power to the lights on Shattuck Ave. PG&E has not yet responded to the BID's request for sponsorship of the pedestrian lighting.

Roy motioned that the Pres and ED sign a letter deeding the lights to the city, with the city taking on all major maintenance and the Bid removing stickers. Second by Hans. Approved.

Funding for the next phase of pedestrian lighting is in development. BRIDGE Housing and Hines have committed to funding \$75,000 of the estimated \$190,000 to install 13 pedestrian lights on Telegraph Ave between 40th St and West MacArthur Blvd. McGrath Properties has included funding for the TTBID's pedestrian lights in their draft public benefits package. The BID has scheduled a meeting to discuss including pedestrian lights funding in the conditions of approval for the Nautilus Development at 5110 Telegraph.

Economic Development

New Businesses and Business Retention

Julie's Coffee & Tea has signed a lease to open a full-service café in the old Nick and Aron space. They will offer coffee, tea, breakfast, lunch, and grab 'n' go items, and they hope to open in Spring 2017. Agua Viva, a worker-owned, cooperatively-run café, completed a successful KivaZip campaign for \$8,000 to open inside Omni Commons, with plans to serve coffee, sandwiches and snacks, provide a welcoming entrance to Omni Commons Collective.

Promotions

Dining & Shopping Guide

The Dining and Shopping Guide has been finalized and sent to the promotions committee for final approval. The new guide will be published before the holidays.

Temescal Trick or Treat

The Halloween event was very successful, drawing hundreds of families from the neighborhood to Trick or Treat along Telegraph Ave, with an estimated increased attendance from the previous year. The redesigned poster, thanks to Ruby's Garden, received positive feedback.

Temescal Holiday Art Fair

The Holiday Fair is scheduled for Sunday, December 4th, 10am-4pm at 5110 Telegraph Ave. The BID is renting a 40 by 80 foot tent, and has secured some income to offset the cost with a \$500 sponsorship from Community Bank of the Bay. The Fair will feature over 20 art vendors, a Santa Claus, holiday music, a children's art activity and more.

Security guard for the holidays

VMA will start walking holiday security patrols on Friday, November 18th, with two security guards patrolling Zone 1. The security guards will carry a phone which can be called by merchants for assistance during the patrol hours, which are Thursday through Sunday, from 4:30pm until 12:30am, starting November 18th and ending January 1st.

Adjournment 7:30pm