

Temescal Telegraph BID Board Meeting Minutes
February 22, 2017 – 6:00 to 8:30pm
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. Brian Caruso – Treasurer
3. John Dobrovich
4. Allison Futeral – Secretary
5. Gloria Gee
6. Bill Lambert – President
7. Don Macleay
8. Randy Reed - Vice President
9. Dona Savitsky
10. Pat Smith

Board Members Absent:

1. Hans Boerner
2. Doreen Moreno
3. Tom Murphy
4. Don Stahlhut

Guests: Aubyn Merie, Temescal Neighborhood Association
Kesete Yohannes, BID property owner and owner of Asmara Restaurant
Sarita Waite, BID property owner
Carlo Busby, owner of Sagrada

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:08pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

Bill introduced Keith Carter, the Temescal Operations Manager. Keith explained that the cleaning team included himself and two full time employees, Belle and Leonard. Sarita opined that it would be illegal for the BID to remove graffiti from private property without compensation. Allison assured her that the BID was not removing graffiti from private property, but rather ask the property owner to do it. Aubyn announced that the next Neighborhood Council meeting would be a social, with food from local businesses, on March 15th.

3. CONSENT AGENDA

a. Approval of January Minutes – Attachment

Motion by Brian to approve the minutes. Seconded by Pat. **Approved.** Bill abstained.

4. ACTION ITEMS

a. Proposed changes to Temescal Plaza parking lot – Attached

Shifra explained that John Dobrovich asked the DEED Committee to take a position on allowing the property owner for Temescal Plaza to change twenty-five 2 hour spots to 30 minutes. Walgreens will allow a restaurant in the vacant Genova Deli space, if they received their twenty-five additional 30 minute spots, per their lease. John said that the property owners are trying to improve flow and turnover in the lot, he noted that he had met with the Merchant Association previously to ask for approval, and had not received it. Dona said that she didn't agree with changing the parking and noted that the board meeting was the first time that many on the board were hearing of this issue. Shifra explained that she has talked with Michael Ford at the city, and the city will

consider the BID's request. Bill noted that the public lot was to compensate for the loss of public parking from removing 50th St for the Temescal Plaza Development. Roy noted that Temescal is a parking impacted district, especially around 49th St. Roy said he tried to develop a paid parking lot on another parking lot, but couldn't because of the existence and proximity of the free parking facility. He opined that the whole lot should be paid parking because the free parking was a detriment to creating more parking. Roy voiced his support of the proposal and his belief that the lease with Walgreens is not void but rather part of the initial resurgence of the district. Don M noted that there had been changes since the PUD was created, and said that the district needed to plan for the future. He identified the post office and other businesses that need short term parking. He emphasized that the BID wants the parking to work for all the businesses and their customers. Roy noted that the DEED voted to recommend the proposed changes to the parking lot. Brian asked why people are opposed to the 30 minute spots versus the 2 hour spots. Sarita said that she didn't understand how 30 minute parking would help customers in the district. Aubyn voiced her desire for more 30 minute parking. Dona said that she doesn't want another restaurant and so she opposed the proposed parking change. Kesete said that the parking lot was mismanaged and that employees park in the lot. Allison voiced agreement that more 30 minute parking wouldn't increase turnover, but noted she wants the Genova spot filled. Pat opined that there was no parking because people cannot find short term parking. Don said that he closed his storefront because of lack of short-term parking, and urged the BID to look at long term planning for parking planning.

Carlo urged the BID to trust Sarita, Kesete and Ray since they have been in the neighborhood for 30 years, and asked John to withdraw his proposal, Bill to table the motion, and all the members to vote no. John explained that they do enforce the parking with VMA security, who issue warnings for 2 hour violators. If they find a second offence, security calls the city to issue a ticket. Roy agreed that Sarita, Ray and Kesete were instrumental in developing the district 30 years ago. Roy voiced agreement with Don that the district has changed in the last 20 years, and urged the board think of the current situation, the future for parking in the district, and to approve the proposed parking change. Sarita suggested that the BID and the Merchant Association work together on parking, but table this issue right now. Bill said that he wouldn't support the change, since he wants to discuss parking as a whole in Temescal. Allison supported working to improve parking in Temescal in general. Bill called the question if the board would support the proposal to change twenty-five 2 hour spots in Temescal plaza lot to 30 minutes. John recused himself. Three boardmembers votes yes, three no, and two recused themselves. **The proposal failed.** General agreement to consider parking as a more holistic issue at DEED Committee.

b. The Surgery Center Expansion & Tree Removal – City Decision attached

Roy explained that the DEED committee wanted to keep the redwood trees and the mature trees on the sidewalk, but agree with the Surgery Center that liquidambar trees are a danger to pedestrians. The city decision required that the redwood and liquidambar trees be maintained. The deed recommended that the city allow the liquidambar trees to be replaced with trees that will mature in a couple years. Don noted that the neighbors had opposed the Surgery Center's request to remove all the trees. Brian motioned to support recommendation by DEED. Allison Seconded. **Approved. Action:** Shifra will send a letter to the city approving of the removal of the liquidambar tress, to be replaced with 36 inch box trees.

c. Design Firm for Pedestrian Plaza at Kasper's – Attached SOQ & Fee Estimate from DEED-recommended firm

Bill noted that there was no money for the design of a pedestrian plaza at Kasper's yet. He recommended deciding on the firm but not committing to the money. Brian asked about the selection process. Roy explained that the BID sent out RFQs to four firms and received two responses. Bill noted that Groundworks had great designs. Brian requested that the firm come present conceptual ideas to validate the budget at the next board meeting. Roy motioned to choose Groundworks as the pedestrian plaza design firm, and consider their fees at

the next board meeting. Seconded by Brian. **Approved. Action:** Shifra will invite Groundworks to the next board meeting. Bill, Brian and Shifra will review 2016 financials and current reserve funds.

d. Tax Prep Firm

Allison said the Exec Committee agreed the tax preparer should be a different person than the person who does the books. Because Marjorie just came on, Exec determined that she would be separate than Tuula, the person who largely did the 2016 books. Allison motioned to choose Marjorie to prepare the BID's 2016 taxes for \$1000 but will look into finding a different person to do the taxes next year. Seconded by Roy. **Approved.**

e. Temescal Street Fair 2017 Contract & Budget - Attachment

Brian motioned that the BID approve the contract with the contract price of \$22,000, and request a final reconciliation of the 2016 financials and the 2017 budget by the next Exec Committee. Seconded by Dona. **Approved. Roy abstained.**

5. INFO/DISCUSSION ITEMS

a. Board Attendance – Attachment

Bill noted that half the board has missed 3 or more meetings, which could be reported for possible disciplinary action by the Exec Committee. Bill urged the board improve the next year. **Action:** Shifra will provide the total of absences by month.

b. Executive Director's Report

Organization

Outreach to Stakeholders / Professional Development

Shifra attended the State of Oakland Business presentation by the Oakland Chamber of Commerce. The presentation by the founding partner of Beacon Economics broke out economic challenges and strengths by Oakland's districts. District 1's strength was the healthcare industry, and its challenge, the lack of housing. Shifra met with Cynthia Amour from Bike East Bay to discuss possible future event partnerships.

Design

Clean & Safe

Block by Block started maintenance service of Temescal on February 1, 2017. All new hire training was completed on-the-job in the first week. The first week initiated the team's routine of "Big-Bright-White" and morning trash run, completing a quick but thorough trash removal of large objects, posters, cigarette butts, and litter in planters. The SMART system is operating, including statistical tracking, maintenance requests and mapping functions to be tracked over time. All cleaning supplies and equipment are onsite and the office has been set up. The second and third week of service presented a new challenge for the Temescal BID and new cleaning team: the team discovered and removed dozens of needles from Shattuck Ave and 52nd St under the Highway 24 underpass. Keith and Shifra worked together with city staff, police and Children's Hospital to coordinate a clean-up of the growing homeless encampments contributing to the preponderance of needles in the district. The Arco gas station was reported to Corporate to encourage cooperation in abating the possible drug dealing and usage on their property. Ongoing work with PG&E and Caltrans will continue to abate the encampments on their properties. District conditions have noticeably improved over the last three weeks, providing a level of cleanliness which has already surpassed what has been the norm. Keith has proven to be highly motivated, and has expressed his intention of making his team successful and the program impactful. The cleaning ambassadors and Operations Manager are working Monday – Friday, 7am-3:30pm. For requests, questions and concerns regarding maintenance in the Temescal, please contact Keith Carter, Operations Manager: kcarter@blockbyblock.com 510-295-9131. *Allison added she was nearly brought to tears by our clean team all working.*

Pedestrian Plaza/Off the Grid

The Design Committee reviewed the two Summary of Qualifications submitted by CD+A and Groundworks firms detailing past projects similar to the pedestrian plaza planned for Shattuck Ave and 46th, as well as estimated project fees. The Design Committee was impressed with Groundworks' creative and innovative projects, as well as their significantly lower cost estimates. CD+A's past experience with Telegraph Ave was impressive, but their higher fees, as well as their past plaza designs led the committee to recommend hiring Groundworks. Shifra requested and reviewed revised fee estimates from both firms to fairly compare the prices. CD+A's revised estimate of \$26,380 (lowered from \$50,000) was higher than Groundworks' revised estimate of \$21,435 (increased from \$16,970).

Freedom Farmers' Market expressed interest in programming a weekly farmers' market, and Kenny of Kenny's Heart & Soul food truck expressed interest in running a weekly food pod at Kasper's Plaza. Shifra inquired about street closure and other permitting costs from city; street closure will cost the food pod or farmer's market operator \$50 per week, in addition to normal farmers' market and food pod permitting costs. Given the low cost of street closure, Shifra is pursuing both a possible weekly farmer's market and food pod to begin in Spring 2017. In addition, Shifra has discussed supplementing food programming with a local mobile clothing boutique operators.

Department of Transportation Projects in Temescal

BID board representatives met with Department of Transportation Interim Director and staff to discuss planned transportation projects in the district, and the BID's plans for a pedestrian plaza at Kasper's. The BID representatives met another time with DoT staff to discuss the planned improvements to Telegraph Ave under the HSIP grant and how those improvements would complement or interfere with the BID's pedestrian plaza. City staff described the bulb outs, pedestrian refuges and flashing crosswalks planned for Telegraph Ave between 41st and 45th Streets. In addition, they explained how the extension of southern sidewalk "nose" of the existing Kasper's Plaza could be incorporated into the BID's plans for a larger pedestrian plaza. Roy noted that he wants to get in writing assurances that the HSIP grant will not interfere with the plaza.

Temescal Plaza Parking Lot

John Dobrovich, the owner representative for Temescal Plaza, presented the proposed changes to the parking lot to the Design/Economic Development Committee: converting twenty-five two-hour parking spots to 30 minutes. This change was presented to increase turn-over in the parking lot, as well as allow a restaurant use in the old Genova deli space (currently restricted per Walgreens's lease unless twenty-five 30-minute parking spots are added). Previously, any change to the parking configuration was subject to approval by the Temescal Merchant Association. However, given the representative and active nature of the Temescal BID, the city is willing to consider a proposed minor change to the parking lot if requested by the BID. The Design Committee discussed the proposed changes to the Temescal Plaza parking lot, as the district's only off-street public parking lot in Temescal, and a key parking resource in the heart of Temescal. They recommended that the BID board support converting twenty-five two-hour parking spots to 30 minutes.

MacArthur Transit Village Parcels A B & C

MacArthur Transit Village Parcel B was unanimously recommended for approval by the Planning Commission on February 1st. The Planning Commission accepted the staff-recommended conditions of approval including the non-negotiable \$95,000 commitment to the BID's pedestrian light project, and negotiable suggestions of a \$500,000 contribution to Mosswood Park and over \$500,000 in "Transportation and Capital Improvement Impact Fees." The Planning Commission also suggested additional conditions, including that the landscaping plan be reviewed by staff, community benefits be spent in the surrounding neighborhood, the developers try to recruit a grocery store tenant, and that the developers meet with community about the retail. MTV Parcel B will go to CED Committee on February 28, and then to City Council for a first reading on March 7th. The \$75,000

committed by Bridge/Hines for the pedestrian light project has been received by the BID. Hines sent the draft Retail Marketing Plan for MTV Parcels A & C to the BID for review. The DE/ED Committee and BID Board will review and provide comments on the draft plan in March. Demolition has begun on MTV Parcels A & C. Roy: Shifra will write a letter to explain our Committee-board process and that we are subject to the brown act.

Pedestrian Lights

The pedestrian lights on Shattuck Ave have been turned on. **Action:** Shifra will assign ownership of the lights to city. The city administrator's office is reviewing the memo directing Oakland Finance to consider the lien funds as paid for 5110 Telegraph Ave, upon completion of the BID's pedestrian lights and other pedestrian improvements adjacent to the development. City administrator's office is expected to approve the letter the week of February 27th, thus allowing the permits for 5110 Telegraph Ave to be approved as well.

Promotions

Temescal Street Fair

Heart of the Town submitted a proposed contract and budget for the Temescal Street Fair 2017. The Executive Committee reviewed the budget and recommended adding another BID-run beer booth to increase both beer revenue and net income by \$1,500; the event producers agreed with the change. With these changes, the conservative 2017 budget, would project a \$3,380 net income for the 2017, in comparison to the 2016 projected net income of \$0.

Security

Security Cameras

One of the two-camera systems from Reed Security was installed at Homeroom. The recording function of the camera is working, but the camera installation technicians couldn't enable the remote access to the footage for the police and the BID. Homeroom staff are working to fix their router to enable remote access to the footage. The other camera system at East Bay Depot for Creative Reuse is scheduled for installation on February 24th, to record footage at the intersection of 47th and Shattuck Ave.

Auto Burglary Prevention Signs

10 metal signs warning visitors, "Do not Feed the Thieves – Please do not leave any personal property in your vehicle" were installed in areas with high rates of auto burglaries: 40th St between Shafter and Opal (2), Opal St. (1). Telegraph Ave between 48th and 49th (2), 49th St. (2), Shattuck Ave between 46th and 47th Streets (2), Telegraph Ave. between 46th & 47th (1). Three signs have already been stolen.

Adjournment 8:02pm