

Temescal Telegraph BID Board Meeting Minutes

January 25, 2017 – 6:00 to 8:30pm

Faith Presbyterian Church, 430-49<sup>th</sup> Street

Board Members Attending:

1. Roy Alper - Vice President
2. Brian Caruso – Treasurer
3. John Dobrovich
4. Gloria Gee
5. Don Macleay
6. Doreen Moreno
7. Tom Murphy
8. Randy Reed - Vice President
9. Dona Savitsky
10. Pat Smith
11. Don Stahlhut

Board Members Absent:

1. Hans Boerner
2. Allison Futeral – Secretary
3. Bill Lambert – President

Guests: Aubyn Merie, Temescal Neighborhood Association

Oliver Luby, Councilmember Kalb's Aide

John Clark, Architect for 4202 Telegraph Development

**1. INTRODUCTIONS – Call to Order: Roy Alper, Vice President 6:15pm**

**2. CONSENT AGENDA**

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

Motion by Brian to approve. Seconded by Don S. **Approved.**

**3. PRESENTATION: 4202 Telegraph Ave Development – John Clark**

Roy introduced John Clark and noted that the DEED Committee recommended sending a letter of support for the development at 4202 Telegraph Ave. John Clark presented the site plan for the building and noted that the parcel was zoned for 4 stories, mixed use building, which they are planning to build. John showed the board the parking configuration on the ground floor, specifically noting that five of the spots were stacked parking, thus allowing one spot per unit of the twelve unit building. John Clark explained that they are asking for two variances: one, to not create the standard corner setback on the south west corner of the building to avoid eliminating the 10 by 7 feet corner bedroom on the second, third and fourth floors of the building. The second variance they are requesting is to reduce the required setback on the top floor to avoid eliminating a bedroom from the 3<sup>rd</sup> and 4<sup>th</sup> floors and avoid creating an 11 feet long balcony on the top floor. John noted that they are asking for the variances in order to create an internal courtyard benefitting the building's residents. Don S. said that the neighbors were concerned about the development because of misinformation. John Clark said that the developers did make a mistake in not doing community outreach prior to submitting the plans. He noted that they were planning a community meeting for the following week. Dona asked who was developing the property? John answered that Mark Almeida, the long-term owner, was the developer. Don M asked if the building would block Arbor's windows and John Clarke confirmed they would.

Don M asked about a shadow study. John explained that there was a shadow study and it showed that the difference in shadows between getting the variance or not was minimal.

#### **4. ACTION ITEMS**

##### **a. 4202 Telegraph Ave Development**

Brian opined that the building would be a nice addition to the neighborhood. Brian and Roy commented that on the building's abundance of parking and noted that the BID has approved projected with less parking. Brian motioned for the BID to provide a letter of support for the project. Seconded by Gloria. **Approved unanimously.**

##### **b. 2016 Bookkeeping Mistake & Executive Director Salary**

Roy explained that Tuula made a significant mistake with the Executive Director salary and paid Shifra the gross budget and then paid taxes in addition to that amount. The BID didn't catch this earlier because Shifra's salary is divided between the different categories. Doreen asked why Shifra's salary was divided. Roy explained that Shifra's salary was divided in the management plan and couldn't be changed unless the BID put it to a vote of all the BID property owners. Randy noted that the new office space would save the BID more than the \$1,584 salary increase. Randy moved to approve the salary increase of \$1584 for 2017. Seconded by Dona. **Approved unanimously.**

##### **c. Lori Fischer Mural – letter to Mayor**

Shifra explained that in 2013, Oakland City Council set aside \$400,000 for a "blight abatement." Each council district was given \$50,000. In Spring 2015, Councilmember Kalb issued a RFP for the District 1 graffiti abatement funds. Lori Fischer submitted a proposal for a mural in Temescal, working with the BID to receive property owner permission and a partial funding commitment. Shifra noted that over the past year, the artist and she made numerous attempts to communicate with District 1 staff to get assistance with moving this process forward. The BID complied with all funding requirements and deadlines to submit the proper documents, and yet had not received a definitive response on when the artist will receive the funding distribution of the District 1 graffiti abatement funds. Oliver said that the City Council approved the funding for Lori Fisher in October. Roy asked Oliver about next steps. Oliver said that the BID should receive an email about next steps this week. Roy recommended that if Olga didn't contact the BID within the week, that the BID send the letter. Doreen suggested sending the letter directly to Councilmember Dan Kalb saying that the BID had exhausted all avenues and would elevate it if a response was not received. Doreen recommended giving a deadline of two weeks, and if no response, then contact all the councilmembers, city administrator's office, and the mayor. Don S expressed approval of Doreen's suggestion. Gloria suggested copying the mayor's office in the first letter to Dan Kalb. Doreen suggested just emailing Dan to give him one more opportunity to respond just as a councilmember. Roy agreed with Doreen. Doreen suggested shortening the letter, and creating a visual timeline. Doreen motioned to approve sending a letter to Councilmember Dan Kalb requesting his response regarding the mural funding and outlining a clear timeline to disburse the mural funds. Seconded by Dona. **Approved unanimously.**

#### **5. INFO/DISCUSSION ITEMS**

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

###### **Organization**

###### Outreach to Stakeholders

Shifra met with a representative from Omni Commons to discuss how to better publicize their events. The representative will communicate the BID's marketing services to all the collectives within Omni Commons.

## **Design**

### Clean & Safe

Shifra sent Peralta Services Corporation a 30 days notice of the contract termination. Peralta has largely continued to provide the same level of service throughout their last month.

The modified contract with Block by Block was signed by the BID, and counter-signed by Block by Block. Shifra interviewed the top candidate for the Operations Manager position, and approved of his hiring. Keith Carter will begin work as the Temescal BID Operations Manager on February 1<sup>st</sup>, bringing his management experience as the Lombard Street team lead and on-the-ground experience as cleaning & hospitality ambassador in Downtown Oakland. Shifra signed the lease for the new office, and moved the BID office from 510 49<sup>th</sup> St to 4797 Telegraph Ave #201. Access to the new clean team storage space at 43<sup>rd</sup> and Telegraph was delayed because of building inspections. Brian Caruso has graciously allowed the BID to use the parking lot at 5110 Telegraph for 3 weeks as a temporary location for the clean team storage.

### Pedestrian Plaza/Off the Grid

Shifra sent out a Request for Qualifications to local design firms that specialize in outdoor public spaces to start the firm selection process, as well as determine the cost of a design for a pedestrian plaza at Kasper's. Shifra started discussions with farmers' market operators and non-Off the Grid food pod operators to determine the feasibility and costs of different programming at Kasper's Plaza.

### Public Works Projects in Temescal

A meeting with BID board representatives and the interim Director of Transportation has been scheduled for January 26<sup>th</sup> to talk about ongoing and planned transportation projects in the BID and discuss the BID's plans for a pedestrian plaza. Roy noted that one of the objectives of the meeting is to make sure the DoT consults with the BID prior to removing crosswalks and applying for grants to redesign the light at 45<sup>th</sup> and Telegraph.

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

A resident's proposal for a volunteer neighborhood work party to install sheet cardboard and mulch on the 40<sup>th</sup> Street medians to prevent the weeds was approved by the Design Committee. Property owner approval was granted to store the mulch for the community work party. Shifra will coordinate with the neighbors to schedule a spring date for the work party and publicize the event widely.

### MacArthur Transit Village Parcels A B & C

Shifra wrote a letter to the Planning Commission on behalf of the TT BID board in support of MacArthur Transit Village Parcel B, specifically thanking the developers for committing to fund \$95,000 of the adjacent pedestrian lighting project. Per the City, this funding commitment will be a non-negotiable line item in the public benefits package for MTV Parcel B. Bridge Housing sent the BID half of the \$75,000 committed for the pedestrian light project, and the remaining amount will be paid by Hines in the next week. Hines' construction management plan is being finalized with the city this week, and demolition will start shortly after it is approved.

### Pedestrian Lights

PG&E was scheduled to turn on the electricity to power the lights on Shattuck Ave on January 18, 2017. However, the job was only partially completed, due to the rain. PG&E is scheduling an urgent job to set the meter and turn on the power.

City staff are reviewing the pedestrian lights compliance plan for the 5110 Telegraph Ave lien funds, submitted by the BID. The city will update the BID on next steps to finalize the funding agreement for pedestrian lights adjacent to the 5110 Telegraph Ave development.

## **Promotions**

### Temescal Street Fair

Shifra met with Samee Roberts, who is planning to lead Heart of the Town's production of the Temescal Street Fair in 2017. Shifra communicated the BID board's feedback from last year's event. Samee will prepare a new proposed contract for 2017 for consideration at the February Executive Committee.

## **Security**

### VMA Security

Only negative feedback was received from merchants and the promotions committee regarding the VMA Holiday Security. Merchants reported that they did not see VMA security patrolling the district, and when they tried to call the designated phone number, their messages were never returned. The Promotions Committee recommended that the BID not hire VMA next year, but rather consider Block by Block's safety ambassadors for holiday security.

### Security Cameras

Two two-camera systems from Reed Security with high resolution during the day and at night, 30-day playback, and easy access of the footage by the police and the BID were ordered. The initial walkthrough prior to installation of the cameras is scheduled for January 31<sup>st</sup>, and will be installed at 400 40<sup>th</sup> St (Homeroom), and at the intersection of 47<sup>th</sup> and Shattuck Ave. Six metrics will track the efficacy of the security measures: incidents of crime, number of calls for service, number of apprehensions of criminals, number of visuals collected of perpetrators, and requests for footage, and number of arrests.

### 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 ordered and will be installed in 3-5 areas with high rates of auto burglaries.

## **6. OTHER**

Brian announced that Hines reached out to him asking for leasing strategy as a developer and a BID board member. Brian recommended that they talk with Bill and Roy. Brian announced that the 5110 Telegraph development was looking for parking spots for May through November for 30 work trucks within walking distance of 51<sup>st</sup> and Telegraph, and asked for any possible leads.

**Adjournment 7:27pm**