

Temescal Telegraph BID Board Meeting Minutes  
March 28, 2018 – 6:00 to 8:00pm  
Faith Presbyterian Church, 430-49<sup>th</sup> St.

Board Members Attending:

1. Hans Boerner
2. Brian Caruso – Treasurer
3. Allison Futeral – Vice President
4. Bill Lambert – President
5. Don Macleay
6. Aubyn Merie
7. Tom Murphy
8. Don Stahlhut
9. Randy Reed

Board Members Absent:

1. Roy Alper – Vice President
2. Cynthia Armour
3. Gloria Gee
4. Doreen Moreno
5. Dona Savitsky
6. Pat Smith

Guests: Chris Ensmann, Children’s Hospital

**1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:12pm**

**2. CONSENT AGENDA**

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

Motion to approve the minutes by Aubyn. Seconded by Tom. **Approved.**

**3. ACTION ITEMS**

**a. Boardmember Resignation & Election - Doreen Moreno, resignation; election of Chris Ensmann, CHO (Nominations)**

Motion by Don S to elect Chris Ensmann to the Board. Seconded by Hans. **Approved.** Randy abstained.

*Brian arrived at 6:17pm*

**b. Street Flicks Contract w/ Rika Events/Consuelo Jacobs (Promo) – Attachment**

Bill explained that the BID was signing the contract early to increase sponsorship income. Shifra reviewed the budget. Aubyn requested that sponsorship income be increased over the years, so the BID could decrease its financial support. Allison explained that the event would not have food vendors, but rather local restaurants would provide to-go boxes. Randy noted that if it was difficult to get sponsorship income for a new event, then the 50% split of sponsorship income above \$4,000 with the producer was fair. Allison motioned to approve the contract for Temescal Street Flicks with RIKA Events. Brian seconded. **Approved Unanimously.**

**c. Security Camera Evaluation & Rescission of Prior Budget Authorization of \$1,200 held in Reserves (Promo/Security)**

Allison explained that neither the statistics from the BID cameras nor the Rockridge cameras showed any decrease in crime in those areas. The Security Committee recommended rescinding the money held in reserves for security cameras, but to reevaluate the statistics periodically. Aubyn noted that the District Attorney is not prosecuting the non-violent crimes, so the cameras aren’t making a difference. Allison motioned to rescind the \$1,200 in reserves for cameras and to keep evaluating the crime statistics. Randy seconded. **Approved unanimously.**

#### **4. INFO/DISCUSSION ITEMS**

##### **a. Repave Telegraph Campaign**

Shifra announced that the Repave Telegraph petition had garnered 360 signatures, and that Dan Kalb's office was supportive of the campaign. **Action:** Shifra will draft a letter for CM Kalb to publically support the campaign. Don M suggested that Shifra send out the press release again and recommended that Board members help send it out to their networks as well. Brian suggested that the BID target Bike East Bay to support the campaign. Shifra expressed concern that Bike East Bay would not support the campaign if the BID didn't support bike lanes, and asked how the Board felt about bike lanes on Telegraph. **Action:** Shifra will ask Bike East Bay and Walk Oakland Bike Oakland to support the Repave Telegraph campaign and say the BID is open to bike lanes and bike-friendly streets. Randy suggested Shifra send out the press release again with a photo of the Repave Telegraph banner.

##### **b. Kasper's Pedestrian Plaza Community Meetings – April 3, April 18**

Shifra announced the two meetings to receive community feedback on the Kasper's Plaza pedestrian designs: one at 8:30am on Tuesday, April 3<sup>rd</sup>, and the other on Wednesday, April 18<sup>th</sup> at 6:30pm. Hans offered to hand out flyers to merchants in Upper Telegraph.

##### **c. BbB Contract & Allocation of BbB "banked hours"/\$5,400 (Exec) – Attachment**

Bill announced that the BBB contract was signed, and noted that the BID has a surplus of banked hours. The Executive Committee discussed the issue, and recommended spending some of those hours on the trashcan doors, and the rest to reserve projects as they come up throughout the year.

##### **d. Temescal Works Lease (Exec)**

Bill announced that the Temescal Works landlord just sent back a lease, after revisions by the Exec Committee. However, paint brushes cannot be cleaned in the building. **Action:** Shifra or Joey will broker an agreement with one of the paint stores in Temescal to wash paintbrushes there, before the April Exec Committee meeting. Allison suggested using disposable paint brushes if the BID couldn't find a location to wash them.

##### **e. LED Lights at 2 CalTrans/District Underpasses (DEED)**

Bill explained that he had asked Caltrans to make an exception, and install the LED lights for the BID, even though the lights were under City of Oakland responsibility. However, Caltrans refused, and so the deal to install the LED lights is over. Bill reviewed that this project had started because Caltrans owes the BID \$24,000 in assessments. Bill suggested that the BID get a lease on the land at 56<sup>th</sup> and Telegraph for free to replace the assessment income for the Idora Park project. Bill said that he is done with Caltrans and so won't lead the project anymore. **Action:** this item will go to DE/ED Committee.

##### **f. Executive Director's Report – Attachment**

#### **Organization**

##### Outreach to Stakeholders

Shifra attended the California Downtown Association's Western Urban District Forum to learn best practices and new strategies for residential outreach, placemaking and marketing, and to network with other BID managers. Shifra attended the March session of Leadership Oakland and connected with City departments and community leaders in transportation and the arts. She also met with the Beat 12 Community Resources Officer regarding police coverage in Temescal and received the schedule for beat officers in the District, which will be sent to Temescal merchants. Shifra met with the new broker for MTV Parcels A & C and 4700 Telegraph Ave to talk about potential retailers that would complement and enhance the BID's existing merchants. Shifra attended the March Temescal Neighborhood Council meeting to invite residents to the Kasper's Pedestrian plaza design meetings, and publicize the Repave

Telegraph campaign. Shifra met with Christine of Temescal Studios to brief her on the BID's services and find out how best the BID could support the organization.

## **Cleaning & Maintenance**

The new 2018 contract with BBB has been signed with additional money to pay for a truck and 8 more hours of ambassador services. The truck has already increase efficiency in BBB's powerwashing, allowing Joey to powerwash the BID's hotspots twice a week. The cleaning statistics show the increased focus on removal of graffiti and stickers, resulting in a 260% increase from January to February 2018. For a more detailed analysis of the cleaning metrics, please see the Operations Report.

## **Design**

### Kasper's Plaza Design

Two community meetings have been scheduled for the residents, businesses and property owners to provide feedback on the plaza design concepts and themes from Groundworks. The first meeting is scheduled for Tuesday, April 3<sup>rd</sup>, 8:30-9:30 am at Hawk & Pony (4210 Telegraph Ave), and the second meeting is co-sponsored by the Temescal Neighborhood Council and scheduled for Wednesday, April 18<sup>th</sup>, 6:30-8pm, at Faith Presbyterian Church (430 49<sup>th</sup> St). The planned District 1 meeting sponsored by CM Kalb is yet to be scheduled because of staffing issues. The scheduled meetings have been widely publicized via the BID's enews and social media, and flyers have been delivered to nearby merchants. Groundworks is also creating an online survey to solicit community feedback for those who cannot attend in-person meetings.

### 40<sup>th</sup> St Safety Issue

Director of Transportation Ryan Russo attended the March DE/ED Committee meeting and answered the BID's questions on what design measures could be done to improve safety on 40<sup>th</sup> St. Director Russo and his staff member Jason Patton agreed that 40<sup>th</sup> St was dangerous and that improvements should be done. However, they said that due to equity reasons, 40<sup>th</sup> St could not be improved immediately. They noted that even if the BID funded a study of 40<sup>th</sup> and proposed to fund design improvements independently of the City, the City would still have to provide staff time to review those plans. At that time, the proposed improvements would be added to the bottom of the City's long list of projects to review.

A letter to the Traffic Enforcement division of Oakland Police Department was sent regarding the dangerous conditions on 40<sup>th</sup> St, and OPD is scheduled to attend the April DE/ED Committee meeting to discuss increased enforcement along 40<sup>th</sup> St.

### Paint the Town Applications

The BID is implementing the outreach plan for the approved Paint the Town application of a street mural on Shattuck Ave between 45<sup>th</sup> and 46<sup>th</sup> Streets. The BID will receive feedback on the mural design at the community meetings for the full pedestrian plaza designs. At those meetings, the BID will also solicit donations from attendees in order to help fund the street mural improvements.

### Repave Telegraph banner

The Repave Telegraph Ave banner was installed on Monday, March 19<sup>th</sup>. So far, the petition has 333 signatures in one week. Dan Kalb has expressed his support privately, and Shifra is drafting a letter of support for his office to review and release publically.

### BID Banner Replacement & Maintenance

The replacement banners and brackets are printed and ordered, and will be installed starting Friday, March 30<sup>th</sup>.

## **Economic Development**

### Quarterly eblast to Oakland brokers re available spaces in Temescal

The BID sent its first ever quarterly update about the available spaces in Temescal via email to Oakland brokers.

### Business Closures & Openings

Stay Gold Deli opened in the space previously occupied by Sacred Wheel Cheese Shop at 4935 Shattuck Ave.

## **Promotions**

### Taste of Temescal

Online tickets are available for sale for the 2018 Taste of Temescal on Tuesday, April 24<sup>th</sup>. La Clínica de La Raza has joined Emerson Elementary School, Claremont Middle School, Oakland Tech High School and Sankofa Academy as the beneficiaries for the 2018 event. The permits have been submitted, and bands are being hired for the event. Twenty-three BID restaurants have signed up to participate in the event, including two restaurants from Upper Telegraph.

### Art Map

The Art Map has been finalized and will go to print within the week. The Art Map launch event, with a tour of all the public art in Temescal led by local artists, will be scheduled for mid-April.

### Temescal Street Fair

A separate bank account was created for the Temescal Street Fair, and the producers have commenced operating the bookkeeping for the festival. The branding subcommittee of the Promotions Committee has been working with the designer on updated branding for the street fair, which will be finalized at the April Committee meeting.

## **5. OTHER**

Bill reminded the Board to attend the annual meeting on April 25<sup>th</sup>.

**Adjournment 7:21pm**