

Temescal Telegraph BID Board Meeting Minutes

August 23, 2017 – 6:00 to 8:00pm
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Cynthia Armour
2. Brian Caruso – Treasurer
3. John Dobrovich
4. Gloria Gee
5. Bill Lambert – President
6. Don Macleay
7. Aubyn Merie
8. Doreen Moreno
9. Tom Murphy
10. Dona Savitsky
11. Don Stahlhut – Secretary
12. Randy Reed

Board Members Absent:

1. Roy Alper - Vice President
2. Hans Boerner
3. Allison Futeral – Vice President
4. Pat Smith

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:05pm

2. CONSENT AGENDA

a. Approval of July Minutes – Attachment

Motion by Tom to approve. Seconded by Don M. **Approved.**

3. ACTION ITEMS

a. Paint the Planters Grey - \$500/yr. (Promo, DEED)

Bill reviewed that a couple years ago the board discussed painting the planters, and decided against it. Keith said that it would be more efficient to paint over graffiti on the planters, rather than pre-treating, and then power washing them. Don S moved spend \$500 to paint the planters grey. Seconded by Randy. **Approved.** Bill voted no.

b. Executive Director Evaluation + Salary (Exec Comm.)

Bill reported that the Executive Committee conducted the annual review of the Executive Director and gave Shifra a 4/5 on the personnel evaluation scale, with a 6% salary increase from the budgeted 2017 salary. Per the Committee's recommendations, Shifra will conduct a time study of how she spends her day, and create mutually agreed upon annual goals; also, the Executive Committee will institute a 6 month review, in addition to the annual review. Doreen asked how the 6% salary increase was decided. Bill said it was based upon Shifra's performance, CPI, Shifra paying for her own health insurance and general increasing costs in the Bay Area. Doreen said that Shifra was doing a great job, and asked that the salary raise be more codified in the future.

c. 2018 Budget; Mid-Year Reserves (Exec, Promo & DEED Comm.) – Attachment

Brian reviewed the summary 2018 budget with an expected surplus of around \$32,000. Brian reviewed the detailed 2018 budget and noted that he added a check on how the budget is spent per zone at the bottom, which shows that the 2018 budget is approximately in line with the percentages dictated by the management plan. Bill requested that the BID re-allocate the debt

service between the Marketing and PROWSO categories to even out the surplus in PROWSO and the over expenditure in Marketing; Brian agreed. **Action:** Debt service will be reallocated to make the PROWSO and Marketing more even. Brian summarized the substantive changes for 2018: \$3,000 more for tree lights, \$2,000 more for the Holiday event, \$500 paint for planters, and \$2,000 more for website to hire a photographer. Gloria asked if there were a consistent percentage via zones for each budget item. Brian explained that each item was divided by the percentages laid out in the management plan, or if there was a reason to apply an item to only one zone, then it would be applied. Bill explained that events are spread across the zones according to the management plan percentages, but capital expenditures are allocated in the zone where the capital is physically located. Don M asked why Shifra's salary was spread across the zones. Bill explained it was done to according what Shifra works on, and to balance the categories in the budget. Bill reviewed the Accumulated reserves document. Cynthia asked how the reserves sheet was updated. Bill said that next month, the second quarter 2017 financials and an updated Reserves document would be presented to the BID. Randy moved to approve the 2018 budget with the edits to reallocate the debt service between Marketing and PROWSO. Seconded by Tom. **Approved Unanimously.**

d. 2019 Assessment Increase - 3% (Exec Comm.) – Attachment

Brian reviewed the 3 year pro forma, and explained that it was created to determine if the BID needed new revenue in 2019, taking into account increased costs, expected CPI, new assessments from developments, etc. Randy asked if the new developments would increase the need for services in different zones. **Action:** Shifra will send new development information to Brian to include in the pro forma. Bill posited the idea of the BID not increasing assessments in 2019, and noted that the 2019 expected surplus would then be \$16,000 less. Exec Committee recommended a 3% increase to track CPI, and accustom assessees to a small increase every year. Randy noted that with excess funds, the BID could consider expanding the clean team. Dona said that it would be nice to increase assessments to have more money for Promotion Committee's items, since she felt that the BID was always trying to do events and marketing 'on the cheap.' Aubyn agreed, and said she thought that many budget items needed more money. Randy motioned to increase assessments by 3% for 2019, 2020 and 2021. Brian voiced his disagreement with voting on assessments for 2020 and 2021, since he said the BID couldn't predict what increased costs will be in three or four years. Randy agreed, but said that he wanted to set a precedent that the BID would increase assessments every year. Brian motioned for the BID to increase assessments by a minimum percentage (x%) every year, and to authorize a 3% increase for 2019. Seconded by Don S. **Action:** Shifra will notify the stakeholders of the increase and report back any objections. **Assessment increase of 3% approved by nine votes; 3 opposed.**

4. INFO/DISCUSSION ITEMS

a. Financial Operation Procedures – Attachment

Bill reviewed the Financial Operation Procedures that have been approved by the board, and noted that the Executive Committee wanted to change the operating reserve of \$100,000 to be a goal, rather than a mandated rule. **Action:** This item will be on the action agenda next month.

b. Agenda Packet timing

Bill explained that the agenda was required to be posted at City Hall 72 hours ahead of the board meeting. Bill announced that to fix the current disjointed procedure in sending out attachments, no attachments would sent to the city and board on Friday; then on Monday the board would receive the full packet.

c. Executive Director's Report – Attachment

Organization

Outreach to Stakeholders

Shifra met with Ruben from Children's Hospital Oakland to discuss potential landscaping projects for Zone 3. She also met with Aziz, the Keller Williams Realty Director, to introduce the new business to the BID.

Cleaning & Maintenance

In August, the cleaning team concentrated on removing graffiti from the planters. After two months of minimal power washing, Keith power washed district hot spots, with a focus on well-used bus stops. The MOU has been signed for a permanent storage space in the parking lot of 5427 Telegraph Ave. The space is provided in return for a work trade agreement of up to 4 hours of litter removal and power washing a month. After 6 weeks of an understaffed cleaning team, a new ambassador was hired, and started work on Monday, August 21st. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report.

Design

Kasper's Plaza Programming

The permit application for the food truck group site was submitted to the city on July 7th. The city estimated an application processing time period of two months.

The contract with Groundworks has been signed to design a pedestrian plaza at the Shattuck/45th/46th, around the Kasper's building. Brennan Cox from Groundworks will attend the September DE/ED Committee meeting, and lead a design discussion to refine project concepts. A tentative design schedule has been outlined, with a presentation of the three preliminary design concepts to be presented to the BID in October, and then community outreach meetings to begin in November. *Bill noted that Harry never signed the contract to sell the building.*

Tree Lights

New lights were installed on three new trees at 4013 Telegraph Ave, Glama-rama Salon, and at the Kingfish. In addition, existing lights on trees were repaired at 3932 Telegraph Ave, 4844 Telegraph Ave, at Cholita Linda, and at 51st and Telegraph. All lights were installed starting at a height to 10 feet, instead of 8 feet to prevent vandalism.

New Plants in Planters

The installation of low maintenance and low water succulents and agaves in the planters has begun. By the end of August, over 25 planters will have new plants.

Utility Boxes

The new utility box designs have been finalized, and the application packet will be submitted to the city for consideration at the Public Art Advisory Commission meeting in September.

Economic Development

Business Closures & Openings

Rosamunde has closed their Temescal location at 4659 Telegraph Ave. El Macho, a Oaxacan restaurant has opened in the former Nude Sushi location at 6228 Telegraph Ave. Berkshire Hathaway Home Services Drysdale Properties signed the lease to open at 6036-6040 Telegraph

Ave, and is currently building out the space previously occupied by the Corner Market and Oxford Way Tailor.

Promotions

Temescal Street Flicks

250 posters and 5,000 postcards have been distributed throughout Oakland. Ads are scheduled in EastBayExpress.com, and Yelp East Bay is a media sponsor. Materials for the street closure including barricades and detour signs have been purchased. All required permits have been submitted. The agreement to show the Berkeley Typewriter movie was canceled last minute due to the miscommunication among their production team. The Women's March Documentary has been chosen as a replacement film, and will be publicized via short run of posters and social media. Q&A Sessions with the directors has been scheduled for both September 14th and 28th. A small group of local food vendors have been chosen to sell food during the event series, in addition to free popcorn provided by Community Bank of the Bay.

Website Redesign

After several rounds of revisions, a website homepage design layout and color palate has been chosen. The business directory widget and commercial vacancy page are being built out by the web designer, and Shifra will populate those pages with updated information. The website is on schedule to be ready by October 1st.

Security

Security Cameras

A new camera is installed at Homeroom, and useable footage of the 40th Street block between Shafter and Opal is available. The footage from both Homeroom cameras have been provided to the police to support the ongoing investigation of the robbery/homicide on August 9th in Temescal.

Adjournment 7:30pm