

Temescal Telegraph BID Board Meeting Minutes
January 24, 2018 – 6:00 to 8:00pm
Faith Presbyterian Church, 430-49th St.

Board Members Attending:

1. Roy Alper – Vice President
2. Hans Boerner
3. Allison Futeral – Vice President
4. Gloria Gee
5. Bill Lambert – President
6. Don Macleay
7. Aubyn Merie
8. Doreen Moreno
9. Tom Murphy
10. Don Stahlhut
11. Randy Reed

Board Members Absent:

1. Cynthia Armour
2. Brian Caruso – Treasurer
3. Dona Savitsky
4. Pat Smith

Guests: Chris Ensmann, Children’s Hospital
Mariana Perreiras, BART
Toby Lewis, Urban Planning Partners
Oliver Luby, Councilmember Kalb’s Office
Natalie Mehta, BID Property Owner

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:04pm

2. CONSENT AGENDA

a. Approval of December Minutes

Allison motioned to approve, seconded by Roy. **Approved.**

3. PRESENTATION – MacArthur Underpass Lighting Design

Mariana presented that BART was looking to improve the 40th St Underpass to encourage BART users to walk, bike and take transit to MacArthur BART station. Specifically, BART is proposing a lighting project to increase safety and give a sense of place to 40th St under the freeway and the BART tracks. Mariana reviewed that the existing conditions are grim and dark, both at night and during the day. Toby, the lighting designer, presented the three lighting concepts. The first concept is called Portal, the second concept is called “Living Room,” and the third concept is called “Crowds in Motion.” Roy asked Mariana for the project schedule. Mariana reported that BART will finish the design process in May, 2018. Roy recommended that the project be reviewed at the DE/ED Committee.

4. ACTION ITEMS

a. BBB Contract (Exec)

Bill reviewed that Executive Committee met and reviewed a contract for \$204,000, and the Committee recommended approval for a contract totaling \$199,000, which includes 8 additional cleaning hours per week and “lease-to-own” payments for a truck and other equipment. Don S recommended that the BID not own a truck. Rich introduced himself and said that the ATV has been used the past year, but was found to be inadequate for watering 101 planters. He noted that the truck had been used by the BID for the last couple of months for free, and had been successful in watering the plants. Rich explained that any equipment in use during the contract will be insured and maintained by BBB. Rich clarified that the BID can’t lease the truck, since BBB is not a leasing company, and the company they use for leasing, Enterprise, would not have the used truck available for leasing (only new vehicles are lease). Randy motioned to approve the contract for \$199,000. Seconded by Don S. Roy asked that the contract clarify what happens at the end of three years, if the BID wants to sell the truck. **Approved unanimously.**

b. Heart of the Town Street Fair Contract + New Bank Account (Exec)

Bill reviewed the proposed budget, and Shifra noted that the budget included a beer booth coordinator, a banner for the beer booth, but that Executive Committee removed the rebranding expense to be a

separate contract. Tom motioned to approve the contract. Seconded by Randy. Roy abstained.
Approved.

c. Ariel Galos Street Fair Rebranding Contract (\$1,460) (Exec)

Randy opined that the Promotions Committee had done a good job of branding in the past. Randy motioned to sign the contract for rebranding the Street Fair, to be coordinated by the Promotions Committee, without bringing the item back to the board. Allison seconded. **Approved unanimously.**

d. All Signs Banner Repair/Maintenance Contract (\$3,650 over budget) (DEED)

Shifra explained that over twenty banner setups on the pedestrian poles needed maintenance, and that the DE/ED Committee had recommending approving the contract to fix all of them for \$4,650 (\$3650 over the 2018 budget). Bill noted that the over budget expense would be paid from Reserves. Randy motioned to approve the contract. Seconded by Roy. **Approved unanimously.**

e. 2018 Lease (Exec) – Attachment

Roy recused himself and left the room prior to any discussion because of his conflict of interest as one of the owners of Temescal Works. Bill explained that the proposed 2018 lease for the BID's current offices increases the rent to \$950, and requires a second security deposit. The Executive Committee recommended moving and signing a lease for the Temescal Works Coworking office space and finding storage nearby. The board reviewed the lease comparison spreadsheets with potential office spaces (attached). Bill expressed concern about the BID needing a new storage location at Temescal Works, since the current cleaning storage location seems too far away. Don S moved to approve the lease with Temescal Works, subject to review of Bylaws. Randy seconded. **Approved.** Roy was called to return to the board meeting.

f. 40th St Safety letter (DEED) – Attached

Bill explained that a pedestrian was hit and nearly killed by a car on 40th Street at Opal, and that DE/ED recommended approving a letter inviting the Director of Transportation to a Committee meeting to address the problem of speeding traffic and unsafe intersections along 40th St. Doreen suggested moving the last sentence to the top of the letter. Roy moved to approve the letter with Doreen's suggested edits and ccing Councilmember Kalb and the Mayor's Office. Seconded by Randy. **Approved unanimously.**

5. INFO/DISCUSSION ITEMS

a. Holiday Security Review

Starting Friday, November 24th, the Temescal Holiday Safety Ambassadors patrolled every Thursday, Friday, Saturday and Sunday evenings through January 1, 4pm-12:30am. They did a continuous walking and biking patrol of the district during those hours, handing out the Safety Ambassador Hotline phone number, and checked in with over 70 businesses. However, Shifra noted that they did not receive any calls during the patrol hours. A survey was sent to merchants and property owners to solicit feedback on the Holiday Security, and two stakeholders responded; one voiced concern that the money was ill-spent on a "dated idea" and the other said that the ambassador presence "was helpful." Shifra suggested that next year the clean team be shifted more towards the evenings to provide presence without spending additional money. Allison and Roy expressed interest in that suggestion.

b. 2017 Board/Committee Absence/Attendance

Bill noted that Hans missed six, Gloria missed four, and Doreen missed five Board meetings. Out of 11-12 committee meetings in 2017, Hans attended four, Gloria attended three, Randy attended four, and Don M and Tom both attended five each. Bill requested that all Board members named consider their commitment to the Board, and if they need to step down. Bill asked that those delinquent Board members send him a message to say if they wanted to remain on the Board.

c. "Repave Telegraph" Banner Installation

Shifra updated the Board that the banner has been printed, and the website is being built. Bill said that Executive Committee would help compile a media plan to reach out to TV stations to publicize the banner installation and need to pave Telegraph Ave. Oliver said that Councilmember Kalb and Olga have met with the Department of Transportation, and that he thinks the banner and webpage are great, but asked the BID to direct email to Director Ryan Russo rather than CM Kalb. Doreen recommended that the BID follow Oliver's advice.

d. Pedestrian Lights Transfer to City

Bill reviewed that the BID signed the agreement in December to assign the lights over to the city, but that Wlad still hadn't signed the agreement.

e. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra met with Oakland Grown representatives to give feedback on Plaid Friday and discuss how Oakland Grown could support Temescal merchants. Shifra and other BID representatives met with the new Area 2 Commander to discuss ongoing crime issues and request increased police presence.

Professional Development

Shifra attended the fourth session of Leadership Oakland and heard from OPD Chief Kirkpatrick and OFD Chief Darin White, as well as District Attorney Nancy O'Malley about the focus of law enforcement and public safety officers in Oakland.

Cleaning & Maintenance

On December 18th, Keith gave BBB his two weeks notice as Operations Manager. In the following two weeks Keith and other BBB staff identified and interviewed several candidates. Joey Harrison, a team lead from the Downtown Berkeley BBB contract, was chosen as the new Operations Manager and started work in Temescal on January 10th. In December, the amount of litter removal decreased due to the holidays, sick days, and the transition in leadership. The power washing equipment was fixed in early January and regular power washing of district hot spots will resume January 23rd.

Design

Macarthur Commons Retail Marketing Plan

The Macarthur Commons (MacArthur Transit Village Parcels A & C) Retail Marketing Plan was presented to the DE/ED Committee. Their outreach plan includes distributing flyers to tenant brokers, a Costar listing, a broker open house, and direct outreach to retailers identified in the merchandising plan. The marketing themes include promoting a "vibrant Temescal" with unique retailers and restaurants, the sense of community, and the well-connected and highly trafficked location. The Merchandising Plan included suggested retail categories of a market, coffee, boutique fitness, quick service restaurant, a co-working space, drug store/pharmacy, and banking. Parcel C will be ready for occupancy in 4Q2018, and Parcel A will be ready in 1Q2019.

Kasper's Plaza Design

Groundworks is finalizing the three plaza design concepts with feedback given during the BID Board meeting in December, and working on a public outreach plan with public meetings starting in February 2018.

40th St Safety Issue letter

A letter to the Department of Transportation has been drafted to address the critical safety issues on 40th St, after a pedestrian was nearly killed in a collision at Opal and 40th St. The letter describes the unsafe pedestrian crossing conditions and highlights that traffic speed has been increasing on 40th Street. The DE/ED Committee recommended sending the letter to bring the safety issue to the attention of the City and to request that they work to redesign the street to fix this issue.

Paint the Town Applications

The city issued their preliminary selection decisions on January 5th, provisionally approving the application for Kasper's Plaza street mural, but provisionally rejecting the 40th St application because of new rules that dictate paint cannot be within 10 feet of a crosswalk, and cannot alter the design of a street. Shifra is in discussions with City staff to reverse the preliminary decision to reject the 40th Street application. If both projects are determined as eligible for Paint the Town, the applications will be revised and resubmitted by February 3rd.

Pave Telegraph banner

The "Pave Telegraph" banner has been printed, and will be installed in February, after the corresponding Pave Telegraph website page has been created.

40th Street Mulching

NPM Landscaping finished mulching the BID's three landscaped medians on 40th Street.

BID Banners

Shifra surveyed all the banners on pedestrian poles and found that 24 poles needed a new bracket, a new banner, or both. All Signs submitted a proposal to replace or maintain all the banners for \$4,650 (\$3,650 over the 2018 budget of \$1,000), which was recommended for approval by the DE/ED Committee.

Economic Development

Business Closures & Openings

Bird and Buffalo opened in the space previous occupied by Rosamunde Sausage Grill. Sacred Wheel Cheese Shop closed in late December, and the space is leased out to be the second location for Stay Gold Deli. Leading the Pack Pet Grooming Boutique opened in early January at 4801 Shattuck Ave. The Hina Yakitori space has been leased, but the new restaurant has been delayed by visa issues.