

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

Board Members Attending:

1. Roy Alper - Vice President
2. Hans Boerner
3. Brian Caruso – Treasurer
4. John Dobrovich
5. Allison Futeral – Secretary
6. Bill Lambert – President
7. Don Macleay
8. Doreen Moreno
9. Tom Murphy
10. Randy Reed - Vice President
11. Pat Smith
12. Don Stahlhut

Board Members Absent:

1. Gloria Gee
2. Dona Savitsky

Guests: Aubyn Merie, Temescal Neighborhood Association  
Justin Zucker, Temescal resident  
Bill Pegg, East Bay Church of Religious Science  
Brennan Cox, Groundworks

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

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Justin Zucker introduced himself and announced a grant opportunity from a federal agency to lower greenhouse gases. Justin explained his interest in a project to plant trees in the Temescal area. Bill suggested installing trees on 40<sup>th</sup> St and Upper Telegraph. **Action:** Justin will follow up with Shifra.

**3. CONSENT AGENDA**

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

Motion by Brian to approve minutes with Allison’s amendments. Seconded by Pat. **Approved.**

**4. Groundworks Presentation – Brennan Cox**

Brennan introduced himself and Groundworks, his firm of landscape architects and urban designers. Brennan described their past work designing public space for neighborhood groups in SF. He emphasized his firm’s excitement to work with the Temescal BID to realize the potential of Kasper’s plaza. Groundworks’ goal would be to create Kasper’s plaza as a destination location and a gathering space. Bill reviewed the planning and design process included in Groundworks’ proposed budget. Brennan outlined that this would be a several month-long process. Brian asked if the Plaza approval process would include a design review meeting or planning meeting. Roy answered that the plaza approval would be all staff-driven. Brennan directed people to check out

the website [groundworksoffice.com](http://groundworksoffice.com). Roy noted that DEED asked Groundworks to approach the design without the assumption that Kasper's Hotdogs would be open, but also to not preclude it being open.

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

### **a. New Project Financial Reports: Street Fair, Taste of Temescal, Street Flicks, Holiday Fair**

Bill announced the BID now has the ability to track budgets for individual events

### **b. IRS relief from \$6000 2016 penalty**

Bill announced that the new bookkeeper successfully petitioned to have the IRS forgive the BID's fine of \$6,000 for the BID's late tax filing the previous year.

### **c. Pedestrian Lights Funding and MacArthur Transit Village project outcomes**

Bill announced that both of MacArthur Transit Village Parcels A, B & C were approved, and the developers committed to funding \$95,000 and \$75,000 of the BID's pedestrian lights between 40<sup>th</sup> and West Macarthur Blvd. He added that funding had also been secured for the lights adjacent to the Nautilus project. Funding for east side of Shattuck is still needed, and the BID is waiting on possible funding from 4<sup>th</sup> Bore funds.

### **d. Annual Meeting date/agenda**

Bill announced that the BID's Annual Meeting would be held at Homerom's event space, on April 26<sup>th</sup>, with possible outside food.

### **e. Board & Committee attendance**

Bill encouraged board members to attend committee meetings, since committee participation was required, and also where all the BID work was accomplished.

### **f. 2016 Financials - see attachments**

Bill reviewed the 2016 financials. Bill noted that the net operating income was expected to be \$8,000, but that the actual net operating income was \$13,000. However, since the BID spent about \$25,000 out of reserves, the total net income was -\$11,000. Bill noted that \$97,000 in principal payments were added back into the 2016 income and expense report, since they weren't usually included. In the balance sheet, the BID decreased the liability on the lights by \$97,000.

## **6. ACTION ITEMS**

### **a. 2017 Expenditures of Reserves:**

Roy voiced disappointment that the board was discussing the reserves since he believed there were incorrect reserve allocations between the zones in many previous years. Roy motioned to remove the reserve expenditure action item from the agenda. Don M seconded. Bill disagreed and explained that he has reviewed the financials since the BID was renewed in 2014, and believed the reserve allocations was correct. Allison asked why the reserve allocations could be wrong. Roy explained that Tuula allocated the expenses automatically, without careful consideration. Brian agreed with Roy, and requested that the zone allocations be further reviewed. Bill explained the reserves expenditures document showed each reserve project divided up by zones. After the committed projects were subtracted from the reserves, the BID would be deficit spending in Zone 1 and Zone 2. Allison recommended that some events that are physically in zone 1 should be allocated throughout all the zones, since she believed that the events benefitted all the zones. Roy requested that the reserve allocation item return to the board,

after exec committee agreed on the final reserve allocations. Don M requested that the board consider the Groundworks' proposal, and then consider the allocation of reserves at the next board meeting, and Bill agreed. **Motion passed to table the reserve allocation spending.**

## **7. INFO/DISCUSSION ITEMS CONTINUED**

### **a. Operations Report**

Keith from Block By Block presented the Operations Report for February 2017, and noted that 49<sup>th</sup> St had so much auto glass, the team nicknamed it "Glass Way." Don M said that construction started at 40<sup>th</sup> and Manila, and noted that all the wooden fences were full of graffiti. Keith said that the Jack London BID had murals installed to prevent tagging. Roy commented that there had been a lot of illegal dumping in Temescal.

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

#### **Organization**

##### Outreach to Stakeholders / Professional Development

The annual Temescal BID Stakeholder survey has been sent to property owners, businesses and community members to provide feedback on services provided by the BID in the past year. Shifra attended the Chamber of Commerce reception for Oakland's new Chief of Police. Shifra and other BID representatives communicated the need for continued resources to support walking officers and Community Resources officers in Oakland's business districts.

#### **Cleaning & Maintenance**

Block by Block continued maintenance in Temescal, and solidified a strategy to clean all zones of the district on a consistent basis. Zone 1 is cleaned every day, and Zone 2 and 3 are cleaned twice a week. The team is working to remove the large quantity of stickers and graffiti built up on public property and fixtures. Shifra and Keith met with public works staff to initiate a partnership to clean up illegal dumping quickly and install additional trashcans in the district. Through frequent use of See-Click-Fix, all reported illegal dumping is removed by the city within 3 business days. The city has committed to installing one additional litter container at 4875 Telegraph Ave in front of U and I Liquor Store. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report.

#### **Design**

##### Pedestrian Plaza/Off the Grid

Brennan Cox from Groundworks presented the firm's past experience with designing multi-functional, artistic and innovative public spaces in the Bay Area to the Design Committee. He described their ability to design engaging public space for a range of budgets, and explained the proposed design budget for Kasper's Plaza. The committee recommended that the \$21,435 budget proposed by Groundworks be approved by the board.

Both Freedom Farmers' Market and Kenny of Kenny's Heart & Soul food truck expressed interest in running weekly programming at Kasper's Plaza. Kenny's Heart & Soul is working on a detailed proposal for the weekly food pod to be presented to the Promotions Committee.

##### 40<sup>th</sup> St Median

Shifra, Don Macleay and Lisa Regul, an experienced neighborhood gardener, are organizing a Community Mulching Day to weed the 40<sup>th</sup> Street medians and install sheet cardboard and mulch to deter future weeds. The Community Mulching Day is scheduled for 9am-4pm on

Saturday, April 22, as one of the City's official Earth Day events. Extensive outreach will be conducted to solicit 50+ volunteers. Shifra is coordinating food donations for volunteer lunches, mulch delivery, and tool loans from the city.

### Utility Boxes

The Design committee reviewed a proposal by Eduardo Valadez to remove the peeling and vandalized vinyl from 15 utility boxes in Temescal and replace with painted artwork. Eduardo presented his past work, and the committee directed him to create artwork that unified the boxes with a common Temescal theme. Pending a funding commitment Eduardo will create specific artwork for the boxes to be reviewed at the next Design Committee meeting, and considered for approval by the BID board.

### Department of Transportation Projects in Temescal

Sarah Fine from the Department of Transportation provided updates on paving and bicycle infrastructure in the district. City staff are currently working to identify a schedule for Telegraph and all other remaining paving projects in the 2014 citywide pavement prioritization plan, which includes Telegraph Ave from 45<sup>th</sup> St to 51<sup>st</sup>. However, Sarah informed the BID that the paving of Telegraph Ave will be preceded by a full community planning process to determine how to redesign the street to comply with the city's bicycle master plan and the city council resolution, which mandates the city "create a dedicated, continuous bikeway for the area [Telegraph Ave] from 41<sup>st</sup> Street to 57<sup>th</sup> Street...and conduct extensive community outreach on how best to implement the bikeway and reconfiguration to become a complete street". *Roy said that it would be 2-4 years until Telegraph would be paved. Roy suggested that the BID support a proposal to return telegraph to gravel, since the city couldn't maintain it. Bill suggested collaborating with Temescal neighborhood council to lobby for Telegraph to be paved or returned to gravel.*

### Temescal Parking

Michael Ford, the City's off-street and on-street parking manager presented the City's plans for managing parking to the DE/ED Committee. The city now considers the whole parking ecosystem, including private and public. Michael explained about the Montclair parking pilot, which created a parking benefit district, is based on the data that free parking is not good for business. In Montclair, the city changed the parking prices to create more available parking. Michael offered to lead a community discussion for the Temescal community, to remove the mystery from parking and explain the city's plans to implement parking management strategies that consider the needs of customers, employees and residents.

### MacArthur Transit Village Parcels A, B & C

MacArthur Transit Village Parcel B was unanimously approved by City Council on March 7<sup>th</sup>. The approval included Dan Kalb's recommended conditions of approval with a \$95,000 commitment to the BID's pedestrian light project, a \$250,000 contribution to Mosswood Park Rec Center, and over \$100,000 in Pedestrian/Bicyclist Safety enhancements on the route to Mosswood Park, and \$350,00 for beautification and improvements to West MacArthur. The Council also required that the exterior design elements be reviewed by staff.

The Design Committee reviewed the draft Retail Marketing Plan for MTV Parcels A & C, and offered significant edits for Hines to detail a merchandising plan for the commercial spaces. The Committee requested that Hines provide the BID with commercial unit financials, build out specifics and tenant expectations. Hines has been invited to the April DE/ED meeting to provide additional information.

### Pedestrian Lights

The city has approved the transfer of ownership for the pedestrian lights, and Ray's Electric is providing documentation to complete the transfer to the city.

The city administrator has approved of the city's calculated lien amount of \$233,161.27 for 5110 Telegraph Ave. They have released a memo directing the developers to provide "off-site improvements" in the amount not less than the calculated lien fund. City planning staff have committed in writing that the BID's pedestrian lights and crosswalk at Clarke will be the priority projects for the use of the lien funds.

## **Economic Development**

### Mobile Food Vending

The city council is voting on a new mobile food vending ordinance on Tuesday, March 21, after extensive community input. The staff recommendation proposes a 300-foot buffer between vendors and restaurants, and a 500-foot buffer from all schools. Shifra has communicated the BID's May 2016 position to Dan Kalb, that approves of the originally proposed 100-foot buffer, enabling food trucks to locate at Kasper's Plaza.

### New Businesses

Shoe Palace has leased the former Bank of the West space at 4900 Telegraph Ave. Keller Williams Real Estate office has leased the former Auto Insurance space at 50<sup>th</sup> and Telegraph Ave. Julie's has opened at 4316 Telegraph Ave, Remedy Barre & Foam Rolling has opened at 4810 Telegraph Ave, and Rockridge Family Dentistry has opened at 5901 Telegraph Ave.

## **Promotions**

### Temescal Street Fair

Heart of the Town is working on new Street Fair artwork to be reviewed by Promotions committee prior to printing marketing collateral. The producers are soliciting sponsorship and vendor applications, and completing the Kaiser grant application to be submitted by April 7<sup>th</sup>.

### 2017 Events Calendar

With active input from the Promotions committee, Shifra has created a BID events calendar for 2017, and printed copies to be distributed in conjunction with the BID Dining & Shopping Guide at Oakland hotels, and at BID events.

## **Security**

### Security Cameras

The security cameras have been installed at Homeroom and East Bay Depot for Creative Use. Shifra is working to fix the remote access to make the cameras useful for BID and police use.

### Auto Burglary Prevention Signs

Ten metal auto burglary prevention signs were installed throughout the district, and four were stolen in the first week. Cheaper laminated paper signs have been printed and installed in those same locations to replace the stolen metal signs.

**Adjournment 7:43pm**