

Temescal Telegraph BID Board Meeting Minutes
May 4, 2016 – 5:15 to 6:00pm
Homeroom event space, 4007 Webster Street, at 40th St.

Board Members Attending:

1. Hans Boerner
2. John Dobrovich
3. Allison Futeral – Secretary
4. Bill Lambert – President
5. Jason Laub
6. Donald Lowrey – Treasurer
7. Don Macleay
8. Doreen Moreno
9. Dona Savitsky
10. Pat Smith
11. Julie Stevens

Board Members Absent:

1. Roy Alper - Vice President
2. Gloria Gee
3. Randy Reed - Vice President
4. Walker Toma

Guests: Matt Senate and Alex, Omni Commons
Oliver Luby, Councilmember Kalb's Aide

1. INTRODUCTIONS – Call to Order: Bill Lambert, President – 5:23pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

Oliver Luby informed the board that he sent out a newsletter to the entire district on behalf of Councilmember Kalb about Temescal's new pedestrian lights.

3. CONSENT AGENDA

a. Approval of March Minutes – Attached

Allison Futeral motioned to approve the March minutes. Don Macleay seconded. **Approved 5:24pm**

4. ACTION ITEMS

a. Bylaws Revisions - Attached see pp 1-3, 8, 11-13

Bill reviewed that the Executive Committee is recommending changes to the officer qualifications. The Executive Committee recommended no changes to Article 4, section 1, and section 2a & b, which address how the BID nominates and elects board members. Bill announced that a nominating committee has been formed, chaired by Bill, with Don Macleay and Randy Reed as members. Bill said that Executive Committee recommended that those who are nominated must come to three months of committee meetings, and at least one board meeting. Allison clarified that Executive Committee recommended that the nominating committee adopt the operating procedure to require prospective members to come to three months of committee and board meetings. Bill reviewed that Section B of the bylaws pertains to the diversity of board

member affiliations. Dona clarified that she wants diversity of opinion on the board, but also diversity of background. The Executive Committee examined page 8 in the bylaws regarding vacancies on the board, and determined that new board members can be brought on mid-year, and ratified at the annual meeting, thus recommended no changes to that section. The Executive Committee recommended changes to the eligibility for the President, both Vice Presidents, Secretary and Treasurer to decrease the amount of requirements to be an officer. Don Lowrey suggested that the eligibility for the Vice Presidents was still too limited, and suggested deleting the requirement to be on the Executive committee for 6 months to be eligible as the second Vice President. Allison agreed. Don Lowrey motioned to accept the changes proposed by the Executive Committee, and in addition to delete section A under the requirement for the second Vice President. Allison seconded. **Approved. Action:** Shifra will make the changes to bylaws and send to Maria Rocha.

b. Board Re-election Nominations (2 year term)

- **Hans Boerner, Gloria Gee, Doreen Moreno, Dona Savitsky**

Doreen asked if all the nominees need to be present. Bill said that Gloria couldn't attend the April board meeting, but wants to continue on the board. Motion by Don Macleay to nominate Hans Boerner, Gloria Gee, Doreen Moreno, Dona Savitsky to be renewed as boardmembers. Seconded by Don Lowrey. **Approved.**

c. Treasurer Election

Allison Futeral has been nominated to be Board Treasurer. Motion by Jason Laub to elect Allison as Treasurer. Seconded by Don Macleay. **Approved. Action:** Shifra will introduce Allison to Tuula.

5. INFO/DISCUSSION ITEMS

a. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra met with the owner of East Bay Athletic Club and sent out a press release about their upcoming opening in Temescal. Shifra met with new board member Don Stahlhut to introduce him to the BID's committees and current projects. Shifra also met with the artists who helped create the PostMark pocket park by the post office to create a plan for improved maintenance. Shifra attended the community meeting for MacArthur Transit Village and met McGrath Properties and Boston Properties, the new developer team for Parcel B.

Design

Clean & Safe

Despite the initial inconsistency, Peralta has improved in cleaning Shattuck Ave from 45th to 51st Street with the additional hours. The cleaning metrics show that Peralta increased the amount of litter removed and newspaper racks painted by more than 50% in March (over previous months). Graffiti abatement and sticker removal showed small increases. However, 40th Street continues to not be cleaned by the regular cleaning staff. After the on-the-ground training from the supervisor, one of the cleaning staff continued to clean extraneous area, which interferes with his ability to complete the normal cleaning route. Shifra ask that he be moved to a different route, but Peralta declined, and put the worker on an HR-approved work plan to improve the quality of his work.

The Roving Team has made improvements in prioritizing graffiti abatement. All the trashcan doors had the graffiti removed, and almost all the medians on 40th Street have been cleared of tall grasses. However, their pace of work has not enabled the Roving Team to be as effective as expected. A walkthrough with the Vice President of Unity Council is scheduled for May 10th to address continuing concerns

A competing maintenance company, JC Professional Services (JC Pro), presented a proposal to the Executive Committee to clean Temescal for \$180,000. JC Pro has no prior experience with contracting for BIDs nor in landscaping, but has extensive experience in indoor and outdoor maintenance. They impressed the committee with their professionalism and commitment to high standards of cleaning. The committee will hear a proposal from Block by Block in May to consider selecting a different contractor for cleaning starting in July 2016.

Don Macleay suggested the BID do something to avoid the car break-ins in the first place.

Public Works Projects in Temescal

Sarah Fine was introduced to the DEED Committee as OPW's new senior transportation planner in charge of the next phase of the Telegraph Complete Streets Project. Wlad Wlassowsky informed the committee of the updated schedules for crosswalk upgrades at 41st, 43rd, 44th to be installed in Temescal in the third quarter of 2016 in late summer. At 61st and 63rd, OPW is installing crosswalks with rectangular rapid flashing (RRF) beacons and new median islands with flashing beacons in Fall 2016. Wlad was very enthusiastic about the TTBID's plans to make the intersection of Shattuck and Telegraph at 45th into a pedestrian plaza, as well as the BID's short-term plans to produce pilot street closures for temporary events. Wlad proposed that the BID work with Fehr & Peers to develop a scope of work for a traffic study to close the plaza permanently, in coordination with the city. Fehr & Peers is a traffic engineering firm that worked on the recent MTC safety grant, as well as the first iteration of Telegraph Ave Complete Streets, and often serves as an extension of OPW staff. Key OPW staff has suggested the parklet approval process, which would create a pedestrian plaza under a long-term revocable encroachment permit. This approval process has never been done before in Oakland, so OPW would need to create it in partnership with the TTBID. Wlad recommended that the TTBID start the encroachment permit process, then ask City Council for approval to shut the street, supported by a plan and a small study of existing conditions and potential safety features needed to create the pedestrian plaza. Fehr and Peers is working with the TTBID and the city to design the traffic study for a permanent pedestrian plaza.

40th Street Median Landscaping

Cactus Jungle surveyed the project area and is creating an initial proposal for the medians with the project budget of \$15,000 for 2016.

Pedestrian Lights

Ray's Electric has finished 85% of the pedestrian lights project construction. The light poles and tops have been installed along 40th St, as well as on Telegraph Ave. from 49th St. to Aileen St., and will be connected the electricity soon. Shifra has coordinated the draw requests by Ray's Electric, the construction inspection, and the payment for completed construction. The complete installation of one light pole at 48th and Shattuck Ave has been postponed to better coordinate with construction on the adjacent Nautilus property.

Idora Park

Clars Auction House has postponed their current plans to construct a parking lot on CalTrans land because the city's plans for a "road diet" and bike lanes in that area have been postponed (for 5 years) to be included in Telegraph Ave Complete Street Phase II. Clars will still pursue the planned landscaping at the site.

Economic Development

Business Retention & New Businesses:

Several new businesses have opened in Temescal, including Preserved Goods (5032 Telegraph Ave), Azit (4390 Telegraph Ave. #A), Hina Yakitori (4828 Telegraph Ave.), a new taqueria opening soon at 40th and Telegraph, and a new wine shop (opening in September) at 40th and Webster. East Bay Athletic Clubhouse & Training Facility, a locally owned and community oriented fitness center, is moving into 5036 Telegraph Ave to open in Summer 2016. The previous tenant for that space, The Aikido Institute, has relocated to 5427 Telegraph Ave, Unit W1, remaining in Temescal. Genova Deli's last day of business was Saturday, April 30th. The property owners are continuing to seeking a new tenant for the now vacant space.

Promotions

Banners

The outdated banners have been removed, and the new banners installed on the existing pedestrian light poles and on telephone poles in the areas that won't receive pedestrian lights. The remaining updated banners will be installed when the pedestrian light construction is completed.

Temescal Street Fair

The TSF producers have confirmed \$19,925 in sponsorship income, with an additional \$6,000 pending, totaling \$25,225. The overall goal for sponsorship is \$29,000. The producers have requested TTBD board assistance in following up with prospective sponsors. (Please see attached sponsor materials and spreadsheet detailing eight previous sponsors who have yet to confirm this year, and 16 Temescal businesses for the Board to invite to sponsor the festival for the first time). The extended sponsor deadline is next Friday, May 7 for sponsors to be recognized in the second round of 5,000 postcards.

Directory

The Promotion Committee curated a list of merchants for the updated Business Directory, including businesses with independent ownership, and excluding franchises/chains, as well as religious organizations, insurance agents, real estate agents, medical offices and any business that doesn't rely on walk-in traffic. Shifra is working with a designer to create a consumer-friendly Directory.

Security

Omni Security Update

Omni has been working with the city to be permit compliant, as well as responding to anonymous nuisance complaints. Unfortunately, this use of Omni volunteer time has delayed their effort to improve community outreach. Omni is trying to implement CEPTED guideline security measures. They have installed outside lighting, and are considering installing security cameras, as well as replacing the property-adjacent Cyprus trees with different trees to decrease the foliage and potential liabilities.

6. OTHER

Bill solicited volunteers for the beer booth.

Temescal Telegraph BID Annual Meeting Minutes
May 4, 2016 – 6:00 to 7:30pm
Homeroom event space, 4007 Webster Street, at 40th St.

7. INTRODUCTIONS – Call to Order: Bill Lambert, President

8. ACTION ITEMS

a. Current Board Member Re-election (2 year term)

- **Hans Boerner, Gloria Gee, Doreen Moreno, Dona Savitsky**

Motion by Jason Laub to re-elect Hans Boerner, Gloria Gee, Doreen Moreno, and Dona Savitsky. Seconded by Don Macleay. **Approved.**

b. New Board Member Election (2 year term)

- **Brian Caruso – Property owner**
- **Don Stahlhut – Resident**

Motion by Don Lowrey to elect Brian Caruso and Don Stahlhut. Seconded by Dona Savitsky. **Approved.**

9. INFO/DISCUSSION ITEMS

a. Current Board Member Resignations

Jason Laub, Don Lowrey and Julie Stevens resigned.

10. PRESENTATION: Shifra de Benedictis-Kessner & Bill Lambert

Shifra de Benedictis-Kessner and Bill Lambert presented on the Temescal BID's 2005-2014 accomplishments, accomplishments of 2015, 2015 metrics, 2015 financials, and future projects.

11. OPEN FORUM

Adjourned 7:35pm.