

Temescal Telegraph BID Board Meeting Minutes

March 30, 2016 - 6 to 8:30 pm

Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. Hans Boerner
3. Allison Futeral – Secretary
4. Gloria Gee
5. Bill Lambert – President
6. Donald Lowrey – Treasurer
7. Don Macleay
8. Randy Reed - Vice President
9. Dona Savitsky
10. Pat Smith
11. Walker Toma

Board Members Absent:

1. John Dobrovich
2. Doreen Moreno
3. Jason Laub
4. Julie Stevens

Guests: Brian Caruso, Project Manager, Nautilus Group

Steven Tiffin, Event Producer, Temescal Street Fair

Tom Murphy, Property Owner

Laura Toriano, Omni Commons Collective

Julio Rios, Omni Commons Collective

Don Stahlhut, Resident

Kati Skulski and Jeff Kwiat, Temescal Neighborhood Council

Brandon Matthews, Motivate/Bay Area Bike Share

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:09pm

2. CONSENT AGENDA

a. Approval of February Minutes

Roy Alper motioned to approve the February Minutes. Don Lowrey seconded. **Approved 6:10pm**

3. PRESENTATION: Temescal Street Fair – Steve Tiffin

Steven reported on the confirmed sponsors to date: Nationwide Insurance, Nautilus and Farmers Agent Ruth Stroup. He noted that the event producers were paid their first payment by this sponsorship money, so they have not invoiced the BID yet. Steven noted that for the first time, this year the Temescal street fair has its own well-made website, rather than a substandard page on the BID site. Also, Street Fair vendors are now being invoiced through the Temescal Street Fair's own website. Over one hundred applications for vendors have been received. Last year there were 155 vendors. The event producer team reviewed and accepted 70 vendors so far, and 29 vendors have paid the fee. This work has enabled to producers to remain ahead in their cash flow. This year, the producers have a new marketing strategy with a diverse mix of mediums,

because of the expanded marketing budget approved by the board of \$7,500. Steven asked for the board's help in recruiting sponsors for the festival. Bill asked Steven to give the board a list of potential sponsors, and those already committed, so that the board could approach potential sponsors directly. Bill suggested contacting the owner of the Pennzoil Station, since he has previously worked with the BID. Steven asked that the board help with marketing the event through promoting the event on community listserves. Roy suggested using Nextdoor and community listserves to get sponsors and programming. Steven reviewed where programming occurred between 41st and 51st in the previous year. However, the Missionary Baptist Church did not like the loud music stage in front of their building, which was located there to draw event attendees to that end of the festival, so the footprint has been changed. The original plan for the 2016 event footprint was to close the event at 42nd St, but Sam Gilbert from Temescal Brewing wants the Street Festival to extend Temescal Brewery, which should be open during the Festival. Because of this, the event producers will have music on the property of Temescal Brewing. The street closure will continue to 40th, with the block between 40th and 41st designated as an area for cars to turnaround with a hard closure at 41st St. Gloria asked about radio announcements, and specifically the Fair getting free PSA from radio stations that are designated for non-profits. Steven thought this was a good idea. Hans asked about who would pay for the music at Temescal Brewing. Bill suggested that Temescal Brewing share the cost of the band, since the previous plan for the 2016 event cancelled the stage at 41st, to help pay for the expanded marketing budget. Steven clarified that the music on the private lot of the brewery would cost significantly less than a separate stage, since the event organizers would only have to pay for the musicians, making it affordable even with the expanded marketing budget. Don Macleay commented that the businesses near the carnival rides the previous year were not happy, since the noisy generators were adjacent to their businesses. Steven said that for 2016, the event producers would be careful where the carnival rides were located. Steven announced that Temescal Brewing offered to brew a special Temescal Street Fair beer for that day, and sell it at the brewery and at the BID-staffed booth. Steven asked board members to help staff the booth. Roy Alper and Don Macleay volunteered to pour beer. Shifra will also sign a letter of endorsement for potential sponsors if needed. **Action:** Shifra will include a sponsorship update at the next board meeting in her director's report, and will distribute a sign-up sheet to the Board for day-of-the-event volunteers

4. PRESENTATION: Bay Area Bike Share – Brandon Matthews 6:40pm

Brandon showed maps of the proposed bike share sites, and asked for the board's feedback. Brandon summarized the Bay Area Bike Share expansion with Oakland receiving 850 bikes in total. He informed the board that a title sponsor, which will determine the color of the bikes, will be publicized in a couple months. Brandon then showed the board the map, and explained that the grid squares are 1000 by 1000 feet, with the pink squares showing 5 proposed stations within them. He then asked the board members to provide feedback on which proposed spots would be great stations, to identify problem stations, and areas that they may have overlooked. He clarified that the goal was to pick one station per square from the five proposed locations. Bill asked that off-street options for the stations be chosen for Telegraph between 45th and 51st because of the existing limited parking situation. Brandon explained that off-street bike share pods are always preferred, though locating them on sidewalks is challenging because of ADA requirements to maintain a width of five feet. Don Macleay asked for electronic maps so that board members could review them later. Roy noted that there were very few stations on 40th St and requested that they install a station at Webster and 40th along the bike route. Don Macleay asked how bike share would work with the extension of the bike lanes? Brandon answered that the Bike Share team had already been working together with Oakland Public Works and AC Transit. Don Lowrey asked about the size of the docking stations. Brandon explained that the smallest station

would have fourteen docks, which would use two parking spaces if the station was located on the street. Gloria Gee suggested there be one station near the hospital and suggested that the hospital provide the room for an off-street station. Bill asked that the bike share also have another station within that same square but on Telegraph. Brian Caruso highlighted Nautilus' desire to have a station on their property, so that it wouldn't take up parking spots. Bill suggested a map of the potential or chosen Bike Share docking locations to be shown on the wall at the Temescal BID Annual Meeting. **Action:** Brandon will send Shifra a map before May 4th.

5. ACTION ITEMS

a. New Board Nominations

Tom Murphy, a property owner, introduced himself and explained that he has been in the area for 12 years and said that he looks forward to contributing to the BID. Brian Caruso introduced himself as a representative of Nautilus, a Temescal property owner, and said that he has been involved in the district for three years. Don Stahlhut, a resident, introduced himself and explained that he is a grandfather, so he walks up and down Telegraph twice a week and knows what's going on. Don explained that he has been very involved in the residential community, and lived in the area since 1991. Dona asked how these people on the slate were considered for nomination. Bill said that the executive committee discussed potential nominees, and then Bill called them to invite the prospective nominees to the board meeting. Bill then asked the prospective nominees to leave the room so that their nominations could be discussed. Bill explained that Brian Caruso would be a replacement for Jason Laub. Tom Murphy had come to board meetings previously and been in communication with Shifra over various projects in the BID. Don Stahlhut has been coming to DEED Meetings. Gloria Gee explained that she had been on the Bylaws Committee, and said they had tasked Randy Reed with recruiting new board members. Gloria asked if other people had been considered. Bill said no, and that the current slate were the only people considered. Gloria suggested that Aubyn from the Neighborhood Council would have been a great candidate. Roy Alper further explained that Don Stahlhut was considered as a replacement for Don Lowrey and has been involved in the community for 25 years. Allison reiterated that she believed that the same vetting process should be used for all potential board nominees. Don Macleay expressed a lot of concern over the lack of diversity in the nominees. He didn't know that the TTBID was seeking more board members, and said he would have helped in the recruitment. Pat Smith said she didn't know any of the proposed board nominees, and was really surprised because of the bylaws requiring involvement for three months. Roy agreed that the bylaws needed to be followed. Roy opined that 90% of the successes of the Temescal BID were from board members that have really done work, and he stated that his belief was that the most important qualification is if nominees will do work. Dona motioned to elect Don Stahlhut since his nomination has followed the bylaws, and Brian, since he is replacing Jason Laub. Hans said he would sponsor Tom Murphy and explained that Tom has been very involved in Upper Telegraph projects, by lobbying successfully for crosswalk installation and organizing a neighborhood group, Friends of Upper Telegraph. Bill told the board that the Executive committee had recommended creating a nominating committee. Bill proposed that Don Macleay should be on the nominating committee, and Don agreed. Don Lowrey seconded the motion proposed by Dona. Allison opined that people that are being vetted should have to come to a certain number (what ever number we choose) of committee and board meetings. Roy motioned that the bylaws requirements to be on the board also be reviewed. **Motion Approved** to nominate Don Stahlhut and Brian Caruso.

Randy suggested the Korean Community Center be approached to have a representative on the board. Dona suggested reaching out to Aubyn to recruit potential board members from the

neighborhood residents. The potential board nominees returned to the board meeting, and Bill explained the motion that had passed. Bill told Tom Murphy that the board was following the letter of the bylaws, so Tom could not be nominated at this board meeting. He recommended that Tom attend more meetings and after which the board could nominate and elect him.

Board Re-election Nominations (2 year term)

Bill explained that Hans Boerner, Gloria Gee, Doreen Moreno, Dona Savitsky, and Julie Stevens were at the end of their two year terms, and so would have to be nominated to be re-elected at the annual meeting. Roy highlighted that Julie has not been attending board meetings. **Action:** Shifra will contact Julie to determine if she wants to continue to be on the board. Also, concerns were raised about Doreen's lack of committee attendance. Motion by Don Lowrey that we nominate all the board members up for re-election. Bill proposed that the BID first contact Doreen and Julie to see if they will attend the annual meeting and want to be on the board. Don Lowrey withdrew the motion. Bill clarified that the board will nominate the re-election slate at the next board meeting on May 4th and then elect them later that evening at the annual meeting.

Bill reviewed that the TT BID will have no treasurer once Don Lowrey resigns. Allison has agreed to be a treasurer. Motion by Randy to nominate Allison as treasurer, seconded by Roy Alper. **Approved.**

b. Kiva Zip Trustee 7:44pm

Bill reviewed the different levels of commitment that the BID could have with Kiva. He explained that the first level is marketing partner, which the BID has already been doing. The second level is a trustee, which means the BID would be a character reference for Temescal businesses to take out Kiva Zip loans. The DEED considered having the Board authorize the DEED or the board to decide which businesses the BID would endorse as a trustee. Bill said that he believed that being a Kiva Zip trustee would be a useful economic development tool, although some DEED committee members thought it was not a necessary program for the Temescal BID. Bill reviewed that a potential third level of commitment for the BID would be as a micro-lender using the Kiva Zip platform to help Temescal businesses, although this was not on the agenda for discussion now. Bill asked the board their thoughts on the BID becoming a trustee. Roy said that he doesn't think the BID should be a trustee because the BID is not well suited to vouch for a business. Bill responded that the BID could craft criteria to determine who to support, for example supporting established businesses and not startups. Allison said that she thinks it's important to support Kiva Zip, but agreed with Roy that the BID doesn't have the expertise to vouch for a business owner's character because it is a potential conflict of interest. Bill defended the idea of being a trustee and explained that he has run business loan funds his whole life, and supports the idea. He added that being a trustee does not add any liability for the BID. Hans raised the concern of the equity issue of promoting one business over another. Bill responded that the BID investigated the equity issue and it is not a problem. Walker spoke in favor of being a trustee, and recognized that while there is potential to be divisive, the BID already decides funding for different projects with equal subjectivity. He concluded that being a trustee doesn't seem to be out of the BID purview, since the BID already chooses between funding events, artist parklets, etc. Don Lowrey said that he disagreed with picking winners and losers, and believed that the market chooses who succeeds. Bill asked for a show of hands who would be in favor of pursuing the BID as a trustee. Walker and Bill said yes. Disinterest by a majority.

6. INFO/DISCUSSION ITEMS

a. 2015 Marketing Metrics

Shifra reviewed the marketing metrics for the BID's website, eNews, Facebook, twitter, and Instagram, emphasizing that the number represented a baseline upon which the BID can improve. Don Lowrey recommended putting a list of the BID's activities on the website. Shifra agreed. Action: The Promotion Committee will discuss a website content overhaul to show the BID's accomplishments.

b. Director's Report and Committee Updates

Organization

Outreach to Stakeholders

Shifra facilitated Omni Commons' outreach to the community after the incident at 48th St. and Shattuck Ave in February. She also attended the Temescal Neighborhood Council meeting to give a regular update on the BID activities, and solicited community engagement on creating a pedestrian plaza at the intersection of Telegraph/Shattuck/45th St. Shifra attended the Mural Apartments Grand Opening at the MacArthur Transit Village, which celebrated the opening of 90 units of affordable housing in the district as part of the larger transit-oriented development on the parcel. At the Grand Opening, Shifra met Mayor Libby Schaaf in person, and connected with Beebe Memorial Church representatives to arrange a meeting with their pastor.

Design

Clean & Safe

Despite the increased hours, Peralta has not been able to consistently and thoroughly clean the district on their daily routes, especially on Shattuck Ave from 45th to 51st Street and on 40th Street. The roving team has made some progress in removing the accumulated graffiti throughout the district, but has not effectively managed to complete the task. They often are cleaning on 40th Street to compensate for the deficiencies of the regular cleaning team. On Tuesday, March 8th, Shifra and Rick Williams, the Peralta Supervisor did a walkthrough of Zone 1 and 2. Both parties agreed that the regular cleaning team is working too slowly and overly thorough in their cleaning, so that they are consistently not cleaning Short Shattuck nor 40th Street, nor getting to the end of Zone 2 during that route. Rick committed to the Regular cleaning team addressing 40th St with at least a quick pass-over every day, and that it will definitely get cleaned on the Zone 1 routes. Rick committed to an on-the-ground training of the team, and agreed to switch non-performing staff to a different district. Rick did the on-the-ground training on Thursday and Friday March 17th and 18th to retrain the regular cleaning team and the roving team. However, this training was cut short because of a reorganization of Peralta Services Corporation.

As of Friday, March 18th, Harold Dees, the Social Enterprise Director for Peralta Services Corporation resigned, effective immediately. PSC will be undergoing a reorganization in management, led by Erin Patch, the Executive Vice President of The Unity Council (the managing organization for Peralta). Shifra has spoken with Erin, and given frank feedback on Peralta's past performance, and on the past management. She welcomed the feedback and said she would be much more hands-on in the future.

Public Works Projects in Temescal

Shifra met with Warren Logan, a design consultant who was involved in writing the safety grant that Oakland just received for Telegraph Ave on next steps to create the pedestrian plaza at the intersection of Telegraph/Shattuck/45th St. Warren recommended a pilot project of shutting down the street to create a pedestrian plaza once a month as a temporary reoccurring event, and doing extensive documented outreach before hand, documenting the results of the project through

targeted surveys, and performing amateur traffic studies before and during the event. Roy met with Harry, the owner of the Kasper's building, and negotiated with him to support a pedestrian plaza, if the plaza didn't take away the adjacent parking. The DEED Committee approved of designing a pedestrian plaza that accommodated the promising parking if the Kasper's building is filled with a business within a year. Shifra also met with Dave Campbell of Bike East Bay, and he was very supportive of the pedestrian plaza, and the proposed pilot closure of that segment of Shattuck Ave, similar to how Latham Square pedestrian plaza started. Dave referred Shifra to contacts to garner community support and input, as well as professional contacts who might provide gratis technical support to create the pedestrian plaza.

40th Street Median Landscaping

Don Lowrey, Don Stalhut, Walker Toma and Shifra interviewed Cactus Jungle and Garden Architecture to determine their general quality of work and comparative cost. They unanimously recommended working with Cactus Jungle because of their equally high quality of work to Garden Architecture. Also, Garden Architecture would have to wait 6-9 months until planting due to their schedule, and would charge \$2,500- 4,000 for solely the design work. Cactus Jungle would not charge for a design and could start work on the median project immediately. The Design committee unanimously voted to hire Cactus Jungle for the 40th Street median project. Shifra will create a diagram for project area and start discussions with Hap from Cactus Jungle, informing him of our project budget of \$15,000 for 2016.

Pedestrian Lights

Ray's Electric is in process of constructing the pedestrian lights along 40th St, as well as on Telegraph Ave. from 49th St. to Aileen St. Shifra has continued to conduct extensive outreach to businesses, property owners and the community about the pedestrian lighting project and the construction.

Idora Park

The Friends of Idora Park (FIP) have applied for two grants to fund the Murals on Caltrans property. They will be presenting before the Public Arts Advisory Committee in April to begin the process of applying for necessary Caltrans permits, which will then take approximately 6 months. During that time, FIP will fundraise through crowd-sourcing and grants to add to a generous donation from the TTBID, and are pursuing a \$10,000 contribution from the Art for BART program.

Temescal Flows

The BID-hired artist, Alan Leon has completed all the three of the columns, and the artwork has been approved by BART. This Phase of the Temescal Flows Mural project is officially completed.

Economic Development

Business Retention & New Businesses:

Temescal Brewing and Roses' Taproom both completed successful crowdfunding campaigns, with Kickstarter, and Kiva Zip, respectively. Temescal Brewing is almost done with construction, and plans to open late Spring 2016. Roses' Taproom is beginning the permitting and construction processes, and hopes to open in September 2016. Genova Deli officially is not renewing their lease, and they will be closing in early April. The property owners, Dan Kalb's office, and Shifra have been actively trying to convince Genova to stay, but have not been successful. The property owners have now started searching for replacements to fill their 4,000 sf space with a 1,200 sf mezzanine.

Promotions

Directory

Shifra has finished the business verification for the entire Temescal BID, and updated the Filemaker database. She will bring a list of merchants to the Promotion committee to verify their independent status to determine their inclusion in the updated Business Directory.

Banners

The new brackets and banners were ordered, and have arrived. The installation contractor has started to remove the outdated banners and brackets. They will complete the removal process in the next week, and then start installing the new banners and brackets on the pedestrian poles throughout the district.

Security

Incident at 48th and Shattuck

Since the incident at Shattuck Ave and 48th St on Saturday, February 20th, Omni Commons, the community non-profit that held an event that night, has done significant outreach to the community with a neighborhood meeting and attending the BID's Promo/Security Committee. Omni Commons has worked closely with the police and the community to initiate steps to ensure a similar incident does not occur again. Per CEPTED guidelines, Omni will be installing new lighting on the outside of their building and installing security cameras. They are also likely to remove the trees along Shattuck and 48th St. located next to the façade of their building.

7. OTHER

Kati Skulski from the Temescal Neighborhood Council introduced herself and shared their top three priorities: pedestrian safety, community spaces, specifically the park by Kasper's, and crosswalks in the district.

8:27 pm adjourned.