

Temescal Telegraph BID Board Meeting Minutes
April 25, 2018 – 5:00 to 6:00pm
Memorial Tabernacle Church, 5801 Racine St, (58th & Telegraph)

Board Members Attending:

1. Roy Alper – Vice President
2. Hans Boerner
3. Brian Caruso – Treasurer
4. Gloria Gee
5. Bill Lambert – President
6. Aubyn Merie
7. Tom Murphy
8. Pat Smith
9. Don Stahlhut
10. Randy Reed

Board Members Absent:

1. Cynthia Armour
2. Chris Ensmann
3. Allison Futeral – Vice President
4. Don Macleay
5. Dona Savitsky

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 5:14pm

2. CONSENT AGENDA

a. Approval of March Minutes – Attached

Aubyn moved to approve the minutes. Brian seconded. **Approved unanimously.**

3. ACTION ITEMS

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

- **Brian Caruso, Gloria Gee, Tom Murphy, Dona Savitsky, Don Stahlhut – Secretary, Roy Alper - 1st Vice President**

Randy moved to nominate Brian Caruso, Gloria Gee, Tom Murphy, Dona Savitsky, Don Stahlhut, and Roy Alper for re-election as BID Board members. Pat seconded. **Approved unanimously.**

b. Officer & board member Resignations – Bill Lambert as President and Allison Futeral as 2nd Vice President; Nomination of Officers – Allison Futeral – President, Pat Smith – 2nd VP

Bill noted the rarity of a group that can disagree and still get along, thanked the board, and officially announced his resignation as President, but noted he would remain as a board member. Brian moved to accept the resignations and to nominate Allison as president and Pat as 2nd Vice President. Seconded by Tom. Bill announced Allison couldn't attend the board meeting because of a death in the family. **Approved unanimously.**

Hans officially announced his resignation from the board and thanked everyone, especially the board presidents throughout the years. It was noted that Hans, Pat and Randy started their involvement in Temescal decades ago through TABA. Randy moved to accept the resignation. Seconded by Tom. **Approved Unanimously.**

c. Temescal Arts Committee

Don reviewed that two years ago, the BID reached out to local artists to hear what support they wanted from the BID. This resulted in the creation of an artist registry, the Holiday Art Fair and the Art Map. Over time, the group of artists formed an informal committee, and now the question is how the committee relates to the BID. Don explained that the board is being asked if they want to formalize the relationship with this committee. Bill

added that the Executive Committee recommended that the artist group shouldn't be one of the TTBID committees, but remain an independent entity supported by the Temescal BID. As an independent group, the committee would bring proposals to the Promo or DE/ED Committees and then the board if they wanted money and support on projects. Randy voiced approval of the idea to keep them independent. Aubyn said that the group could operate how they want, if they were independent. Gloria added that the independent group could also request funding from other sources beyond the BID. Pat asked if the BID decided to do an art project, would it have to go through that independent committee? Bill answered that the BID would not be required to, but could ask them for their opinion if desired. Brian motioned to acknowledge the Temescal Arts committee as an independent and non-affiliated entity and have the BID support it moving forward. Tom seconded. **Approved unanimously.**

4. INFO/DISCUSSION ITEMS

a. Taste of Temescal

Shifra reported that 23 restaurants participated, including two restaurants that are opening soon in Temescal. She noted that ticket sales were lower than previous years, but that the event overall was good. Shifra projected higher attendance for the next event, a year away in Spring 2019.

b. Temescal Street Fair Sponsorship & beer booth volunteers

Shifra reported that confirmed sponsorship was \$1,000 so far, with more sponsorships pending and that event publicity would begin very soon. Brian, Tom and Randy volunteered for the beer booth 11am-3pm. Don S and Aubyn volunteered for 3-6:30pm. Roy volunteered for either shift. **General agreement** to have an information booth at 45th St. and a beer booth at 50th St.

c. Hiring Additional Staff – Part-time Assistant – Attachment

Bill explained that many months ago, the Executive Committee started a project to create annual goals for the Executive Director and had Shifra do a time study. The general conclusion was that they want Shifra spending more time on PROWSO and delegate some projects in Marketing and Admin to a part-time assistant. Bill asked the board to review the draft job description for the assistant, and email with any comments or edits. Brian reported that he and Shifra found \$10,000 in 2018 and \$20,000 in 2019 to pay the assistant.

d. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra attended the April session of Leadership Oakland to connect with members of the media, as well as public relations professionals, and learned how best to publicize the BID's messaging and events to the media. Shifra met with Lisa, the owner of The Reflection Studio on Upper Telegraph to enhance communication and discuss how the BID could best support her business. Shifra met with representatives from East Bay Community Space to brief them on the BID's services and find out how best the BID could support the organization. Shifra worked with the Temescal CRO to enhance patrol and enforcement on 52nd St under the freeway, to enhance Children's Hospital Oakland access to the rest of the District. She also met with the owner of the new restaurant opening in the Marc 49 space to brief them on the BID's services and offer support in applying for permits with the City and ABC. Shifra underwent Navigation Training with The Alliance for Community Development in order to better support Temescal businesses in finding local resources for marketing, funding and business mentoring.

Cleaning & Maintenance

The team completed painting all 101 planters in the District, and now has the ability to efficiently maintain them and paint over graffiti as it occurs. The team also started weeding the tree wells in the District, and

completed 13 so far. Hiring a part-time BBB employee to paint the trashcan doors has been challenging due to the lengthy BBB hiring process, and tight labor market. The cleaning statistics show a 40% increase in District auto-break ins, from 142 auto glass cleanups in February to 198 in March. For a more detailed analysis of the cleaning metrics, please see the Operations Report.

Design

Kasper's Plaza Design

Two community meetings were held for stakeholders to provide feedback on the plaza design concepts. The first meeting attracted 17 attendees and the second meetings had 40 attendees. The meetings were publicized via the BID's enews and social media and also featured in a Hoodline online news article. Groundworks Office is also creating an online survey to solicit feedback for those who cannot attend in-person meetings. The planned District 1 meeting sponsored by CM Kalb will be scheduled for May. Action: Shifra will put signs at Kasper's to publicize meetings in the future.

40th St Safety Issue

Representatives from Oakland Police Department Traffic Enforcement Division Oakland attended the April DE/ED Committee meeting and answered the BID's questions on what traffic enforcement measures could be done to improve safety on 40th St. Sergeant Randy Pope committed to increasing enforcement of motorists not yielding to pedestrians, reckless driving, and using a cellphone while driving. However, he noted that OPD could not enforce the speed limit, since there was no current speed survey for 40th St. The City has a backlog of 120 streets to be surveyed, with two being completed each month. Sergeant Pope suggested that if the BID wanted 40th Street to be surveyed, the BID could urge the City to increase the traffic enforcement budget.

Paint the Town Applications

The BID started implementing the outreach plan for the approved Paint the Town application of a street mural on Shattuck Ave between 45th and 46th Streets at the public outreach meetings for the full Kasper's Plaza design. At those meetings, the BID collected emails in order to solicit donations from attendees in the future.

Repave Telegraph banner

The Repave Telegraph campaign was launched on Monday, March 19th, and after five weeks of promotion via emails, social media, 600 petition signatures, and two media interviews, the BID was successful in eliciting a commitment from the City of Oakland Department of Transportation to return Telegraph Ave between 46th and 51st St to the paving list, and to pave the street in Spring 2019.

BID Banner Replacement & Maintenance

The replacement banners and brackets have been installed. Ten banners publicizing Oakland Art Month will be installed temporarily on Telegraph Ave between 45th and 51st Street, during the month of May.

Idora Park

Representatives from the BID and Friends of Idora Park met to discuss future plans for the Idora Park mural, since the Caltrans's copyright agreement did not allow an artistic mural on Caltrans property. It was agreed that the BID could use its promised Idora Park funding to hire a designer to paint signage and designs on the Caltrans walls, and also work to secure a long-term lease on the Caltrans land under the freeway. The Friends of Idora Park communicated that they would be taking a year break from the project, but committed to helping the BID in an advisory role during that time.

Economic Development

Business Closures & Openings

Sutter Walk in Care has opened in second half of the space previously occupied by Genova Deli, with the other half already occupied by Noah's Bagels.

Promotions

Taste of Temescal

So far, 140 online tickets have been sold for the 2018 Taste of Temescal, with 150 more ticket purchases expected on the night of the event. 200 posters have been distributed throughout the District, the surrounding neighborhood, and throughout North Oakland. Twenty-four BID restaurants have signed up to participate in the event, including two restaurants that will open soon: 9 Julio Empanada Kitchen and FOB Kitchen.

Art Map

The Art Map has been printed, with 25 unfolded copies to be available at the Annual Meeting, and the remaining folded Art Maps to be available later, due to a delay with the printer ordering a new part to precisely fold the maps. The Art Map launch event, with a tour of all the public art in Temescal led by local artists, is scheduled for early May, as part of Oakland Art Month celebrations.

Temescal Street Fair

The branding subcommittee of the Promotions Committee worked with the designer to create updated branding for the Street Fair. 54 vendors have signed up for the street fair, and the producers are working to secure sponsorships. So far, the producers have confirmed \$1,000 in sponsorship funds, with \$12,000 pending.

Adjournment 6:06pm

Temescal Telegraph BID Annual Meeting Minutes
April 25, 2018 – 6:00 to 7:30pm
Memorial Tabernacle Church, 5801 Racine St, (58th & Telegraph)

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:22pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

Beverly Potter announced that Reed Brothers Security has been chosen to be celebrated as a legacy business and will be given an award. The attendees introduced themselves and Carmelita Reyes, Principal of OIHS who announced they will have a public art installation in front of the school of a shipping container with a portal screen that will connect visitors to other portals across the world. She said that the art installation would arrive in a couple months, and will later be open to the general public. Steven Lavoie, head library at the Temescal Public Library announced that the Temescal Library Centennial celebrations would start in December 2018.

3. ACTION ITEMS

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

**Brian Caruso, Gloria Gee, Tom Murphy, Dona Savitsky, Don Stahlhut –
Secretary, Roy Alper - 1st Vice President**

Randy motioned to re-elect Brian Caruso, Gloria Gee, Tom Murphy, Dona Savitsky, Don Stahlhut, and Roy Alper. Seconded by Pat. **Approved.**

f. Election of Officers (2 year term)

- Allison Futeral –President
- Pat Smith – 2nd Vice President

Bill announced that he was stepping down as Board President. Motion by Roy to elect Allison as President and Pat as 2nd Vice President. Seconded by Brian. **Approved.**

4. PRESENTATION: Shifra de Benedictis-Kessner, Brian Caruso & Bill Lambert

a. 2017 Accomplishments

b. 2017 Financials

c. 2018 Plans/Projects

d. Repave Telegraph

e. Temescal Art Walk

5. Adjournment/Reception