

Temescal Telegraph BID Board Meeting Minutes  
October 16, 2018 – 6:00 to 8:00pm  
Temescal Works, 490 43<sup>rd</sup> St.

Board Members Attending:

1. Cynthia Armour
2. Roy Alper – Vice President
3. Brian Caruso – Treasurer
4. Allison Futeral – President
5. Bill Lambert
6. Aubyn Merie
7. Tom Murphy
8. Dona Savitsky
9. Pat Smith – Vice President
10. Don Stahlhut - Secretary

Board Members Absent:

1. Chris Ensmann
2. Gloria Gee
3. Don Macleay
4. Randy Reed

Guests: Oliver Luby, Senior Aide, Councilmember  
Kalb's Office  
Dave Campbell, Policy Director for Bike East Bay  
Tyler Rodde, owner of Tannery Bend Beerworks

**1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:05pm**

**2. CONSENT AGENDA**

**a. Approval of September Minutes – Attached**

Aubyn moved to accept minutes with a few minor typos corrected. Seconded by Pat. **Approved unanimously.**

**3. ACTION ITEMS**

**a. Marvin Gardens Real Estate Office at 6363 Telegraph – (DE/ED)**

Shifra explained that Marvin Gardens had presented at the DE/ED Meeting to ask for a letter of support to open a real estate office at 6363 Telegraph Ave, which would require a Conditional Use Permit for an office use in a retail location. She noted that the space had been vacant for a long time, and Marvin Gardens had supported the local community in areas where they had offices with free movie nights, sponsoring community events, and raising money for kids to go to summer camp. Bill motioned for Shifra to draft a letter supporting Marvin Gardens with the provision that a board member reads it before sending. Roy seconded the motion and volunteered to read the draft letter. **Approved unanimously.**

**b. Tannery Bend Beerworks Taproom at 6371 Telegraph – Tyler Rodde**

Tyler introduced himself and explained his plans to open Tannery Bend Beerworks taproom at 6371 Telegraph Ave., offering beer and to-go Italian food. He detailed his extensive food and beer industry experience, including owning Oenotri, a Michelin Bib Gourmand restaurant in Napa for eight years, and his Napa brewery for two years. The taproom will be open 7 days a week from 10am-10pm, selling food prepared at the Napa restaurant to be available for quick-service or for take-out, to open April 1<sup>st</sup>. Roy motioned for the BID to send a letter of support regarding Tannery Bend Beerworks taproom. Seconded by Bill. **Approved unanimously.**

**c. Repair Telegraph**

Shifra reported on the DE/ED Committee work session and said she would bring the curbside management map to all the affected Telegraph Ave merchants to certify that their parking needs

would be met. Allison asked if the city had decided on the type of bike lanes, and Shifra explained that the survey results showed that 76% of respondents wanted parking-protected bike lanes, so the City selected that option.

Shifra said that the City planned to widen 46<sup>th</sup> Street to allow two-way traffic because the Fire Chief needed fire access, and also residents wanted to maintain full access to their homes. Bill suggested the BID ask the Fire Chief if there is any flexibility in closing 46<sup>th</sup> Street to cars. **General agreement** that the BID should consider the neighbors who might not want 46<sup>th</sup> Street closed. Cynthia expressed concern with leaving 46<sup>th</sup> Street open to cars, because of the existing safety hazard, and the lack of a crosswalk in the proposed new design. Bill suggested the BID hold a meeting with the residents on 46<sup>th</sup> Street to get their opinions and feedback on closing 46<sup>th</sup> St to traffic; Shifra and Brian agreed.

Cynthia suggested that the BID consider the purple paint of the pedestrian zones and suggested that the BID might want to lobby for a different color; Brian agreed. Roy noted that the crosswalk on 23<sup>rd</sup> and Harrison has purple pedestrian safety zones, which were successful in increasing safety. He recommended the BID keep the purple color; Dave agreed. Allison suggested that the BID ask for color options; **General agreement**. Bill motioned that BID consider pursuing closing 46<sup>th</sup> street by meeting with 46<sup>th</sup> Street residents, and then lobby the Fire Chief to reconsider their decision, if residents approved of the closure. Roy seconded. **Approved** by Pat, Don, Roy, Tom, Bill, and Brian. Opposed by Cynthia and Aubyn. Allison abstained.

#### **d. Street Flicks Recap & Promo recommendation to cancel in 2019**

Shifra reported that there was a total of four movie nights, with 60-70 attendees the first three showings, and around 100 attendees on the last showing, costing the BID \$8,000 in total. Shifra said the Promotions Committee recommended canceling the event in 2019. Aubyn opined that the event was well-run, but that it was very expensive and not a good use of the BID's money. Roy motioned that BID approve the recommendation of the Promotions Committee to cancel Street Flicks in 2019. Seconded by Dona. **Approved unanimously.**

### **4. INFO/DICUSSION ITEMS**

#### **a. Holiday Security**

Shifra summarized the Holiday Security plan, which would change the hours of the cleaning team from 7am-3:30pm Monday through Friday, to 1:30pm-10pm Wednesday through Sunday. The team would largely be cleaning, but would also obtain security certification to provide Temescal with increased presence and security during the holidays. Tom asked if the BID currently had a way of documenting safety issues, and Shifra said that she notified the police of any incidents. Allison reiterated that the BID was planning to provide training to merchants on how to deescalate problematic interactions, and also how to prevent crime.

#### **b. Temescal BID Holiday Campaign**

Shifra reviewed that the Promotions Committee decided to create a month-long holiday campaign highlighting the Temescal experience and merchants, that is currently being finalized. Shifra said that the focus of the campaign was to attract new customers to shop in Temescal, but use less direct wording like "discover" and "explore." Bill questioned if there was going to be an

actual event to experience regarding “Experience Temescal” and Allison explained that the ‘experience’ aspect would focus on the existing shops, merchants and stores in Temescal.

### **c. Executive Director’s Report – Attached**

#### **Organization**

##### Office

The property owner for 4300 Telegraph declined to approve the proposed new mobile office for the clean team because of its dimensions and appearance, and so the cleaning team will remain in their current office space. Shifra is securing an agreement to rent an additional parking spot for the BID’s event equipment, and has been collecting estimates to provide electricity to the clean team’s office.

##### Outreach to Stakeholders

Shifra met with Joy, the owner of Consolidated Security, to brief her on the BID services available for her business and to find out about the business’ needs. The following week, the cleaning team focused their efforts along West MacArthur between Telegraph and Walter Miles Way, and Shifra successfully lobbied the City to reinstall 2-hour parking signs, so customers could park in front of the business. Shifra met with Cirilo, the new manager at Hawking Bird to brief him on the BID services, invite Hawking Bird to participate in upcoming BID events, and invite him to attend the BID committee and board meetings. Shifra also met with Chris Spector, owner of Its Your Move Games to train her to enter events onto the BID website. She also met with Yuki Sakakibara, from Marufuku Ramen to discuss how the BID could best support the success of the new restaurant in Temescal. Shifra met with Toni, the owner of Universal Beauty regarding parking and how to improve promotion of her business in the BID, and invited her to get involved with the BID by attending a committee and board meeting.

#### **Cleaning & Maintenance**

In the past 6 six weeks, the cleaning team has significantly increased their use of the SMART system (Statistics Management Ambassador Reporting & Tracking System). Joey’s use of the moisture reader tool has enabled the team to adjust watering and optimize care of the plants in the BID’s 101 planters throughout the District. In September, the amount of trash removed from the District increased 100% from August, representing an increased input of the statistics, as well as an increase in cleaning. The number of auto glass cleanups increased by 30%, while the number of stickers removed decreased by 50% from August. For a more detailed analysis of the cleaning metrics, please see the Operations Report.

#### **Design**

##### Repairing Telegraph

OakDOT’s staff conducted a working session at the October DE/ED Committee meeting to discuss the locations for loading zones, bus stops and new metered parking spaces in the new design of Telegraph Ave. They presented the newest draft of the redesign plans, which still designated 46<sup>th</sup> St as a two-way street for cars and not part of the pedestrian plaza, due to concerns from the Oakland Fire Chief. They informed the BID that they plan to finalize the design in the next couple of weeks. Due to concerns about particular merchants’ needs regarding parking and commercial load, Shifra committed to reviewing the draft plans with merchants along Telegraph Ave in the next week.

## **Promotions**

### Temescal Street Flicks

The 2018 Temescal Street Flicks drew 50-60 attendees for the first three nights, and 170 for the last night. The Promotions Committee discussed the goals of the event, and whether the event was accomplishing those goals, while considering the BID's \$8,000 contribution for the event series. Ultimately, the Committee determined that the event cost too much, compared to the number of attendees, and recommended that the BID cancel the event in 2019.

### Temescal Trick or Treat

The 2018 Temescal Trick or Treat is scheduled for Wednesday, October 31<sup>st</sup>, 4-6pm. Posters have been printed and distributed to participating merchants. Ruby's Garden will be holding a costume contest, Flying Studios will host a family dance party, Ancient Ways will host an apple bobbing contest, and East Bay Depot will host a mask-making workshop.

### Holiday Decorations/Campaign

The Promotions Committee has drafted a new holiday campaign that encourages customers to engage with Temescal experiences, and highlights Temescal BID business owners through a #MyTemescal Instagram contest. The #MyTemescal campaign will leverage partnerships with Instagram influencers, and a #MyTemescal mural and banner to promote Temescal's retailers during the holiday season.

## **Security**

### Holiday Security

The Promotion Committee and Executive Committee approved a proposal for holiday security, to utilize the existing clean team to provide a safe presence on the street during the evenings and weekends, from November 28<sup>th</sup> to December 30<sup>th</sup>. The Block by Block cleaning team will be certified as security ambassadors, but will continue to provide mainly cleaning services, Wednesday through Sunday, 1:30pm-10pm during that time. The proposal includes increasing the pay per hour of the team to compensate them for working during unfavorable hours, totaling \$4,765 of the \$5,000 security budget. The Block by Block team will be also available to answer calls from merchants through the hotline number: 510-295-9131 for any assistance needed. This number will be distributed on business cards to all Temescal BID merchants.

**Meeting Adjourned 7:46pm**