

Temescal Telegraph BID Board Meeting Minutes

July 26, 2017 – 6:00 to 8:00pm

Faith Presbyterian Church, 430-49<sup>th</sup> Street

Board Members Attending:

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

Board Members Absent:

1. Hans Boerner
2. John Dobrovich
3. Doreen Moreno
4. Randy Reed

Guests: Aubyn Merie, Temescal  
Neighborhood Council

Cynthia Armour, Temescal resident  
Chris Ensmann – Children’s Hospital -  
Oakland

Samee Roberts & Steve Tiffin – Temescal  
Street Fair Producers

**1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:14pm**

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Brian requested that the bench at Kasper’s Plaza be dismantled. General agreement. Executive Committee can approve up to \$500 at their next meeting. **Action:** Brian and Shifra will coordinate to dismantle the bench.

**3. Presentation: Temescal Street Fair Finances & Post-event Report – Samee Roberts & Steve Tiffin**

Samee reported that Fair attendance increased from the previous year, and that the footprint changes created a more even flow of people by closing 45<sup>th</sup> Street to traffic, moving booths to the middle of the street and moving the jazz stage into the 45<sup>th</sup> St intersection. Bill asked about sponsorships, since the final numbers were lower than expected. Samee explained that Children’s Hospital Oakland was normally a \$5,000 sponsor but donated half that amount in 2017, and that VCA Vet Hospital didn’t sponsor at all this year. Many merchants that were regular contributors had closed or moved out of the district. However, the development community significantly contributed. Samee asked the board to help sponsorship next year by leveraging existing relationships. The Board encouraged them to start as early as they thought reasonable.

**4. CONSENT AGENDA**

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

Brian moved to approve the minutes. Seconded by Allison. Roy abstained. **Approved.**

**5. ACTION ITEMS**

**a. New Boardmember Nominations/Elections:**

**- Aubyn Merie & Cynthia Armour**

Bill reported that the nominations committee of Don M, Allison and Bill met and nominated Aubyn and Cynthia. Both Cynthia and Aubyn have been attending committee meetings. Aubyn has been attending all the board meetings, and now wants to be on the board and have a vote. Bill noted that Cynthia and Aubyn would balance the representation of community members at-large and women on the board. The Executive Committee also discussed asking some board

members to retire, since an increased board would increase the difficulty of achieving a quorum. It was decided that if there is a problem in the future with a quorum, then retirement could be discussed at that time. Dona asked what the nominations committee was doing for outreach, especially to people of color. Bill explained that the nomination committee was continually calling and meeting with potential members. Don S motioned to approve the nomination and election of the two board members. Roy seconded. **Approved. Action:** Shifra will send new members the bylaws and the budget 2017.

**b. Groundworks Proposal & Contract- \$21,500 – Attachment**

Bill said that Emil has not signed to purchase Kasper's. Roy moved to sign the contract after 8/4 if there was not an agreement with Harry. Seconded by Don S. **Approved unanimously.**

**6. INFO/DISCUSSION ITEMS**

**a. 2018 Budget & Reserves**

Brian presented the draft 2018 budget created by the Executive Committee. He noted that assessments were estimated, and that the next draft would include accurate assessment numbers. Brian reviewed the summary budget. He noted that the format was changed to show expenses as negative. Brian then focused attention on the detailed budget. Bill asked that capital expenditures separated from maintenance expenses for existing capital. Roy asked that Brian note which budget item amounts were changed from the previous year. **Action:** the budget will be considered by the committees and return to the board for final approval in August.

**b. Assessment Increase for 2018-2019**

Bill presented the question of possibly increasing assessments, which the BID is allowed to increase by up to 5% each year. Brian asked that we run a brief three year pro-forma. Bill noted that even if the expected construction projects are completed, the additional assessments won't significantly increase the BID budget. The largest project, MacArthur Transit Village won't be completed until 2020. **Action:** Brian will create a pro-forma for the Executive Committee. **Action:** Committees will talk about the possible increase, and consider if there are projects committees want to do in 2019, but lack funding under the 2018 budget.

**c. Parking Management Meeting Report**

Michael Ford from the City's Transportation Department presented. There were 25 attendees with concerns mainly about creating more Residential Parking Permit areas. Sarita, Carlo and Kesete attended, as well as board members Don M. and Bill. Roy noted that he was unable to create a new parking lot because of the existing free parking at Temescal Plaza. Michael had mentioned that the City had done intensive and successful management of the Trader Joe's parking lot on Lakeshore, a program that was discontinued due to insufficient parking revenues. He posited if Temescal had a parking benefit district, it could pay for effective management of the Temescal Plaza parking lot.

**d. Executive Director's Report**

**Organization**

Outreach to Stakeholders

Shifra attended the Temescal Merchant Association meeting to discuss crime statistics and bikeshare. She also attended the launch of bikeshare on July 11<sup>th</sup>. Shifra presented the BID update at the Temescal Neighborhood Council, and met with the owner of a new art gallery on Upper Telegraph. Shifra met with representatives from Children's Hospital Oakland to discuss how the BID could best provide services to Zone 3.

## **Cleaning & Maintenance**

In July, the cleaning team weed-wacked one of the 40<sup>th</sup> Street medians in preparation for the community mulching day. Keith and Shifra met with the owner of Cactus Jungle to discuss new plants in the planters and watering amounts for the 40<sup>th</sup> Street median plants. The team began to remove the stickers and graffiti built up during the past 6 weeks of landscaping. One of the ambassadors quit for personal health reasons on July 11<sup>th</sup>. A replacement ambassador has been hired and will start work on August 3<sup>rd</sup>. A permanent storage space has identified in the parking lot of 5427 Telegraph Ave, and the final MOU is being negotiated. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report. *Brian asked Keith about the hiring process. Keith explained that all Block by Block contracts in the Bay Area have been referring potential applicants to him.*

## **Design**

### Kasper's Plaza Programming

After the BID signed the MOU with Kenny's Heart & Soul for a weekly food truck market at Kasper's Plaza, Kenny turned in the food truck group site application to the city on July 7<sup>th</sup>. The city estimated an application processing time period of 1-2 months.

The results from last year's Off the Grid Pedestrian & Bike Survey were presented to the DE/ED Committee. During Off the Grid, the number of people who reported visiting the area once a week decreased, and those visiting several times a week increased. Off the Grid visitors were more likely to report that they typically arrive to Temescal via car (41%) or foot (26%) versus respondents prior to Off the Grid that reported equal uses of BART, cars and bus (all 21%), and less frequent arrival via foot (14%). Overall, the survey results showed a dramatic increase in activity during Off the Grid programming, increasing the number of users from less than 20, to 140+ during a 2-hour period.

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

25 volunteers weeded and installed sheet cardboard on the 40<sup>th</sup> Street medians, supported by three City of Oakland Park staff, who helped weed and haul away the debris. All three medians were weeded, and sheet cardboard installed on 1.5 of the medians. Since the volunteer day, Temescal resident Lisa Regul has been hauling free mulch from Albany, and spreading it over the medians, so that the sheet cardboard doesn't fly away.

### Utility Boxes

Eduardo Valadez and his artist collaborators are finalizing the draft utility box designs and the city's Public Art application present at the September Public Art Advisory Commission meeting.

### Kasper's Hot Dogs

As of July 22<sup>nd</sup>, Emil has still not signed the deal with Harry to purchase the Kasper's building. His final offer will expire on Aug 4<sup>th</sup>, at which point the purchase deal will be in contract or be abandoned.

### Parking

The BID organized a community meeting regarding 'Parking in Temescal,' with the City of Oakland parking Manager presenting, for Monday, July 24<sup>th</sup>.

## **Economic Development**

### Business Closures & Openings

Shoe Palace opened at 4900 Telegraph Ave in the former Bank of the West Building. A Oaxacan restaurant is opening soon in the former Nude Sushi location at 6228 Telegraph Ave. Tacos Oscar plans to open at 420 40<sup>th</sup> St (formerly Antidote Juicery) in August.

## **Promotions**

### 40<sup>th</sup> Street Block Party

The 40<sup>th</sup> Street Block Party attracted 3,000 attendees on Sunday, July 15<sup>th</sup>. There were seven hyper-local bands that played the entire day, in addition to 5 food vendors, three drink vendors and three artisan vendors. The kids' activities and impromptu skate area were also popular. Bill asked for an accounting of the event.

### Temescal Street Flicks

The permit applications for amplified sound, the street closure, and fire department have been submitted and the permits granted. Consuelo has raised \$4,000 in sponsorship so far, from Community Bank of the Bay (\$2,000 plus \$500 in-kind donations), McGrath Properties (\$1,000), Economy Lumber (\$500), and Ray's Electric (\$500). Posters and postcards are going to the printer this week, and online promotion has started via the website and Facebook.

### Website Redesign

A business directory widget and commercial vacancy page layout have been chosen for the website. The website designer has proposed several homepage designs and layouts; the subcommittee will meet on July 26<sup>th</sup> to provide design feedback. The website is on schedule to be ready by September 1<sup>st</sup>.

## **Security**

### Security Cameras

A new camera has been ordered to provide useable footage of the 40<sup>th</sup> Street block between Shafter and Opal. The current cameras were reconnected via a static IP, so that remote viewing is possible without compromising the security of Homeroom's credit card transactions.

**Adjournment 7:18pm**