

Temescal Telegraph BID Board Meeting Minutes

October 25, 2017 – 6:00 to 8:00pm

Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. Hans Boerner
3. Brian Caruso – Treasurer
4. Allison Futeral – Vice President
5. Gloria Gee
6. Bill Lambert – President
7. Don Macleay
8. Aubyn Merie
9. Tom Murphy

10. Randy Reed
11. Dona Savitsky
12. Pat Smith
13. Don Stahlhut – Secretary

Board Members Absent:

1. Cynthia Armour
2. Doreen Moreno

Guests: Joshua Brett, Temescal Resident

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:03pm

2. CONSENT AGENDA

a. Approval of September Minutes – Attachment

Motion by Aubyn to approve. Seconded by Randy. **Approved Unanimously.**

3. ACTION ITEMS

a. BID Coalition Letter for Safe and Clean Streets – Attachment

Shifra explained that the letter was proposed by a coalition of businesses, led by the Chamber of Commerce, requesting that the City take specific steps to clean up the pervasive litter and illegal dumping in Oakland. Aubyn requested that the language be changed to “respectfully request” and also suggested explaining the BID’s litter removal work. Randy suggested the letter include a request for the City to maintain baseline services. Don M moved to approve the letter with those edits. Seconded by Brian. **Unanimously approved. Action:** Bill and Shifra will edit, and then sign and send the letter.

b. Reserves - Rescind Board Action to fund \$10k for Complete Streets; place on wish list – Attachment

Bill reviewed the Executive Committee’s prior discussion about proposed and previously committed uses for the reserve funds. The Executive Committee determined that the complete streets consultant won’t be needed this or next year, and so recommended that the BID rescind the decision to allocate \$10,000 for a complete streets consultant, and move the item to the wish list. Roy noted that the BID also isn’t allocating the Idora Park mural funding in 2017. Bill expressed concern over renegeing on the BID’s funding commitment to the Idora Park community group while they continue to fund raise and need to show our commitment. Bill introduced new items for the board to consider funding with reserves. The Groundworks designers were going to present three Kasper’s Plaza design concepts directly to the Board, but DEED Committee requested revising the contract to add another meeting and round of revisions prior to coming before the Board. This will cost the BID \$1500-\$3500 to do the extra round of revisions. Bill said that the holiday decorations were \$1,000 over budget and the DE/ED Committee recommended that that the Board allocate reserves funding to cover the overage. The DE/ED committee also recommended using \$2,000 in reserves to replace 25 more planters with succulents and agaves. Dona said that she thinks it’s essential to pre-screen the Kasper’s Plaza designs at DE/ED. Roy noted that Kasper’s Plaza is the biggest capital improvement by the BID

so far, and so getting the design right is crucial. He noted that the BID gave more thorough consideration to lesser projects. Don S moved to approve removing the complete streets consultant from the committed reserves project list, and add the Groundworks contract amendment (\$2,500), holiday decorations (\$1,000), and new planter plants (\$2,000) to the committed reserved projects. Seconded by Roy. **Unanimously approved.**

4. INFO/DISCUSSION ITEMS

a. Add to BbB contract using existing funds for trash can door painting & 40th Street median mulching

Shifra summarized the two proposals from Block by Block to paint the trash can doors, and put mulch on the 40th Street medians. **General agreement** by the board to use BBB to paint the trashcan doors, but not the medians due to their expensive proposal. **Action:** Shifra will research landscape firms, including East Bay Conservation Corps, and request proposals from them to mulch the 40th Street medians.

b. Street Flicks +Taste budgets+recap – Attachments

Shifra presented the Temescal Street Flicks budget. Don M asked about attendance, and how it compared to the previous years. Shifra reported 125-250 attendees per night, showing mostly improved attendance from the previous year. Bill requested that the event become self-sustaining, and that outside sponsorship funding be increased; Aubyn agreed. Tom recommended the BID start planning the event earlier to increase attendance. Dona noted that the Promotions Committee recommended moving the event location to 49th St to increase safety, and therefore increase attendance. Bill proposed that the movie screen be moved to the southern end of Kasper's to accommodate larger crowds.. Shifra presented the Taste of Temescal budget summarizing that 395 tickets were sold, raising \$17,000 for local schools and non-profits.

c. Pedestrian Lighting Negotiations – Attachment

Bill updated the Board on the BID's negotiations to assign ownership of the pedestrian lights to the City. The City agreed to take ownership of the lights, if the BID agrees to provide eight extra lights. Bill sent the City a counter-proposal to provide those eight lights over several years: two lights in 2018, four lights in 2019 as part of the next phase to install lights on Telegraph below 40th St, and then use reserves in 2020 to provide the last two lights. Wlad Wlassowsky, Oakland Transportation Services Manager, said that the counter-proposal looked reasonable. The Executive Committee requested information on the cost of the BID insuring the lights and not signing them over to the City. Brian requested that the agreement be more formal, and replace "good faith best efforts" with "commercially reasonable efforts." Roy expressed concern that developers won't pay additional money for the extra lights. Bill responded that the Hines' lights estimate already included a cushion that could fund the extra lights, but that other future contracts might not have extra funds. Brian expressed support for providing the eight lights. **General agreement** to authorize the Executive Committee to sign the agreement with the City if it appears cost effective compared to the BID insuring the lights.

d. John Dobrovich resignation

John Dobrovich has taken a job with Amazon in Seattle, and has resigned from the Board. **Action:** Shifra will delete John from the Board roster and send the update to the Board.

e. Executive Director's Report – Attachment

Organization

Professional Development

Shifra attended the first session of Leadership Oakland, a 10-month long program to develop leadership skills, connect with key city and community leaders, and deepen knowledge of Oakland.

Outreach to Stakeholders

Shifra attended the October Temescal Neighborhood Council meeting to publicize upcoming events in the district.

Cleaning & Maintenance

Keith said that the ambassadors spent 41 hours replacing the planters, and not spending time on cleaning. Graffiti has piled up, and weeds have come up. He feels that we should be concentrating on baseline items. Roy said that we could plant new plants when it starts watering. Bill said that we need to work on time management. Brian suggested that we increase the labor budget to plant the plants. Randy suggested that we hire additional labor to plant the plants so we can maintain baseline services. Action: Sfhira and Keith will figure out how to use the \$2K. Roy offer to buy 20 plants.

After 4 weeks, the gator was fixed, and regular watering of the planters and medians resumed as of Friday, October 6th. The team completed replacing the 28 planters with succulents and agaves, using a total of 47 hours of normal cleaning time for the special project. Due to the gator problems and a BBB manager conference, normal powerwashing will resume the week of October 23rd. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report.

Design

Kasper's Plaza Programming

The weekly food truck group site at Kasper's commenced operations on Monday October 9th, and did a Grand Opening the following week. Each week 4-6 food trucks are serving 150 attendees. Kenny and his team are spearheading publicity by distributing postcards, leading the social media campaign.

Lori Fischer Mural

Lori has begun preliminary work on the mural by creating a to-scale drawing with a pounce wheel. Joe Brignole will provide his promised contribution once work has begun on the Shattuck Ave wall.

New Plants in Planters

Low maintenance and low water succulents and agaves have replaced the high water African Iris in 28 of the BID planters. The BID cleaning team completed this work in 46 hours over two months.

Utility Boxes

The new utility box designs were approved by the Public Art Advisory Commission (PAAC) meeting on October 2nd. The artists have begun work to remove the existing vinyl using an electric grinder, the BID's generator and a vinyl removal chemical.

Economic Development

Business Closures & Openings

Noah's Bagel's has signed a lease to occupy part of the former Genova Deli space. Pita Pocket is now open at 3932 Telegraph Ave. Hawking Bird, a casual chicken restaurant by James Syhabou, will open at the former Blackwater Station. Bird & Buffalo, a Thai fast casual restaurant, has signed a lease for the former Rosamunde space. Marc 49 has closed at 4915 Telegraph Ave. and the restaurant/bar space is now available for lease.

Promotions

Temescal Street Flicks

Temescal Street flicks attracted 125-250 attendees for each of the four film nights. The attendees liked the free popcorn and the food vendors, though the food vendors didn't make a lot of money. There were some unforeseen costs of staffing and equipment storage, which were necessary to do the street closure. However, the producer was able to balance the final event budget.

Taste of Temescal

395 tickets were sold for Taste of Temescal 2017, raising \$13,722 net income for Oakland Tech High School, Claremont Middle School, Emerson Elementary School, Sankofa Academy and the Women's Cancer Resource Center. Over 500 attendees tasted bites and sips from 20 Temescal eateries and breweries.

Temescal Trick or Treat

Temescal Trick or Treat has been scheduled for Tuesday, October 31st, 4-6pm, and will include a costume contest at Ruby's Garden, a family dance party at Flying Studios' MOD space, and apple bobbing at Ancient Ways.

Plaid Friday in Temescal

19 independent merchants have signed up (so far) to participate in the Temescal BID's first Plaid Friday Weekend event. During Temescal Plaid Friday Weekend, attendees will be encouraged to visit all the participating merchants with a passport; those who fill out the entire passport will be entered into a raffle for prizes.

Temescal Holiday Fair

The 2017 Temescal Holiday Fair – "Creators & Critters" will be held on 49th Street and in Temescal Alley on Sunday, December 3rd. The event will feature over 25 local Temescal fine artists, as well as a petting zoo, photo booth, holiday crafting activities and hot chocolate.

Website Redesign

The new website has been completely built out with new professional photos, and is awaiting final review by the website subcommittee. The website is expected to go live by the end of the month. Action: Shifra will send the link to the board.

Adjournment 7:27pm