

Temescal Telegraph BID Board Meeting Minutes
December 13, 2017 – 6:00 to 8:00pm
Asmara Restaurant, 5020 Telegraph Ave.

Board Members Attending:

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

Board Members Absent

1. Gloria Gee
2. Doreen Moreno
3. Randy Reed
4. Dona Savitsky
5. Don Stahlhut

Guests: Brennan Cox, Groundworks Design

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:08pm

2. CONSENT AGENDA

a. Approval of October Minutes – Attachment

Roy moved to approve. Second by Allison. **Approved.**

3. PRESENTATION - Groundworks on Kasper’s Plaza/Triangle

Brennan presented the first design with a Key System theme including railroad-inspired paint on the ground, a substantial bus shelter, combination planter-benches, and square moveable furniture. The bike lane would be on the west side of the area, painted all in blue. This theme used simple bollards to close the street to traffic. The second design had a Temescal Creek theme with paint on the street in shades of blue with planted benches along the creek banks, and moveable seating elements. The bike lanes were on one side of the street demarcated with bendable bollards. Planted areas would separate the plaza from traffic, and the bus stop would have a bench, but not a structure. The third design had an Idora Park theme with paint on the street in curvilinear forms referencing the old roller coasters, a long curved stage with facing curved seating, and oversized planters to be used as bollards to close the street to traffic. For all the themes, Brennan showed how the food trucks could be incorporated, as well as a movie screen for Street Flicks events.

4. ACTION ITEMS

a. Kasper’s Plaza/Triangle Design

Don M said that he liked the moveable elements, but noted that they would have to be locked up when not in use, so they don’t get stolen. Brian said that the elements seemed kind of sparse, and requested more and bulkier elements. Bill said that he preferred the Temescal Creek theme, even though he thinks the BID has featured Temescal Creek very frequently in public art. Bill liked the stage from the Idora Park design, and suggested it be incorporated in the Temescal Creek design. Brian noted that the left turn lane northbound on Telegraph would need to be closed for any of the designs. Bill requested elements for little kids, like a swing or tot lot. Roy expressed reticence that bikes would be mixing with pedestrians and suggested that bikes turn on 47th Street to access Telegraph Ave. Cynthia said that bikes will go through anyway, and that the bike lane

gives them a designated space. She noted that if there is a bike lane on 46th Street, bikes will follow that instead of going through on Shattuck Ave. Don M asked about bike parking. Brennan will revise the plans to include bike parking. Bill expressed nervousness about moveable furniture, since it would require production staff to move, and could be stolen. Roy noted that the bus shelter might become a homeless shelter; Bill agreed. Roy noted that homeless might also sleep on the benches, and Bill suggested a bumpy surface to deter sleeping. Bill raised the question if the plaza design needed to return to DE/ED Committee or go to the public. Shifra suggested that Groundworks remove the bus shelter, but include overhead lighting or hangings. Cynthia recommended bringing the three designs to the public, but clarifying that people can pick and choose different elements from each design. Roy agreed that the designs needed a tot lot, and recommended removing the fixed canopy bus shelter, and revising the seating elements to deter sleeping and skateboarding. Bill requested that plaza area of 13,000 square feet be clear to the public. Allison recommended California natives be installed in the plantings. Aubyn expressed approval of Cynthia's ideas, and requested an option showing a bike lane going around the plaza on 47th or 46th. Don M said that he would bike through the plaza, even without a bike lane. **Action:** Cynthia motioned to go to the community with the three options, but with revisions to include a tot lot, overhanging or lighting options, different biking options, bigger landscaping, bike racks, and showing the bike share station, different stage options, and a better depiction of the bus stop. Don M seconded. **Approved unanimously.** Allison suggested installing irrigation to maintain the plants.

b. Pedestrian Lighting Negotiations (+\$8,000 in '18) – Attachments

Bill directed the board to look at the difference in costs between signing over the lights to the City, which involves buying eight extra lights, versus owning them, which would require getting insurance to cover the lights. Bill reported that Executive Committee recommended signing them over to the City. Roy questioned whether Hines/Boston would agree to pay for some of the extra lights. Bill responded that Hines/Boston already provided their contribution to the BID, and that amount was more than enough to pay for the four extra lights in 2019. Cynthia noted that the letter didn't specify which poles. **Action:** Bill will edit the agreement to be explicit on which poles the city is responsible for or say "all pedestrian poles." Roy motioned to approve the agreement with that edit and allocate \$8,000 in reserves. Seconded by Tom. **Approved unanimously.**

c. Pave Telegraph Banner (+\$1,200) – Attachment

Bill reviewed that the BID is tired of waiting for the City to repave Telegraph, and so DE/ED Committee proposed installing a banner across Telegraph Ave saying "Repave Telegraph" that directed people to a website with an online petition and City contact information. Bill noted that the banner design and printing would cost \$1,200. Don M expressed approval of the banner because it would put pressure on politicians who want to get reelected. Allison expressed worry that the BID annoy the City with the banner, which could affect other projects. However, she noted she won't vote against it. Bill said that the BID has other items that could use the money too. Brian moved to approve the banner and allocate \$1,200 in reserves to fund it. Seconded by Roy. **Approved.** Abstention by Aubyn and Bill.

5. INFO/DISCUSSION ITEMS

a. Q3 Financials – Attachments

Bill reviewed the 3rd Quarter 2017 Financials and noted that the BID overspent on legal and accounting.

b. Paint the Town Applications

Bill reported that Shifra submitted two applications, one for roadway treatment on 40th at Opal and Manila, and the other for street treatment at Kasper's. Both submitted budgets called for the BID to contribute some funds and to raise the rest. Kasper's plaza would cost \$2,550, with the BID paying \$1,050. On 40th St, the total budget would be \$5,500, with the BID paying for \$3,000. Once approved, the BID will discuss whether to allocate money from reserve to fund the projects. **Action:** Don M will help draft a letter to lobby Department of Transportation to work on long-term pedestrian safety solutions on 40th St.

c. Promo Committee participation

Bill said that too many board members are on DE/ED Committee, and that more board members were needed on the Promo/Security Committee. Allison agreed and noted that the scarce number of board members put a lot of pressure on them, especially if members were sick.

d. 2018 Officers

Bill announced that he would be stepping down from President of the Board in April. He reviewed that he has been President for three years, during which he hired and trained a new Executive Director, closed the loan on the pedestrian lights, strengthened the Board, and fixed the bookkeeping. He noted that there is a trickle-down effect because someone on Executive Committee will be elected President, and so someone else on the board would need to be on the Executive Committee. Bill said that he will remain on the board.

e. Executive Director's Report – Attachment

Organization

Lease

Shifra initiated negotiations with the property owner of the BID's office space to secure a lease for 2018, while exploring alternative office spaces.

Professional Development

Shifra attended the second and third sessions of Leadership Oakland, an Oakland-centric professional development program, and participated in panel discussions with government, private sector and non-profits leaders on Housing, Health and Human Services.

Outreach to Stakeholders

Shifra and Keith met with the property owner of 4001 Broadway, and the managers of the Broadway Carwash to discuss how BID services could better meet their needs.

Cleaning & Maintenance

The BBB team has been regularly watering the BID's 101 planters and three medians since early October. In November, the team returned to the regular level of baseline cleaning and graffiti removal services after finishing replanting the first batch of 25 worst planters. However, the powerwashing of district hot spots has been more sporadic, due to unforeseen challenges with the powerwashing equipment, and difficulty hiring for the holiday security contract. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report.

Design

Kasper's Plaza Design

Groundworks presented three plaza design concepts to the DE/ED Committee in November with the themes of Temescal Creek, the Key Trolley System, and Idora Park. The committee generally liked all the designs but provided feedback for Groundworks to incorporate the city's planned improvements and to include 46th St in the design drawings.

Lori Fischer Mural

Lori completed the RISE mural on Shattuck Ave between 46th and 47th, and has received all of the promised funding from the Brignole Family, the BID, and the city. The mural will have a grand opening as part of the Art Map completion celebration.

Utility Boxes

The peeling and graffitied vinyl was removed from fifteen utility boxes. The artists have completed installing the new painted designs on all fifteen boxes, as well as an anti-graffiti coat.

Paint the Town Applications

Two applications for the Paint the Town Program were submitted. One included painted pedestrian refuges and bollards at the Opal and Manila intersections on 40th St. The other application was for a block-long mural on Shattuck Ave between 45th and 46th, and the 46th St slip lane. The city will issue acceptances and rejections for the program on January 5th, 2018.

Economic Development

Business Closures & Openings

Clinica de la Raza and CHO started construction on the children's dental clinic at 4881 Telegraph Ave, with expected completion in Spring 2018. Hawking Bird soft-opened on Friday, December 8th. Boss Kat Kitchen officially closed and Mixing Bowl Catering is looking for retail tenants for that space. The sale of Sacred Wheel Cheese Shop to its employees ran into permitting and zoning challenges, and the shop will close on December 23rd. Leading the Pack pet grooming boutique is ready to open, but unable to do so, due to the ongoing strike by City employees.

Website Redesign

The new website has been completely built out, and went live on Friday, December 8th. In the upcoming weeks, Shifra will be training merchants how to enter events on the website.

Promotions

Temescal Trick or Treat

Hundreds of Temescal children and families attended the 12th annual Temescal Trick or Treat on Tuesday, October 31st, 4-6pm. The costume contest at Ruby's Garden, a family dance party at Flying Studios' MOD space, and apple bobbing at Ancient Ways were well attended.

Plaid Friday in Temescal

28 independent merchants participated in the Temescal BID's first Plaid Friday Weekend event, which included a passport for attendees to fill out to win prizes. Because of the high participation and increased marketing around Plaid Friday, Mayor Libby Schaaf chose Temescal as the district to profile during Plaid Friday; Temescal was featured on KTVU. However, only eight attendees completed the passport activity. Some merchants reported increased activity on that day, while others did not see any significant affect.

Temescal Holiday Fair

The 2017 Temescal Holiday Fair: Creators & Critters was a huge success, with over six hundred attendees on 49th St and in Temescal Alleys. The free petting zoo attracted crowds, and the art and craft vendors reported robust sales on that day. Nearby restaurants reported a significant increase in patrons. The holiday crafting activities and hot chocolate were also very popular.

Website Redesign

The new website has been completely built out, and went live on Friday, December 8th. In the upcoming weeks, Shifra will be training merchants how to enter events on the website.

Security

Block by Block started providing Holiday Safety Ambassadors on Friday, November 24th, and will continue every Thursday, Friday, Saturday and Sunday evenings through January 1, 4pm-12:30am. During these hours, two safety ambassadors are patrolling the entire Temescal District on bike and foot to provide a welcoming presence in the district during the busy holiday season, and answer merchant calls for service.

6. OTHER

Cynthia noted that the BID's mission statement on the website is different than in the management plan. Bill suggested that this item be discussed at the Promotions Committee.

Action: Mission statement redo will go to Promotions Committee.