

Temescal Telegraph BID Board Meeting Minutes
July 18, 2018 – 6:00 to 8:00pm
Temescal Works, 490 43rd St.

Board Members Attending:

1. Roy Alper – Vice President
2. Allison Futeral – President
3. Gloria Gee
4. Bill Lambert
5. Don Macleay
6. Aubyn Merie
7. Pat Smith – Vice President
8. Don Stahlhut - Secretary

Board Members Absent:

1. Cynthia Armour
2. Brian Caruso – Treasurer
3. Chris Ensmann
4. Tom Murphy
5. Randy Reed
6. Dona Savitsky

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:12pm

2. CONSENT AGENDA

a. Approval of June Minutes – Attached

Bill moved to approve the June minutes, Aubyn seconded. **Unanimously approved.**

3. PRESENTATION: Ike Kiosks – video

The board viewed the Ike Kiosks video. Gloria asked about maintenance, and Shifra clarified that Ike would be contracting with a local company for regular maintenance. It was asked if the \$1,500 per slide per month cost for advertising was for one kiosk, or all the kiosks in Oakland? The board also asked if Shifra alone would populate the BID slides, or could the Ike team help create them? Don asked how bright the light of the Kiosk would be, and if it would dim when people aren't using it? **Action:** Shifra will check with Denver on the revenue projections, with Baltimore on maintenance, and with Ike on the remaining unanswered questions.

4. ACTION ITEMS

a. 2019 Budget – Attachments

Shifra presented the budget. Bill suggested adding Paint the Town to the 2019 budget. Bill asked why the projected operating surplus differed between the reserves document and the 2019 draft budget; **Action:** Brian will fix. Gloria asked why the Zone 2 improvement project in reserves was spread across the zones; **Action:** Brian will fix. Roy suggested that the Zone 2 improvements be allocated to rainbow crosswalks; Pat agreed. Allison recommended the BID fully staff events before adding more. Roy noted that the City was redesigning Telegraph in 2019, and would publish an unknown document; Roy recommended that the BID prepare for that. Bill suggested the BID start thinking about funding the pedestrian lights on the East side of Shattuck Ave with reserves, since 4th Bore funds had been confirmed as depleted already. Roy suggested that the Assistant pay be taken from Marketing and Admin, and that the Executive Director salary be taken more from PROWSO.

b. Pedestrian Lights Contract – Attachments

Roy noted some issues in the contract and so he presented the contract addendum he created to deal with the BID's issues. Roy motioned to approve the contract and addendum, or a similar contract and addendum with the same intent, and the four spare lights order. Bill seconded the motion. **Approved Unanimously.** **Action:** Shifra will sign tomorrow, send to Ray's Electric to be counter-signed, and attach the 2015 contract.

5. INFO/DISCUSSION ITEMS

a. Temescal Street Fair Final Accounting - Attached

Shifra summarized the Temescal Street Fair final accounting. Bill asked why beer sale profits were split 50% with the producers. Roy suggested that the BID pay for the beer booth expenses and keep all the profits. Allison agreed, since the BID board volunteered their time to make those profits. Roy asked why the food/drink booth space rental income was significantly less than the budgeted amount, and why bank fees cost \$100? Bill asked why actual equipment rental costs were 156% of the budgeted amount? Also, why were event staff costs significantly lower than budgeted? Don asked how effective was the event, how many people attended, did businesses do well? Allison answered that business not increased on the day of the event, but rather businesses get exposure. Shifra noted that Temescal businesses who have booths do really well during the Fair. **General agreement** that the booths were in the correct locations this year.

b. Kasper's Pedestrian Plaza Design – Community Meeting July 21st

Shifra announced the next and final community meeting for Kasper's plaza design would be on Saturday, July 21st at 10am, at Beebe Memorial Cathedral.

c. Telegraph Ave Redesign & Paving

The City collected completed survey responses from 67% of merchants along the Telegraph corridor. Allison added that the City was asking merchants about the importance of parking, how merchants think customers arrive at their businesses, and how loading happens throughout the day.

d. Executive Director's Report - Attached

Organization

New Office

A VOIP phone service and phone has been ordered for the BID Office (with the same phone number) and will be set up by August 1st.

Assistant

After reviewing over fifty applications, Shifra interviewed 11 candidates in the first round. The three top candidates were selected for a second round interview. After conferring with the Board President, contacting references and reviewing writing samples, the Assistant job position will be offered to the top candidate with an expected start date of August 1st.

Outreach to Stakeholders

Shifra attended the Chamber of Commerce Annual Luncheon, and was recognized as one of the graduates of the Oakland Leadership class of 2018. Shifra met with the owner of Hancock restaurant, the new Korean restaurant at 4315 Telegraph Ave to to brief him on the BID services available for his business. Shifra attended the Temescal Merchant Association meeting where Oakland Department of Transportation presented the plans to repave and redesign Telegraph Ave, and answered property owner and merchant questions. Shifra also met with Dave Campbell, Bike East Bay's Advocacy Director, to discuss OakDOT's Repairing Telegraph project, and discuss possible solutions for the safety issues on 40th Street. **Action:** *Shifra will bring designs from Bike East Bay to DE/ED next month for review.*

Cleaning & Maintenance

All 47 trashcan doors in the District have been fully painted with BID logo stickers installed, by the temporary BBB employee. After providing some additional weeding services on 40th St, and supplementing Joey's watering and power washing, the extra ambassador will be transferred to Downtown Oakland. These extra services over the past two months have successfully used up all the BID's banked hours (which once topped 200+), as well as the \$2,000 board-approved trashcan door contract. The June cleaning statistics show a drop in auto glass pickup, which is consistent with the recent decrease in auto break-ins reported in the Temescal area. Graffiti, sticker, and poster removal have remained high throughout the past three months. For a more detailed analysis of the cleaning metrics, please see the Operations Report. *Roy suggested that Joey contact Clear*

Channel to increase power-washing of the bus stops, and that Clear Channel be invited to a DE/ED meeting; Action: Shifra will invite Clear Channel to a meeting, and will send Roy the power washing hotspot list.

Design

Kasper's Plaza Design

Temescal BID publicized the July 21st Kasper's Pedestrian Plaza Design community meeting to be held on Saturday, July 21st, 10am-11am, at Beebe Memorial Cathedral. Councilmember Dan Kalb's office has also been publicizing the event through flyers and their enews. A poster has been placed at the Kasper's building as well, and flyers distributed to residences west of Shattuck Ave. The meeting will

Repairing Telegraph

City of Oakland Department of Transportation has started the initial outreach for the redesign and repaving of Telegraph Ave. Merchant surveys have been distributed and filled out by every merchant along Telegraph Ave between 42nd Street and 51st St. to determine loading needs, as well as merchant priorities for the redesign. A survey for users of Telegraph Ave has been created by OakDOT, and distributed via the BID's enews and social media, and the bit.ly/repair-telegraph website. OakDOT also gathered over 100 user survey responses at the 40th Street Block party and will also be installing temporary stickers on the Telegraph Ave sidewalk to publicize the Repair Telegraph website and survey to Temescal merchants, visitors, employees, residents and property owners. OakDOT also presented their plans at the July Temescal Merchant Association meeting.

Idora Park

Kelly Ording, whose artwork was originally approved by Friends of Idora Park and the BID board for the Caltrans wall at Telegraph and 56th, is working on a revised budget for the project to be installed on the three BART columns at that location.

Economic Development

Business Closures & Openings

The construction for La Clínica de La Raza Dental Clinic is almost finished, and they will open in August 2018.

Promotions

40th St Block Party

The 40th Street Block Party 2018 expansion to two blocks accommodated this year's 4,000 attendees very well, with some room for more sponsor/vendor booths in future years. The expense to produce the festival was \$10,700, to which the BID contributed \$5,000, and the remaining paid by sponsors and vendor fees. The two stages provided a more diverse music lineup than in previous years, and created a fun atmosphere throughout the event. Homeroom Mac + Cheese, Kenny's Heart & Soul food truck, Momolicious food truck, and Subrosa Coffee sold food and drinks, while Oakland Yard and Hog's Apothecary sold wine and beer. The children's play area was a big hit, along with the Exploratorium's Skate Science mobile exhibit, and the skate ramp area provided by Manifesto Bicycles. *Aubyn suggested asking Heart of the Town to produce next year's event.*

Temescal Street Flicks

Almost all the films for the 2018 Temescal Street Flicks have been selected. The film series will kick off on Thursday, September 6th with a documentary about West Oakland Blues music and history. The second night of films is still not yet finalized by the third night will feature local indie shorts Futbolistas 4 Life, about soccer players in Fruitvale, and a web series called The North Pole about North Oakland. The fourth and final night will feature a showing of Black Panther, which was directed by an Oaklander, and include an historical Black Panther walking tour before the film. All nights will feature a Q&A with the directors and subjects of the films.

Adjournment 8:06pm