

Temescal Telegraph BID Board Meeting Minutes
May 23, 2018 – 6:00 to 8:30pm
Faith Presbyterian Church, 430 49th St.

Board Members Attending:

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

Board Members Absent:

1. Cynthia Armour
2. Chris Ensmann
3. Don Macleay
4. Dona Savitsky

Guests: Tiffany Grant, Memorial Tabernacle Church
Pietro Buttitta, Temescal business owner

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:08pm

2. CONSENT AGENDA

a. Approval of April Minutes – Attached

Motion to approve the minutes by Bill, seconded by Randy. **Approved unanimously.**

3. PRESENTATION - Proclamation honoring Lanesplitter Pizza as a pioneering Temescal business (DE/ED)

Shifra announced Lanesplitter’s proclamation. Bill suggested the BID determine which businesses have been in Temescal for a certain number of years and honor them as well. Allison agreed and said that that was the plan.

Action: item will go to DE/ED Committee to create the program honoring longtime Temescal businesses.

4. ACTION ITEMS

a. Executive Director Annual Goals, Assistant Job Description & Budget (Exec) – Attachments

Allison explained that the Executive Committee recommended hiring an assistant. Shifra presented the time study, proposed annual goals, and the proposed assistant job description. Brian presented the budget for the assistant, and noted that the BID could pay for the assistant by taking \$10,000 or so from Security and \$3,000 from the Admin section in the budget. Bill asked about 2019 and Brian explained the BID had a projected \$30,000 surplus in 2019, which would be sufficient to pay for a full year of an assistant. Bill suggested that the job description state that the position has no benefits. Brian added that Executive Committee specifically wanted more of Shifra’s time spent on PROWSO. Aubyn voiced approval of the assistant. Bill expressed concern that committing to an assistant would preclude the BID from accumulating reserves to pay for the unfunded \$150,000 in pedestrian lights on Shattuck Ave. Brian clarified that the budget for the assistant wouldn’t use reserves, but rather just wouldn’t increase the reserves. Randy asked how much remained in the BID reserves? Brian explained that after the minimum amount of \$100,000 was excluded from consideration, the BID had \$90,000. After considering all committed projects, the BID had \$13,000 remaining. Randy opined that the BID could afford to hire an assistant. Brian suggested that the BID have a quarterly review of the reserves and do a formal report to the board, along with a report on the new assistant. Brian motioned to approve the Executive Director annual goals, the assistant job description with Bill’s edit about benefits, the budget and the plan to focus on this item in quarterly reports. Don S seconded. Bill made a friendly amendment that Shifra be authorized to hire the assistant in consultation with the President, and actively reallocate the 2018

budget from Security and Admin to the Assistant. Friendly amendment accepted by Brian. Tom recommended adding “other duties as assigned” to the job description. Brian accepted Tom’s amendment. **Approved Unanimously.**

b. Prima Materia wine tasting room in Temescal Alley – Pietro Buttitta (DE/ED)

Pietro introduced himself and explained that he was in the process of opening a wine tasting room in Temescal Alley to showcase the wine that he makes in Lake County. Pietro requested a letter of support from the BID to help with the zoning process, which would include a public hearing. Pietro said that he would sell and taste wine in the space 12-9pm, and build out the space to fit nine seats and two employees, and also outdoor seating. Roy said that DE/ED recommended the board approve sending a letter of support, with the suggestion to be open later during District events. Pietro said that he was in the process of finding out if the tasting room could be open longer for special events. Pietro noted that his goal for opening was August 1st, but that December was more realistic. Brian voiced approval of the business. Randy motioned that the Board write a letter of support and request extending the hours, as desired by the applicant. Roy seconded. **Approved unanimously.**

5. INFO/DISCUSSION ITEMS

a. BID Taxes Submitted

Shifra announced that the BID taxes were submitted.

b. Temescal Street Fair Sponsorship & beer booth volunteers

Shifra announced that \$38,000 in sponsorship had been confirmed. **Action:** Shifra will ensure the beer booth will be set up on time. **Action:** Shifra will invite the beer booth coordinator to the Promo Committee meeting.

c. 40th Street Block Party Sponsorship

Shifra asked the Board for help with finding sponsors. Bill suggested Meyer Sound in Berkeley and Guitar Center. Roy suggested A& G music products in Oakland.

d. Executive Director’s Report - Attached

Organization

New Office

The lease has been signed for the BID’s new office space at Temescal Works Coworking at 490 43rd St. The MOU has been signed for the storage on the lot at 4300 Telegraph Ave. The BID will move into the new office May 24-30th. A new combination storage container and office for the cleaning team will be delivered to the lot the first week of June.

Outreach to Stakeholders

Shifra attended the May session of Leadership Oakland and met with Mayor Libby Schaaf, City Administrator Sabrina Landreth and other government officials. She also graduated from the program that day, after completing a small group project to create a marketing campaign for Family Paths’ parent hotline. Shifra attended the Groundbreaking Ceremony for MacArthur Transit Village Parcel B, which is expected to be completed in two years. Shifra led Otis Taylor Jr, the East Bay Reporter from the San Francisco Chronicle on a bike ride of the District to highlight the BID’s Repave Telegraph Campaign, the District’s public art and local businesses. Shifra attended the Oakland Chamber of Commerce’s State of Urban Retail talk and connected with local brokers and potential retailers about opening up locations in Temescal. She also attended the May BID Alliance meeting and strategized around lobbying the city to reduce event permit fees. Shifra will provide comments at the Finance Committee supporting the BID Alliance’s efforts to make event permitting easier and cheaper. Shifra met with the Natalie Mehta, a BID property owner to discuss city support for façade improvements, and other BID projects. She also met with Board member Don Stahlhut about the Temescal Arts Committee and supporting the existing art tours of the District. Shifra met with Malaika, the managing broker of the new Berkshire Hathaway Real Estate office on Upper Telegraph to discuss how the BID could best support their business, and then presented to their brokers about the Temescal District.

Cleaning & Maintenance

After six months of recruiting, a temporary BBB employee was hired to paint the trashcan doors, and provide watering and power washing support to the Operations Manager. Because of the additional hours, 15 trashcan doors have been painted, and Joey has been able to increase supervision of the team, and therefore increase the quality of cleaning. The team has weeded 17 tree wells and 8 planters with a focus on the landscaping visible during the Temescal Street Fair on Telegraph Ave between 40th and 51st. The cleaning statistics show consistently high graffiti removal over the past several months, increasing 40% from 326 in February to 459 in April. For a more detailed analysis of the cleaning metrics, please see the Operations Report. *Brian said two construction vehicles were stolen during the day. Roy said that the contractor found taggers at 6:30am.*

Design

Kasper's Plaza Design

Two community meetings have been held for stakeholders to provide feedback, and the third meeting for District 1 sponsored by CM Kalb is scheduled for Saturday, July 21st. Groundworks Office is creating an online survey to solicit feedback for those who cannot attend in-person meetings, to be ready by June 10th.

Repave Telegraph banner

After receiving a commitment from the City of Oakland Department of Transportation to return Telegraph Ave between 46th and 51st St to the paving list, and to pave the street in Spring 2019, the BID responded with a request for a copy of the new corrected paving schedule and a confirmation that the street will be repaved in Spring 2019 even if the redesign effort is not completed. The Oakland Department of Transportation planner and consultant overseeing the redesign efforts have been invited to the June DE/ED Committee meeting to present on the plan and process for the Telegraph Ave repaving and redesign.

Economic Development

Business Closures & Openings

Halftime Sportsbar is opening a second location in the space previously occupied by Urbano Latino. Hancock Korean Restaurant has replaced Sahn Maru Korean Restaurant. Lanesplitter Pizza has announced they will be closing after the Temescal Street Fair, and the space has already been leased by Artichoke Basille Pizza, which plans to open after a couple months renovation.

Promotions

Taste of Temescal

The Taste of Temescal had lower attendance than previous years, with only 241 tickets sold, and \$7,168 net proceeds raised for Claremont Middle School, Emerson Elementary School, La Clínica de La Raza, Oakland Tech High School, and Sankofa Academy. Including La Clínica de La Raza for the first time was beneficial to the event, as they sold almost 30% of the tickets and provided more than their share of volunteers. Next year's event is expected to have higher attendance, since it will be held a full year after this year's event.

Art Map

The folded complete Art Maps were printed and announced to the community at the Launch Walking Tour on Saturday, May 12th. The Temescal BID and Local artists helped lead the tour of 20 attendees from Beauty's Bagels to 52nd and Shattuck. The Art Map was well-received and has been distributed to the Temescal Artist Committee and some property owners. The maps will be available to any merchant that wants to distribute them, and will also be distributed at the Temescal Street Fair. The online complete directory of the District's public art will be created in the next couple of months. *Bill suggested that Shifra send a map to Otis.*

Temescal Street Fair

With Shifra's support, the producers for the Temescal Street Fair were able to confirm \$36,750 in sponsorship fund, reaching the contracted sponsorship goal. The music has been booked for the 51st St stage, the 45th St Jazz Stage and the Temescal Brewing Stage. The billboards and bus stop ads have been displayed in several locations throughout Oakland, and the first round of posters have been distributed throughout the East Bay. 127

vendors have signed up for the Street Fair. The Temescal BID Board and committee have signed up to fully staff a beer booth at 51st Street and an informational booth at 45th Street.

40th St Block Party

The 40th St Block Party was so successful and crowded last year, the 2018 event is planned to expand to two blocks on 40th Street between Webster and Opal Streets. A key sponsor canceled abruptly, and so Shifra and the organizing committee will need to raise \$3,000 to fund the music stage, in addition to the planned \$1,500 in sponsorship to produce the event. So far, \$2,000 in sponsorship funds have been committed. Music is starting to be programed with the plan to have two stages – one main stage, and a quieter acoustic stage.

Adjournment 7:37pm