

Temescal Telegraph BID Board Meeting Minutes  
February 28, 2018 – 6:00 to 8:00pm  
Faith Presbyterian Church, 430-49<sup>th</sup> St.

Board Members Attending:

1. Roy Alper – Vice President
2. Hans Boerner
3. Brian Caruso – Treasurer
4. Gloria Gee
5. Bill Lambert – President
6. Don Macleay
7. Aubyn Merie
8. Doreen Moreno
9. Tom Murphy
10. Dona Savitsky
11. Pat Smith
12. Randy Reed

Board Members Absent:

1. Cynthia Armour
2. Allison Futeral – Vice President
3. Don Stahlhut

Guests: Chris Ensmann, Children’s Hospital

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

**2. CONSENT AGENDA**

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

Motion to approve by Tom. Seconded by Aubyn. **Approved unanimously.**

**3. ACTION ITEMS**

**a. Paint the Town (\$1,800) (DEED)**

Bill reviewed that the City approved the Kasper’s Plaza Paint the Town application, which gives the BID permission to paint the street. In the application, the BID committed to funding \$1,800 of the project and match with public donations, which DE/ED recommended for approval. Hans motioned to approve \$1,800 for Paint the Town. Seconded by Randy. **Approved.**

**b. Street Flicks Location (Promo)**

Shifra reviewed that Promo Committee recommended moving Street Flicks from Kasper’s to 49<sup>th</sup> St. for safety and sound reasons. Bill voiced support for continuing the event at Kasper’s, to support the BID’s goals of enlivening that space. Roy voiced support for activating Kasper’s Plaza, but is convinced by the safety reasons, and so supported Promo Committee’s recommendation. Pat asked if attendance dropped after the event was moved to Kasper’s. Aubyn reported that 50-200 people attended per night but many felt that Kasper’s wasn’t cozy or safe. Dona suggested that the BID could move the movie nights back to Kasper’s, once it is developed into a more permanent space. Motion by Dona to move Street Flicks to 49<sup>th</sup> St for this year. Seconded by Tom. **Approved.**

**c. Taste of Temescal Beneficiary Policy (Promo)**

Bill said that Women’s Cancer Resource Center moved out of the District, and so the issue of beneficiary guidelines was discussed by the Promo Committee. The Committee decided that Oakland nonprofits and public schools, within 8 blocks of the TT BID boundaries could be considered as beneficiaries for Taste of Temescal. Brian said that he doesn’t think blocks are an appropriate measurement. Brian moved to accept Promo Committee’s criteria, but convert the distance from blocks to miles. Seconded by Aubyn. **Approved unanimously.**

**d. Letter to BART re 40<sup>th</sup> St Underpass Lighting Project (DEED) – Attached**

Roy explained that BART presented the different options for the 40<sup>th</sup> St Underpass Lighting Project to DE/ED Committee. The Committee recommended a preference for Option 3 as the only option with paint in the walls, and a request to maximize light on the ceiling, and sign a maintenance contract with a third party. Bill and Roy noted that the letter needs editing. Don motioned to approve the content of the letter, with Bill, Roy and Shifra providing edits to clearly communicate that the BID is clearly interested in, and able to do the maintenance. Seconded by Roy. **Approved unanimously.**

**e. Letter to Traffic Enforcement re 40<sup>th</sup> St Safety Issues (DEED) – Attached**

Roy explained that there is a safety issue on 40<sup>th</sup>, and so DE/ED Committee recommended writing a letter to traffic enforcement to increase enforcement and invite OPD to attend a committee meeting. Roy motioned to approve the letter. Seconded by Brian. **Approved unanimously.**

**4. INFO/DISCUSSION ITEMS**

**a. Tax Preparer Contract**

Bill announced that Executive Committee chose MarjTax to do the BID's taxes, since she is the cheapest option, and did it great last year.

**b. EOY Financials 2017 – Attachments**

Brian presented the Budget vs. Actual for 2017, and noted that income is less than expected, although all three events raised more money than expected. In PROWSO, the BID spent 98% of budget, and spent 103% in Marketing. Legal and Accounting was over budget, and so the 2018 budget was increased for this item. In total, operating expenses are 3% over budget. The BID spent \$20,000 of reserves for extra projects that were approved by the board, and overall had \$47,000 more in expenses than income. Brian reviewed the balance sheet, and noted the \$75,000 from Hines that the BID is holding to be spent on pedestrian lights on Telegraph Ave between 40<sup>th</sup> and West MacArthur. Bill announced that the City finally signed the pedestrian light agreement, and now owns the lights. **Action:** Shifra will ask the bookkeeper to remove the lights from the balance sheet.

**c. Reserves Update – Attachment**

Brian reviewed the reserves, noting the current cash on-hand, the approved projects that are in progress, and the wishlist (not yet approved by the board). Bill asked that Paint the Town be added as an approved project for \$1,800. Bill noted that Idora Park will return to the board because the mural is being moved from Caltrans walls to BART property because of copyright issues. Brian noted that the BID is getting pretty low on reserves, after approved projects are taken into consideration.

**d. Executive Director's Report – Attached**

**Organization**

Outreach to Stakeholders

Shifra attended the Oakland Chamber of Commerce Economic Development Forecast for 2018 to learn about the projected challenges and economic opportunities for the City and District 1 over the next year. Shifra presented to Smart Growth Conference planners about the BID and its efforts to make Temescal a pedestrian friendly and welcoming commercial district. She met with Dave Campbell of Bike East Bay to update him on the BID plans for Kasper's Plaza and the Repave Telegraph Ave Campaign. Also, Shifra helped to plan and attended the BID Alliance's first meeting with all Oakland City department heads to start the conversation on increased cooperation, future partnerships, and an updated baseline services agreement. Shifra met with Stevonne, the owner of Concept 47 to discuss her recent challenges with retail in Temescal. She met with Children's Hospital Oakland, Caltrans, and City representatives to

discuss the crime and illegal dumping associated with the homeless encampments under Highway 24 on 52<sup>nd</sup> St. Shifra also attended a meeting with Oakland Department of Transportation and the Bushrod/Idora Park residents to discuss the safety issues from increased traffic and speeds in the neighborhoods and along Telegraph Ave. **Action:** Shifra will submit a work order request to Caltrans every quarter for the Highway 24 off-ramp.

## **Cleaning & Maintenance**

Joey has been learning on the job as the new Operations Manager, and has made great progress on ongoing maintenance projects. Nineteen more planters have been painted, bringing the total number of painted planters to 55. The team has also been increasing their use of the BBB Smart System, so that Joey can address graffiti more efficiently. In February, Joey resumed regular powerwashing of District hot spots five hours per week, in addition to ongoing weekly watering of the BID's 101 planters and three medians.

## **Design**

### 40<sup>th</sup> St Underpass Lighting Project

Urban Planning Partners presented their plans for new lighting project on 40<sup>th</sup> St under the Hwy 24 overpass by the BART Station to improve safety, create a sense of place, encourage walking and biking, and spread curb demand. They presented three options for the lighting: The first concept is called Portal, with wall-mounted lights pointing colorful light upwards that change color gradually to create a dynamic feel, and white light downwards to brighten the sidewalk area. The second concept is called "Living Room," that creates distinct and unique spaces within the underpass with wall or post mounted lanterns that change colors. The third concept is called "Crowds in Motion" with painted silhouettes of people and light shined on them in changing colors to create motion. The Committee recommended sending a letter to BART in support of Option 3, Crowds in Motion, due to the paint to be installed on the concrete walls to deter graffiti, a long-term maintenance contract with a third party, and the maximum amount of treatment to brighten the area.

### Kasper's Plaza Design

The three finalized plaza design concepts and estimated costs from Groundworks were reviewed at the DE/ED Committee meeting and three public meetings were decided on: a Temescal Neighborhood Council co-sponsored meeting on April 18th, a District 1 meeting sponsored by CM Kalb, and a morning coffee meeting targeting merchants and property owners sponsored by the BID. Shifra announced that the Kasper's deal with Emil fell through.

### 40<sup>th</sup> St Safety Issue letter

A letter to the Traffic Enforcement division of Oakland Police Department has been drafted to address the critical safety issues on 40<sup>th</sup> St, after a pedestrian was nearly killed in a collision at Opal and 40<sup>th</sup> St. The letter describes the unsafe pedestrian crossing conditions and highlights that traffic speed has been increasing on 40<sup>th</sup> Street. The DE/ED Committee recommended sending the letter to OPD to bring the safety issue to the attention of the City and to request that they increase traffic enforcement on 40<sup>th</sup> St to fix this issue.

### Paint the Town Applications

The BID's proposal to paint a Kasper's Plaza street mural has been preliminarily approved. The BID has been asked to provide minor edits to the plans and implement the outreach plan, in order to receive a formal approval letter, and be able to install the mural. Per the submitted application, the BID will also implement a fundraising campaign to raise \$1,500 from the community, out of the total \$3,240 cost, with the remaining \$1,740 provided by the BID.

### Repave Telegraph banner

The Repave Telegraph Ave website and petition have been drafted, and are ready for review (RepaveTelegraph.org). Shifra is drafting a press release to be sent to local media outlets.

### Pedestrian Lighting

Sixteen non-functioning pedestrian lights were surveyed and counted, and Ray's Security fixed the lights for free. A year after the latest phase of pedestrian lights were installed, Wlad Wlassowsky signed the agreement for the City to accept ownership of the pedestrian lights, effective immediately. Bill asked Shifra to check with Hines to see when we could install the lights?

### BID Banners

The replacement banners are being printed and constructed, and are scheduled to be installed in March.

## **Economic Development**

### Business Closures & Openings

Noah's Bagels opened in early February in half of the Genova Deli space. Marufuku Ramen has leased the Hina Yakitori space and will have a grand opening on February 28<sup>th</sup>. Juhu Beach Club is officially closed, and FOB Kitchen, a Filipino pop-up from San Francisco will take over the space for their first brick and mortar location.

## **Promotions**

### Taste of Temescal

The 2018 Taste of Temescal has been scheduled for Tuesday, April 24<sup>th</sup>.

### Welcome banner

The Welcome Banner showcasing the Temescal District's new branding is finalized and has gone to print.

### Independent Dining and Shopping Guides

The new 2018 guides have been delivered to all Temescal businesses that wanted them, to be displayed in BID-provided brochure racks by the shop registers. Visit Oakland has agreed to distribute copies to every hotel in Oakland as well.

## **5. OTHER**

Bill announced that Exec Committee was almost finished on new office lease with Temescal Works to move in on June 1<sup>st</sup>. The BID is still operating on a month by month basis with BBB, and will have a new contract soon. Bill announced that Caltrans had agreed to do a project for the BID instead of contributing an assessment. The BID spent money on engineering studies, and waited for Caltrans to find a project into which they could insert the BID's lighting project. Three weeks ago Caltrans, said they can't do install the lights since the underpass area is under City responsibility. **Action:** Shifra will send Doreen the last set of emails with Caltrans.