

Temescal Telegraph BID Board Meeting Minutes
June 22, 2016 – 6 to 8:30pm
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. Hans Boerner
3. Brian Caruso
4. John Dobrovich
5. Allison Futeral – Secretary/Treasurer
6. Bill Lambert – President
7. Doreen Moreno
8. Randy Reed - Vice President
9. Dona Savitsky
10. Pat Smith
11. Don Stahlhut
12. Walker Toma

Board Members Absent:

1. Gloria Gee
2. Don Macleay

Guests: Aubyn Merie, Temescal Neighborhood Council
Oliver Luby, Councilmember Kalb's Aide

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

2. CONSENT AGENDA

a. Approval of May Minutes – Attachment

Brian noted that he had recused himself and recommended correcting the minutes. Brian moved to approve the May minutes with that correction. Seconded by Don S. **Approved.**

3. ACTION ITEMS

a. Temescal Street Flicks - \$2,750 budget increase request; \$6,750 total recommended by Promo Committee – Attachment

Bill reviewed the proposed TSF budget. Roy observed that he thought that the 500 attendance and beer sales were optimistic. Bill asked for more information about the beer sales. Shifra explained about the proposed arrangement to share profits with Rosamunde. General agreement from the board that the beer sales projections were too high. Bill commented that the budget is still too unspecific. Roy suggested taking the projector and film costs out of reserves. Brian suggested that the board select a budget amount to approve and then ask the producers to create a more detailed budget with a not-to-exceed budget of \$6750. Roy motioned to accept the budget of not to exceed \$7000, with the screen and projector (\$1500) coming out reserves, and with the Executive Committee having the ability to allocate an extra \$1000 if needed after revising the beer sales estimate. Don S. suggested testing a screen ahead of time to check the noise. Brian seconded Roy's motion. **Motion Approved. Action:** Tom will bring a finalized Street Flicks budget to the July Executive Committee meeting.

b. Temescal Mural Project update+\$700; recommended by DEED Committee

Eduardo, the artist from CCA can restore all the murals for \$700 in one day. Bill noted that we have two murals at the Kelly Moore building are also graffiti-ed. Bill proposed raising the amount to \$800 to include the additional two murals. Roy moved to allocate \$800 out of reserves for the mural restoration and graffiti removal. Seconded by Pat. **Approved.**

c. For 2017 Budget, New Assessments to City

Bill reviewed that the BID's updated assessment roll will slightly increase the BID's revenue with the addition of six condos at 60th and Telegraph. Motion by Brian to approve the new assessment roll. Seconded by Roy. **Approved.**

d. For 2017 Budget, 3% Assessment Increase (approximately \$15,000)

Bill reviewed that the Executive Committee recommended increasing assessment by 3% since the BID didn't increase assessment rates last year. Roy added that the main reason for the increase was the increased cleaning budget to hire Block By Block. Roy noted that in the previous iteration of the BID, the board increased the assessment by 5% every year for several years. Maria Rocha has advised that if the board voted to increase the assessment, the additional funds wouldn't arrive until 2018. Pat voice her approval of a 5% increase because of rising costs. Roy motioned for a 5% assessment increase. Seconded by Hans. Roy said that Shifra should announce the increase to the property owners, if the BID then receives an outpouring of negative comments, the board can reconsider before the decision goes to City Council for final approval. Brian amended the motion to bring back the item pending public approval. Hans seconded the amended motion. Doreen opposed. **Approved.**

e. Board Member Nomination/Election

The Nomination Committee recommended nominating Tom Murphy to the board. Bill reported that Executive Committee recommended nominating Tom, as well. Hans noted that Tom created a neighborhood group for Upper Telegraph and Roy mentioned that Tom is producing Temescal Street Flicks. Hans mentioned that Tom is also a condo owner. Hans motioned to nominate Tom Murphy to the board. Seconded by Roy. **Approved.** Doreen abstained.

4. INFO/DISCUSSION ITEMS

a. Pedestrian Lighting Update

Shifra reported that 99% of the lights are done except for Shattuck Ave because of the delayed PG&E power connection. The BID plans to organize a joint grand opening with the City when the sun sets earlier and when the city finishes some of their projects.

b. 2016 Interim Budget Projection – Attachment

Bill reviewed the interim budget. Cleaning will increase when the BID starts the contract with BBB. The Children's Hospital PROWSO budget item was deleted and put into the cleaning contract item. Façade improvement mini grants have been deleted since they have not been utilized. In Marketing, revenue line items have been added for events. Temescal Street Flicks has an increased budget. Roy noted that the holiday decorations and tree lights items should come out of reserves. Dona asked that budget items be revised to show maintenance costs versus purchasing additional items. Bill reported that at the end of the year, the BID will break even. However, if the BID uses reserves for some items, there will be an extra \$20,000 at the end of the year.

c. 2016 Reserves and Surplus – Attachment

Bill reviewed the proposed uses of funds for the BID's \$300,000 in reserves. Dona opined that the message boards are a waste of money. Roy explained that all the poles used to be constantly covered with flyers, and so message boards were proposed as the solution. Brian asked that projects should be noted as being done, planning on doing, and definitely not doing. Bill reported that the Exec committee voted to always keep \$100,000 in reserves in case the city pays the BID late.

d. 2017 Budget Draft – Attachment

Bill reviewed the 2017 draft budget and noted that it will go to both committees in July. Also, he noted that any increase in assessments wouldn't occur until 2018, so the draft budget will have \$15,000 less in revenue. To accommodate the cleaning budget, Bill moved some of loan service to Marketing. He explained that the capital maintenance category under marketing was intended for the maintenance and installation of the BID marketing banners, holiday decorations, etc.

Action: Shifra will provide comments on Admin section. Bill added that DEED is considering re-doing the utility boxes. Allison also added that the trash can doors needed to be redone.

e. Executive Director's Report

Shifra reported to the board that Block by Block had just communicated that they needed to cancel the contract signed by the TBID because they would be unable to execute the contract as written. BBB read the fine print in their ELF contract with the City of Oakland, and they would be unable to share equipment with another contract. Also, BBB discovered that they would need a break room and a storage area in the Temescal district. Shifra said that a contract with BBB might still be possible, but that the contract process would have to start anew with the new requirements.

Organization

Outreach to Stakeholders

Shifra attended the the June Temescal Neighborhood Council meeting and reported on the BID's recent work to create a pedestrian plaza at the intersection of Telegraph and Shattuck between 45th and 46th Streets. The owners of the new wine shop at 420 40th Street also presented their plans for a neighborhood wine shop opening in Fall 2016.

Design

Clean & Safe

The contract between Block By Block and the TTID has been finalized and signed with a start date of August 15th [note cancellation above]. Until BBB starts services, Peralta Services Corporation will continue to provide cleaning services to the district. The member of the PSC cleaning staff who cleaned in extraneous areas was transferred to a different district to improve PSC performance through August.

Pedestrian Plaza/Off the Grid

Roy and Shifra met with Sarah Fine, the Complete Streets Coordinator for the City of Oakland to clarify the steps to get the pedestrian plaza approved at the Telegraph/Shattuck/45th St intersection in Temescal. City staff and the TTID representatives agreed upon Tasks 1-4 for the pedestrian plaza approval process, most of which can be accomplished by a layperson and/or TTID staff. Task 1 will be to Perform Existing Conditions Analysis and Task 2 will be to Develop

an Existing-Conditions Site Plan and Existing Conditions Photos. The TT BID will work on Task 3 first, which will consist of thorough outreach conducted during weekly Off the Grid markets. The final Outreach Report will include a quality of life survey, informal traffic analysis, and nearby business surveys. Task 4 will be designing the plaza, where the TT BID will partner with neighborhood groups, as well as local Temescal landscape designers and architects to design, and garner community support for a safe, beautiful, interesting plaza. Roy noted that he wants to get together and talk about the signage with Off the Grid, before the city reviewed.

Shifra has signed the MOU with Off the Grid with an expected start date of August 4th (pending city permit approvals), and will recruit neighborhood and board volunteers to help implement the outreach during Off the Grid.

BikeShare

Following the suggestion of the TT BID, Motivate is doing final engineering work on an alternative to the proposed Bikeshare docking station #14 directly. The alternative location for Bikeshare docking station #14 is located in the existing red zone near Peet's Coffee, and will not eliminate any parking spots. The TT BID is working with Temescal Plaza to move the proposed docking station #15 from on 49th Street to the sidewalk beside Walgreens along Telegraph Ave.

40th Street Median Landscaping

Cactus Jungle submitted a proposal to landscape the three medians on 40th St between Telegraph Ave and Webster St. for \$16,212. The proposal was approved by the DE/ED committee, with the revision to substitute the post-emergent D-Limonine and the pre-emergent "XL 2G Granules" (1% Benefin and 1% Oryzalin) instead of the Round-up, for an additional cost of approximately \$1,000. Shifra will work with Cactus Jungle to determine a more specific design and select specific plants to be presented to the DEED Committee.

Pedestrian Lights

Ray's Electric has finished 99% of the pedestrian lights project construction, and electricity has been connected to all lights except for those on Shattuck Ave. PG&E has projected that the design drawing needed to power the lights is scheduled to be completed by July 1st.

Councilmember Mural Fund

Dan Kalb's office has communicated that any work on mural funding decisions and disbursement has been stopped, so staff can work on time sensitive legislation for the November ballot. Dan Kalb has verbally confirmed twice that the Lori Fischer mural will receive \$9,000 in funding from the District 1 mural fund, but the TT BID has yet to receive any written confirmation.

Promotions

Temescal Street Fair

The Temescal Street Fair was a great success, with estimated attendance higher than last year. The crowd was evenly disbursed throughout the event footprint, due to the Temescal Brewing grand opening which drew thousands to the far south end. Also, the carnival had increased ticket sales, and food vendors reported good sales, both signs of solid attendance. There were minor logistics challenges during setup, but no major problems. The BID did extremely well

on beer sales with BID board volunteers operating the booth. The goal was to sell \$1,000 in beer, which the BID exceeded – selling **\$3665**, and earning over \$3,000 in net income.

The board provided feedback on the Temescal Street Fair. Brian commented that moving the booths to the center was a bold move and that it worked out well. Cut-through alleys mid-block between the booths was suggested. General agreement that signage needs improvement to find the beer and information booths. Roy requested that the TT BID booth have more signage and accomplishment sheets to hand out to event attendees. Dona agreed and recommended a large TT BID banner and a branded tent. General agreement that two beer spigots or a jockey box was needed to sell more beer next year. Brian suggested that renting ATMs next year. Shifra reported that the event drew approximately 15,000 attendees, and dramatic increase from the previous year. Hans suggested that the BID rent parking lots for the event, and do valet paid parking.

40th Street Block Party

The 40th Street block party event is scheduled for Saturday, July 16th, 11am-5pm, on one block of 40th Street from Shafter to Webster St. The music line up will feature local bands: One Less Zero, Deer County, Where the Sidewalk Ends, Jakob Danger, as well as special musical guests and DJ sets. The permits for the street closure, beer, food and music have been submitted to the city. Posters will be printed by June 24th to be distributed throughout Oakland. Hog's Apothecary will have a beer booth, and Clove & Hoof will have a whole hog roast. Additional food will be provided by Homeroom, No Worries Vegan Food Truck, Kenny's Heart & Soul. Children's art activities will be provided by East Bay Depot for Creative Reuse and face painting by Broken Guitars. Local artists will have booths showcasing and selling their art.

5. OTHER

Adjourned 8:14pm.