

Temescal Telegraph BID Board Meeting Minutes
June 27, 2018 – 6:00 to 8:30pm
Temescal Works, 490 43rd St.

Board Members Attending:

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

Board Members Absent:

1. Brian Caruso – Treasurer
2. Chris Ensmann
3. Allison Futeral – President
4. Dona Savitsky

1. INTRODUCTIONS – Call to Order: Roy Alper, Vice President 6:06pm

2. CONSENT AGENDA

a. Approval of May Minutes – Attached

Motion by Pat to approve the May minutes; seconded by Bill. **Approved Unanimously.**

3. ACTION ITEMS

a. Bylaws Revision (Exec) – Attached

Shifra presented Executive Committee’s proposal to revise the bylaws allowing Executive Committee to make urgent decisions via unanimous email consent. Bill motioned to approve the bylaws revision, subject to their existing limitation of approving \$500 out of budget and \$3,000 within the budget. Cynthia seconded. Bill noted that this is an administrative tool that the committee needs. **Approved unanimously.**

b. Rainbow Crosswalks at 66th & Telegraph letter of support (DE/ED)

Tom explained the proposal for four rainbow crosswalks at 66th and Telegraph, and said that a private company estimated \$50,000-\$60,000 to install them. Bill suggested if the project had limited money, they could eliminate two of the crosswalks. The board reviewed the draft letter of support that was recommended by DE/ED Committee. **General agreement** to send the letter to the Mayor, and cc: CM Kaplan and Kalb, Ryan Russo, Walk Oakland Bike Oakland (WOBO), White Horse Bar, and Friends of Upper Telegraph on the letter. Roy suggested the last paragraph become the second paragraph. Bill suggested that the BID add a specific request that the City bring this project to fruition, and that the BID looks forward to hearing from them. Bill motioned to approve the letter with all the aforementioned cc’s and Don M’s edits, an updated list of supporters, the Mayor as the addressee, and add that the BID wants to meet with the Mayor as the letter’s ask. Tom seconded. **Approved unanimously.**

c. Telegraph Ave Redesign & Paving – letter requesting revised paving list (DE/ED)

Roy explained that DE/ED Committee recommended writing a letter to the City requesting the revised paving list, and noted that the letter needs some small edits, and the addition of a specific request for the revised list to be signed by Director Russo and assure the BID that the street will be repaved even if the redesign effort isn’t complete. Bill suggested that the letter specifically reference the version/date of the paving list with the clerical error. Motion by Don S to send the letter with the modifications suggested by Bill and Roy. Seconded by Randy. **Unanimously approved.** Gloria suggested that the letter say that the planning process needs to be completed by November and the street paved by a certain date, as a friendly amendment. Amendment accepted by Don S. Randy seconded. **Amended motion approved unanimously.**

4. INFO/DISCUSSION ITEMS

a. 1Q2018 Financials – Attachments

Shifra presented the 1Q2018 Budget versus Actuals, and noted the top five expenses. Bill noted that the BID still owes \$668,000 on the lights, and when that is paid, the BID will have \$400,000 in equity. Gloria asked if there were not yet received assessments? Bill said that Caltrans never pays their BID assessment.

b. 40th Street Block Party

Shifra reported that the committee helped raise \$3,800 in sponsorship funds, and that they will have two stages, with five bands confirmed.

c. July Meeting Schedule

Shifra said that she will be out of town the last week of July, and so it has been proposed to move the BID Board and the DE/ED meetings to be on the second Thursday and the third Wednesday of July, respectively. Cynthia asked if DE/ED could be moved to 5pm. **Action:** Shifra will email out DE/ED Committee to tell about the date change and ask if the time of the meeting could be changed.

d. Executive Director's Report - Attached

Organization

New Office

The BID clean team and Shifra moved into the BID's new office space at Temescal Works Coworking at 490 43rd St. New cabinets were constructed to house all of the BID's equipment out of sight. The new office doesn't have a phone line, and so Shifra is working to switch the BID's number to a VOIP.

Assistant

Shifra publicized the job description for the BID Marketing and Program Assistant via the BID's email listserve and on Indeed.com, and received over 30 applicants. Five applicants have been interviewed in the first round by Shifra so far, and 2-3 will be selected for a final interview round with both Allison and Shifra, after contacting references and reviewing writing samples.

Outreach to Stakeholders

Shifra met with Area 2 Commander Christopher Bolton, to review crime trends, and request that the BID's walking officer be returned to his duties in Temescal as soon as possible. Shifra also met with Rheal Gratton, one of the leaders of Bay Area Craft Collective, to discuss future collaborations including a pop-up artisan market at Kasper's Plaza. Shifra met with Brandi, one of the co-owners of FOB Kitchen, to discuss how the BID could best support the new business in the process of opening in Temescal. Shifra met with the owner of Stay Gold Deli to brief him on the BID services available for his business and also to discuss how the BID could support Stay Gold through some zoning issues at the City. She also met with a representative from Oakland Grown to discuss possible collaborative promotional efforts in the upcoming year to promote independent Temescal businesses. Shifra discussed how the BID could best support the Temescal Library's 100 for 100 art exhibition component of the Temescal Library's Centennial celebration with a UC Berkeley professor involved in that project, including strategizing how to use Kasper's for a temporary art exhibition.

Cleaning & Maintenance

Due to the additional full-time BBB employee hired to paint the trashcan doors, and provide watering and power washing, 36 trashcan doors have been fully painted with BID logo stickers installed. The cleaning statistics continue to show consistently high graffiti removal over the past several months, with 400+ pieces of graffiti removed each month, for three months in a row. For a more detailed analysis of the cleaning metrics,

please see the Operations Report. Roy said that the trashcan at 43rd & Telegraph is broken. General agreement to ask the city for a new concrete trashcan to replace it. Roy asked for an inventory of hotspots again.

Design

Kasper's Plaza Design

Temescal BID volunteers solicited feedback on the Kasper's Plaza designs at the street fair, collecting dozens of email addresses and diverse comments on the different designs. The online survey was sent out to the Temescal Street Fair attendee emails and the entire BID email listserve, and now has 190 responses from the community. The invitation to the final community meeting on July 21st will be sent out the first week of July.

Repave Telegraph

The Oakland Department of Transportation planners overseeing the redesign efforts presented on the plan and process for the Telegraph Ave repaving and redesign at the June DE/ED Committee meeting. They explained the DOT's priorities in decision-making: Safety, Equity (accessibility, affordability, health and safety, and process), Community Input (user and merchant surveys, and community meetings), and Vibrancy (opportunities for beautification and increasing foot traffic). Phase 1 of the project timeline will be early June through late July, and include initial input and multi-modal analyses. Phase 2 will be late July through mid-September, and include solidifying the preferred concept and returning to the community for more input. Then Phase 3 will be mid-September through early 2019, to create the final design. Phase 4 in 2019 will be paving. The City's community input will include soliciting feedback at Temescal Street Fair, street stickers to publicize the online survey to pedestrians, merchant outreach, mobile workshops, user surveys, online engagement and community meetings. The City will consider some or all these elements for implementation on Telegraph Ave: painted pedestrian spaces like medians and bulb-outs, high visibility crosswalks, bus boarding islands, queue jumps for buses, buffered bike lanes, protected bikeways, colored curbs, and reducing the number of traffic lanes.

Idora Park

Friends of Idora Park has communicated that they approve of the BID working with the artist Kelly Ording to modify her artwork to install on the BART columns. Shifra has emailed the artist to request a revised budget for the project.

Economic Development

Business Closures & Openings

Hancock Korean Restaurant has opened in the old Sahn Maru Korean Restaurant space at 4315 Telegraph Ave. A+ Burgers has opened in the Nude Sushi space at 6228 Telegraph, offering outdoor seating, a diverse menu with both Korean and American style burgers, as well as several vegan options.

Promotions

Temescal Street Fair

The 15th Anniversary Temescal Street Fair was a resounding success, with over 18,000 attendees. The event was well promoted with the BID publicizing via social media and enews, and TV coverage by ABC7 News and KTVU. Three billboards and four bus stop ads starting May 14th also contributed to the attendance. The BID booth sold \$7,767 in beer sales at 49th and Telegraph, increasing revenue from last year, despite condensing BID beer sales to one booth. With 70+ vendors, 29 sponsors, and the increased beer booth revenue, the event will provide net income to the BID, after expenses and splitting the excess sponsorship revenue with the producers. Roy noted that people wanted beer at 43rd & Telegraph. Don M suggested we have printouts of the BID accomplishments. Shifra will try to get final accounting by next board meeting.

40th St Block Party

Shifra and the event subcommittee have confirmed \$3,800 in sponsorship for the 40th St Block Party, raising 100% of the sponsorship revenue needed to produce the event. The music for the two stages is almost completely programmed, for one main stage and a quieter acoustic/DJ stage to play alternating sets throughout the event. Hog's Apothecary and Oakland Yard Wine shop will each have two beer/wine booths, one on each end of the event. Food will be provided by Homeroom Mac + Cheese, Kenny's Heart & Soul Food Truck, Tacos El Precioso, plus 2-3 other food booth/trucks. The children's play area will return, along with several artisan booths, free face painting, and other family-friendly activities.

Adjournment 7:38pm