

Temescal Telegraph BID Board Meeting Minutes
September 27, 2017 – 6:00 to 8:00pm
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

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

Board Members Absent:

1. John Dobrovich
2. Dona Savitsky
3. Don Stahlhut – Secretary

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

2. CONSENT AGENDA

a. Approval of August Minutes – Attachment

Correction on minutes pg.2 from Cynthia – evacuation should be evaluation. Motion to approve minutes with this edit by Brian. Seconded by Don. **Unanimous Approval.**

1. ACTION ITEMS

a. Holiday Security proposal (Promo) – Attachment

Allison mentioned that there's a current crime wave. Security needed. Pat motioned to accept contract for security services by Block by Block developed in Promo Committee. Seconded by Allison. **Unanimously approved.**

b. Financial Operating Procedures change (Exec) – Attachment

Bill provided substitute language recommended by the Executive Committee, to maintain a goal of \$100,000 as an Operating Reserve. Randy motioned to approve the Operating Procedures with the edit. Seconded by Aubyn. **Unanimously Approved.**

c. Q2 Financials & 2017 Reserves (Exec) – Attachments

Brian went over balance sheet. \$515k in total bank accounts. Total assets = \$1.4 million. Total Liabilities = \$743k. Total Equity = \$653k. Total Liability and Equity = \$1,396,054.47. Budgets and actuals were at approximately 47% as of 6/30/17.

Bill went over Reserves. \$100k in operating reserves. \$95k in proposed expenses / use of funds (website upgrade, food truck culture, cameras, etc). If all approved funds are used, the BID will have \$27k left and there's about \$49k in wish list needs. Brian went over some items that were brought up in Executive Committee, suggesting using the \$10k for Complete Streets Consultant for other wishes. **Action:** Item will be talked about at the next DEED Committee meeting.

2. INFO/DISCUSSION ITEMS

a. Street Fair Final accounting & payment to Heart of the Town – Attachment

Bill mentioned that there was \$5,700 net income from the budget, which is to be split between Heart of Town and TT BID once all income is received.

b. 2017 Annual Report – Attachment

Bill went over the report and mentioned 3% increase for assessment to property owners in 2018. Discussion of creating goals and scheduling mid-year reviews for the Executive Director.

c. Kasper's Plaza/Groundworks Design

Bill gave an overview of the input that came out of DEED committee. Will be given more info and presented at October board meeting. Letter regarding support of leasing the land for Kaspers development to go out to City Planning. Kingfish partners still in escrow on Kaspers. Currently looking at title search going back to 1880 and beyond in order to see who owns block that Kaspers sits on; also inspection of underground metal object on premises is pending.

d. Fall Meeting Schedule

Discussion about combining November/December into one meeting. General Consensus is to have one board meeting in early December. Motion by Brian to have the November/December board meeting on 12/13 at 6pm. Seconded by Pat. **Approved.**

e. Executive Director's Report – Attachment

Organization

Time Study

On September 5th, Shifra started conducting a four-week long time study to clarify how she spends her time, and to help determine any changes in priorities, as determined by the Executive Committee.

Outreach to Stakeholders

Shifra met with Brett Murphy from Mountain Mikes to introduce the new business to the BID. Shifra attended the Groundbreaking Celebration for 5110 Telegraph Ave, and met with Terry McGrath about possible new projects in Temescal.

Cleaning & Maintenance

In September, the cleaning team worked 41 hours to replace the plants in 25 planters with succulents and agaves. On September 10th, the gator broke, leaving the team unable to water the plants and pressure wash. Another Block by Block team watered the plants while the gator is being fixed. Normal watering and powerwashing is expected to resume by September 29th. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report.

Design

Kasper's Plaza Programming

The permit for the weekly food truck group site at Kasper's is almost approved by the city, with plans to launch the weekly event in early October. Kenny and his team are creating posters and postcards, and initiating an online marketing campaign supported by the BID.

Brennan Cox from Groundworks attended the September DE/ED Committee meeting, and led a design discussion to refine project concepts. Brennan outline the three design concepts that would be created, with the intention that the designs could be sequential, and build upon one another. These design concepts included painted pavement, moveable furniture, a planted area, canopy structures, overhead lighting elements, artwork, and a stage area. The committee provided feedback to direct Groundwork in creating the three preliminary design concepts to be presented to the BID board in October.

Lori Fischer Mural

The check from the city of Oakland with \$9,000 of funding for Lori Fischer's mural on the Brignole building was sent to Lori. Lori is coordinating with her helpers to determine a start date, and has begun preliminary work. Shifra is coordinating with Joe Brignole to secure his \$1,000 in funding.

New Plants in Planters

Low maintenance and low water succulents and agaves have replaced the high water African Iris in 25 of the BID planters. The BID cleaning team completed this work in 41 hours over one month. The planters were inventoried, and it was determined that the BID has 101 planters in total spread across Zone 1 and 2.

Utility Boxes

The application for the the new utility box designs was submitted to the Public Art Advisory Commission (PAAC). The designs will be considered for approval at their October 2nd meeting.

Economic Development

MacArthur Transit Village Parcels A & C

The branding statement for MacArthur Transit Village Parcels A & C (MTV A&C) was presented to the DE/ED Committee in September. MTV A&C will be marketed as "The Mac", an up-scale but also down-to-earth development. The marketing will emphasize the buildings' amenities, Temescal neighborhood, and the convenience of development's location.

Business Closures & Openings

Clinica de La Raza and Children's Hospital Oakland have signed the lease for 4881 Telegraph Ave, but are unable to occupy the space until they resolve insurance issues with the property owner. The Spoke Cyclery has closed their bicycle shop at 6124 Telegraph. Hina Yakitori closed in June, and the space is in escrow to be a ramen shop. The 41st St Discount Store has closed at 4055 Telegraph Ave. and the 3,000 square foot space is now available for lease.

Promotions

Temescal Street Flicks

Temescal Street Flicks launched on Thursday, September 7th, showing the Ghost town to Havana Documentary and attracted 150 attendees. The second night attracted 125 attendees, featuring a Destiny Arts Center documentary. The third event featured the series' only fictional narrative film, and attracted only 100 attendees. The Finale on Thursday, September 28th will feature The Women's March documentary and is expected to attract over 200 attendees.

Website Redesign

The website homepage, business directory, events page, commercial vacancy page, and general information pages are built, and awaiting final review by the website subcommittee. New photos for the website have been commissioned and the website will be ready by October 9th.

Security

Holiday Security

The Promo Committee considered the Block by Block (BBB) proposal for holiday security and compared it to last year's proposal from VMA. BBB proposed almost the same schedule – 4pm to 12:30am every Thursday, Friday, Saturday and Sunday night starting Friday, November 24th, and ending January 1, 2018, totaling \$14,492. The proposal includes two safety ambassadors patrolling the district by bike, and answering merchant calls.

3. OTHER

Community Announcement – Neighborhood Council meeting Wed - October 18. Lights of Temescal event with luminaires on Saturday December 9th at 3pm.

Adjournment 7:13pm