

Temescal Telegraph BID Board Meeting Minutes

June 28, 2017 – 6:00 to 8:30pm

Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Brian Caruso – Treasurer
2. John Dobrovich
3. Allison Futeral – Vice President
4. Gloria Gee
5. Bill Lambert – President
6. Don Macleay
7. Doreen Moreno
8. Tom Murphy
9. Dona Savitsky
10. Pat Smith
11. Don Stahlhut - Secretary

Board Members Absent:

1. Roy Alper - Vice President
2. Hans Boerner
3. Randy Reed

Guests: Aubyn Merie, Temescal Neighborhood Council

Cynthia Armour, Temescal resident

Leticia Javier, Eduardo Valadez, utility box artists

Tamm Choi, retail broker – Collier

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:07pm

2. CONSENT AGENDA

a. Approval of May Minutes – Attachment

Motion by Tom to approve the minutes. Seconded by Pat. Abstention by Brian. **Approved.**

3. ACTION ITEMS

a. MOU and budget for Food Truck Culture – Attachments

Bill explained that the farmers market at Kasper’s was canceled, but that the BID board had a proposal for a weekly food truck market at Kasper’s Plaza. General agreement that Food Truck Culture add the BID as additional insured on their insurance. Bill said that the total budget would be \$4,565. Allison motioned to approve with the MOU with the request that Kenny’s provide a COI of additional insured for the BID. Don S seconded. **Approved unanimously.**

b. Christmas Light Pros Contract – Attachment

Bill explained that the tree light contract would add lights on three more trees and fix existing damaged lights on several trees. Don requested that references to taking down the lights in the contract be removed, since they would be year-round lights. Don S motioned to accept the proposal with the edit to not remove the lights. Seconded by Brian. **Approved Unanimously.**

c. Utility Box art presentation/acceptance

Eduardo reviewed the project: to replace the graffitied and peeling vinyl that currently decorating fifteen utility boxes in the district with newly painted designs. Gloria asked how durable the paint is to fading in the sun. Eduardo explained the artists will use external paint that holds color up to five years, and covered with an anti-graffiti coat. The designs were inspired by local flora and fauna, the Ohlone people, and old time infrastructure and buildings. Eduardo noted that there will be several ‘Welcome to Temescal’ boxes throughout Temescal. Dona expressed her approval of the color palates and the specific designs. Bill suggested adding words that tie the designs to the neighborhood to further highlight Temescal as a theme. Brian said he liked the interpretative artwork, and suggested that the BID not constrain the artists to specific locations. Brian suggested that the BID authorize the artists to pick the specific locations for all the box designs. Brian motioned to approve the artwork with the suggested edits, and encouraged the artists to choose locations appropriate for the art. Seconded by Allison. **Unanimously approved.**

d. 40th St Event Budget & Shasta Pros Agreement – Attachments

Bill reviewed that Executive committee was currently authorized to approve contracts up to \$500, but the Shasta Pros agreement needed to be approved by the board since it totaled \$600. Motion by Don M to approve. Seconded by Allison. **Approved unanimously.**

e. Contracting authority within budget: \$ amount for Exec Dir (\$2k?), debit card limit (\$2K?), and Exec Comm (\$3k?); outside budget remains at \$500 for Exec Comm.

Bill explained that Executive Committee discuss the problem with Shifra having no authority to approve contracts, and the proposal to authorize Shifra to sign contracts up to \$2,000 within the budget and extend her debit card limit to \$2,000, as well as authorizing the Exec Committee to sign contracts up to \$3,000 within the budget.. Bill noted that the Executive Committee’s authority to spend outside the budget would remain at \$500. Don S motioned to grant Shifra \$2,000 contracting authority within the budget, raising Shifra’s debit card limit to \$2,000 and granting the Executive Committee up to \$3,000 in contracting authority within the budget. Dona seconded Don S’s motion. **Unanimously approved.**

4. INFO/DISCUSSION ITEMS

a. Q1 Financials – Attachments

Bill reviewed the First Quarter of 2017 Budget vs. Actual Report and noted that the actuals should be around 25% of the total budget at this point in the year. The BID has received 43% of assessments. Bill presented the balance sheet and noted that the pedestrian lights were still on the books, and that the BID has substantial money in the bank.

b. Street Fair feedback

Bill reviewed the Exec Committee feedback to improve the beer booth staffing, beer booth readiness, and beer signage, as well as the suggestions to hire a beer booth coordinator and print vinyl banner about the BID including the mission and top 10 accomplishments. The board generally expressed positive feedback about the event. The board provided feedback: that Heart of the Town hire all their own temporary staff, adding more volunteers to provide information about the BID, and check IDs in the beer line. It was noted that attendance increased from the previous year. Dona requested more food options. Tom requested that work on the Street Fair artwork be started earlier. Bill requested that the BID have a vinyl banner about the BID printed soon to use for other events as well.

c. Storage for BbB

Shifra explained that the BID didn’t have a location for storing the BID gator and cleaning supplies after July 7th, and would be moving the gator to Block by Block’s storage in Downtown Berkeley at that date. Brian said that Nautilus is renting spots at Faith Presbyterian Church and offered those spaces for a free sublease for the BID gator for up to six months. Doreen said that she would ask Doug Nelson, CHO’s Real Estate VP if they could find space for the gator. Doreen suggested CHO’s parking lot at 58th and Eileen at their research institute location.

d. Executive Director’s Report:

Organization

Outreach to Stakeholders

Shifra met with: Natalie Mehta, a BID property owner and the Temescal BID walking Officer, Edgar Macedo. Shifra worked with the BID Alliance to lobby the city to return the Excess Litter Fees within the BID areas to the BIDs, to be used to clean each district. All of the Oakland BIDs’

Annual Reports will go to City Council for approval on July 18th, where the council will approve the 5% increase in Temescal BID assessments, starting with the 2017/18 tax bills for the BID's 2018 budget.

Cleaning & Maintenance

After the May board meeting, Keith altered the cleaning team schedule to “dead-head” the planters and weed the tree wells twice a week. After feedback that the work was not being done quickly enough, the team stopped all cleaning for a week in order to bring the planters and tree wells up to an acceptable maintenance level in time for the Temescal Street Fair. After the Street Fair, the team has returned to a schedule of three days cleaning, and two days of landscaping work per week. All of the 53 planters have now been “dead-headed” in Zone 1 and in Zone 2. In June, the amount of water given to the BID's plants was substantially increased. The regular removal of graffiti and stickers has been deferred until the landscaping work is completed. For detailed analysis of the Clean team performance, see the BBB Operations Statistics and Report.

Design

Kasper's Plaza Programming

After the BID signed the MOU with Farms to Grow for a weekly Saturday Farmers' Market at Kasper's Plaza, it was discovered that the necessary City Council resolution was never brought before the Oakland City Council. Councilmember Kaplan's office had agreed to draft a resolution authorizing the weekly farmers' market; however, the Councilmember's aide did not write the draft resolution. Due to this unexpected delay and no immediate promise of the resolution passing at city council, the Farms to Grow board voted to locate their farmers' market at the Telegraph Ministry parking lot (their existing location). Shifra is working with Farms to Grow to plan on a weekly farmers' market at Kasper's Plaza in 2018.

40th St Median

The Community Weeding and Mulching Day of the 40th Street Medians has been scheduled for Saturday, July 8th, 9am-3pm. Only nine volunteers have signed up to weed the remaining two medians, and install sheet cardboard and mulch on all three. A neighbor has also generously offered to donate money to provide the volunteer lunches.

Utility Boxes

The draft utility box designs by Eduardo Valadez and his group of three artist collaborators were presented at the DE/ED Committee. The Committee liked most of the designs and recommended them for approval at the board meeting, with a few edits.

Kasper's Hot Dogs

Shifra sent the BID's letter to City of Oakland Planning and real Estate staff regarding the BID's support of Emil Peinert reopening Kasper's Hot Dogs, but urging a lease rather than the purchase of the adjacent sidewalk area for the business' outdoor patio area. As of June 12th, Emil has still not signed the deal with Harry to purchase the Kasper's building.

Pedestrian Lights

Bill discussed the differing interpretations of the pedestrian light maintenance agreement with City of Oakland Economic Development staff. Economic Development staff pledged to meet with the new Department of Transportation director to clarify the maintenance agreement, so that the BID can deliver the lights to the City and continue removal of stickers and graffiti, and the City can repair and replace the poles in the event of damage.

Parking

Michael Ford, the On- and Off-Street Parking Manager for the City of Oakland, has agreed to hold a parking meeting for Temescal businesses, property owners, and residents to discuss on- and off-street parking in the areas bounded and adjacent to 51st, 46th, Shattuck and Webster. The meeting date is tentatively scheduled for late July.

Economic Development

Business Closures & Openings

Deluxe Barbershop has opened at 4679 Telegraph in the former eCuts Barbershop location. Rose's Taproom is officially opening on Saturday, July 1st.

Promotions

Temescal Street Fair

The Temescal Street Fair attracted more than 17,000 attendees. There were five locations for live and DJ'd music, over 150 artisan vendors, 22 food vendors, and carnival rides and games. The two Temescal beer booths raised \$5,078.20 gross income and \$4,565.74 net income. Sponsorships for the 2017 Temescal Street Fair totaled \$28,500, but booth fees exceeded expectations, so the actual sponsorship and vendor fees combined totaled the budgeted amounts.

40th Street Block Party

The 40th Street Block Party main bands have been booked including. Digital ads have been purchased in the East Bay Express. 200 posters and 5,000 postcards have been distributed across Oakland and the East Bay. The event is sponsored by Ernie Ball and Councilmember Kalb.

Temescal Street Flicks

The feature films for the 2017 Temescal Street Flicks have been chosen: FREE, Ghost Town to Havana, HITS, and California Typewriter. In addition to each feature film, every event will begin with a couple local shorts, and end with a Q&A with the director of the feature film. The sponsorship requests have been sent to previous year's sponsors, with a sponsorship deadline of July 14th. The marketing for the event is planned to start July 24th.

Website Redesign

Jerry Southwick of Swimming Aardvark met with the Promotions Committee to hear their priorities, and to outline the website redesign plan and schedule. A subcommittee was established to provide frequent feedback to Jerry on the draft website iterations.

Security

New Community Resource Officer for Temescal

Officer David Mac replaced Officer Hutzol as the Temescal CRO. Officer Mac can be reached at DMac@Oaklandnet.com or 510-882-8357. He is on duty Monday through Thursday, 1pm-11pm.

Security Cameras

Shifra is working with Reed Security to adjust the location of the camera at Homeroom.

5. OTHER

Bill noted that auto glass incidents had dropped 50% since March. Doreen said that there was still frequent glass from auto break-ins at 47th and Shattuck.

Adjournment 7:53pm.