

Temescal Telegraph BID Board Meeting Minutes

May 24, 2017 – 6:00 to 8:30pm
Faith Presbyterian Church, 430-49th Street

Board Members Attending:

1. Roy Alper - Vice President
2. John Dobrovich
3. Bill Lambert – President
4. Don Macleay
5. Tom Murphy
6. Randy Reed
7. Dona Savitsky
8. Don Stahlhut - Secretary

Board Members Absent:

1. Hans Boerner
2. Brian Caruso – Treasurer
3. Allison Futeral – Vice President
4. Gloria Gee
5. Doreen Moreno
6. Pat Smith

Guests: Aubyn Merie, Temescal Neighborhood Association

Anthony Sifontes, Gig Carshare

Cynthia Armour, Temescal resident

1. INTRODUCTIONS – Call to Order: Bill Lambert, President 6:11pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

Bill introduced Anthony Sifontes from Gig Carshare. Aubyn gave an update on the resident council; 70 residents attended the last two meetings, which were socials. The neighborhood council has two new officers, and their top priority is community building. At the latest social, the most frequent response to attendees' top priority for Temescal were safety, cleanliness, walkability, green space, a parklet, and addressing homelessness. Aubyn announced that Tuesday August 1st 6-8pm would be the Temescal Neighborhood Council official National Night Out event on 49th St. between Webster and Shafter. Aubyn reported that after a year of work, the city would improve the crosswalk on 51st at Lawton, due to ongoing pressure from the neighborhood council. Roy reported that the planters and tree wells on Telegraph Ave between the BART station and 43rd St really needed water, maintenance and weeding. He also noted that the murals at Kelly Moore were removed, and not re-installed. **Action:** Shifra will follow up with Kelly Moore regarding the murals.

3. CONSENT AGENDA

a. Approval of April Minutes – Attachment

Roy moved to approve the minutes. Don S seconded. **Unanimously approved at 6:30pm.**

4. Gig Carshare Presentation – Anthony Sifontes

Anthony introduced himself and explained about Gig Carshare. Gig is owned by AAA, and is meant to disrupt the car market to benefit drivers, as a free floating, one-way carshare. Anthony explained that with Gig, drivers can walk up to a car, unlock with their phone, drive to where

they want to go and then leave the car there. Roy asked how drivers would find the cars. Anthony responded that the Gig mobile app shows the locations of available cars, or drivers could also call Gig and customer service representatives would explain the location of the nearest car. Anthony explained that Gig users could park in any legal parking spot that allows for 2 hours or more, and when Gig reaches the expected full capacity of members, the cars will sit idle for an average of only 3 hours. Anthony clarified that Gig is not a profit-making venture for AAA, but rather that their profits return to the Gig members in the form of additional services.

5. ACTION ITEMS

a. Website redesign contract w/ Swimming Aardvark – Attachment

Bill reviewed the website redesign contract with Swimming Aardvark. Don S motioned to accept the proposal. Randy seconded. Don S said that Promotion Committee recommended Swimming Aardvark, and also that Shifra had previously worked with them. Shifra explained that Swimming Aardvark had created one of the BID websites that the committee really liked, and was trustworthy. **Unanimously approved.**

b. Kasper's Hot Dogs design

Bill explained that Emil Peinert, the owner of Kingfish Pub was proposing to buy the Kasper's building from Harry and reopen Kasper's Hot Dogs. A subcommittee of the BID DE/ED Committee met with Emil on-site to see how the plans for Kasper's Hot Dogs outdoor patio could work in coordination with the BID's plans for a pedestrian plaza. Bill said that Emil wanted BID support for the plaza design and reopening Kasper's, as well as for the purchase of the land. The DE/ED Committee is reticent to support the purchase of the land, and recommended supporting a ten-year lease that would be voided in the case of 6 months of discontinuity of activity. Bill read the letter Shifra had written from DEED's recommendations. Roy commented that Emil has still not signed an agreement with Harry, and so the deal still might not happen. Roy suggested the BID wait to send the letter until Emil and Harry signed on the deal. Roy suggested two changes to the letter to clarify the lease request for 10 years with options, and add a paragraph about it being compatible with the BID's long-term goal of a pedestrian plaza at that location. Aubyn asked how the DE/ED Committee felt about half the plaza area being used for the business' patio. Roy explained that the DE/ED did a walkthrough and found that 60% of the future pedestrian plaza area was in the Shattuck Ave street area and on 46th St, and so found that both projects could be compatible. Randy expressed reservations that the fence might create an attractive location for sleeping at night. Randy requested that the fence be open and transparent. John suggested requesting extra lighting at night to address the potential overnight sleeping. Motion by Roy to approve the letter with those edits. Seconded by Randy. **Unanimously approved.**

c. Freedom Farmer's Market MOU – Attachment

Bill explained that Freedom Farmers Market had proposed to move their existing farmers' market from the parking lot of a nearby church to the Kasper's Plaza area in partnership with the BID. Shifra reviewed the Freedom Framers Market MOU for the board. Roy requested that the MOU include that Freedom Farmers market retrieve, install, and return the street barricades and signs every week. Motion by Roy to approve the MOU with Roy's edits, and allocated up to \$2,000 to purchase barricades and signs. Seconded by John. **Unanimously approved.**

d. Reserves Expenditure up to \$2,000 for plants for some planters

Bill reviewed that DEED thought the planters were ugly and recommended a proposal to replace ten of the worst plants with succulents and other low maintenance plants. Randy motioned to approve \$2,000 to upgrade as many planters as possible. Seconded by Don S. Roy expressed his

strong distress at the state of the tree wells and frustration that all the plants in the planters were dying. Don M suggested that businesses adopt the planters in front of them. He asked that planters be put in front of his business and offered to maintain them. **Action:** Shifra will consult Allison for choice of plants. **Unanimously approved. General agreement** for the cleaning team to concentrate on weeding the tree wells and pay less attention to daily litter clean up until the tree wells were completed and the planters replaced.

6. INFO/DISCUSSION ITEMS

a. 2016 Metrics – Attachment

Shifra reviewed the metrics, and highlighted the BID's improvement on cleaning, while also noting the negative perception of the BID's landscaping services. She also noted the dramatic increase in positive perceptions of BID communications and street improvements, as well as the negative perception of Temescal homelessness issues.

b. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra attended Dan Kalb's budget forum, where she connected with Upper Telegraph residents about planning their National Night Out event. Shifra facilitated communication between Flying Studios and their property owner to help resolve nearby residents' noise issues with the music during classes. Shifra attended City of Oakland Small Business Week events, learning about city assistance to businesses and properties on 40th Street, and recruiting with potential new retailers to the district.

Cleaning & Maintenance

Since regular rain ceased, Keith has been watering the BID's 53 planters and 40th Street medians once a week. The cleaning team also weeded the tree wells on Upper Telegraph, weeds along the 40th Street sidewalks, and the overgrown 40th Street medians. The regular removal of graffiti and stickers has continued with special attention to traffic signs. The team has been "dead-heading" a portion of the planters each week, for estimated completion in July. The clean team acquired a bike to improve the efficiency of cleaning Zone 2. By strapping a broom, dustpan, and paint onto the bike, they are better able to address the often spread out spots of litter and graffiti on Upper Telegraph. For detailed analysis of the Clean team performance, please see the BBB Operations Statistics and Report.

Design

Kasper's Plaza Programming

Freedom Farmers' Market drafted an MOU to solidify the agreement with the BID for a weekly Saturday Farmers' Market at Kasper's Plaza. The Farmers' Market is scheduled to start in July, to allow for sufficient promotion after the official resolution permitting the weekly street closure is approved at City Council on June 6th. Freedom Farmers Market will be responsible for running the weekly farmer's market, and the BID will provide them with the barricades to do the weekly street closure on Shattuck Ave from 45th to 46th, and on 46th from Telegraph to Shattuck. The farmers' market will run for 5 months, with a holiday gift focus in December.

40th St Median

Shifra partnered with Councilmember Kalb's aide, Oliver Luby, to lobby City of Oakland Park staff for their support for a community weeding and Mulching Day on the 40th Street medians. In May, Park Staff were given approval to provide assistance for the mulching project by setting up

and taking down a safety zone on both sides of the median to allow the volunteers space to work. The Volunteer Weeding and Mulching Day has been scheduled for Saturday, July 8th, 9am-4pm. Shifra will solicit Temescal businesses for food donations for the volunteer lunches. Roy asked that Shifra explore to get the word out to the community to help us lobby the city in these issues.

Utility Boxes

Since the contract was approved, Eduardo Valadez and his group of four artist collaborators met with Shifra to discuss the over-arching design theme of the 15 utility boxes to be decorated in Temescal. The artists agreed to a general theme of “Temescal: Past to Present” with a focus on both historical and current touchstones of the community. The artists planned to talk with the Temescal library and Jeff Norman to better understand Temescal’s history, before creating specific artwork to be reviewed at the June Design Committee and BID board meetings.

Kasper’s Hot Dogs

A sub-committee met with Emil Peinart at Kasper’s Plaza to better understand his designs for a re-opened Kasper’s Hot Dogs. The sub-committee generally agreed that a pedestrian plaza could work in cooperation, and be a benefit to, a re-opened Kasper’s. After this meeting, Emil Peinert presented detailed design plans for a reopened Kasper’s to the DE/ED Committee, but did not commit to the method of acquiring the land for the patio area. The committee strongly urged Emil to lease the land rather than purchase it, so that if Kasper’s closed again the blighted area would not be further abandoned. Emil agreed to explore the idea of leasing the patio area land from the city. The committee recommended Emil’s design plans for a re-opened Kasper’s to be considered for approval at the May board meeting.

Golden Road Brewing

Golden Road Brewing presented their plans to open a brew house with on-site beer and food in a colorful shipping container development at 320 40th Street at the April Board meeting, where the board voted to provide no comments to the city. In May, Shifra attended the community meeting held by Golden Road Brewing owner and staff at the proposed project site. Golden Road representatives heard neighborhood feedback to their original plans, and said that they would work on and submit revised plans in the coming weeks that provide parking and also minimize noise disturbances to the adjacent properties.

Pedestrian Lights

Shifra, Bill and Roy met with city staff regarding differing interpretations of the pedestrian light maintenance agreement. City staff reiterated that they could not be responsible for replacing and repairing the pedestrian lights without another resolution by City Council that would also allocate funding for this endeavor. BID representatives will discuss the problem with Economic Development staff, and may work with Councilmember Dan Kalb to pass a clarifying city resolution.

Economic Development

Mobile Food Vending

Mobile food vending applications will be accepted by the City of Oakland June 5-July 7, 2017. The city has not yet chosen the 25 vending locations throughout the City, but is holding workshops for applicants on May 25th and June 1st.

Promotions

Temescal Snack and Bike at Kasper’s Plaza

Shifra partnered with Bike East Bay to produce a family-friendly Bike to Work Day event on Thursday, May 11th, 3-6pm, at Kasper's plaza. The event attracted around 50 attendees with many children and families who tried out the bikeshare demonstration, enjoyed the free snacks and face painting, and demonstrated how bikes and pedestrians might interact on a future pedestrian plaza.

Temescal Street Fair

The Temescal Street Fair banner was installed across Telegraph Ave on May 1st. Street Fair ads were installed on three bus shelters and two billboards in high traffic locations the week of May 15th. 750 posters and 10,000 postcards have been distributed across Oakland and the East Bay. Digital ads in the East Bay Express started the week of May 15th, and will run for four weeks leading up to the event. East Bay Express print ads and eblasts will run 2 weeks leading up to the event, starting the week of May 29th. For the first time, Street Fair ads will run in the May and June print editions of Oakland Magazine. Digital ads will run on the Oakland Magazine website for two weeks leading up to the event, starting May 29th. Committed sponsorships for the 2017 Temescal Street Fair total \$27,000 to date (final budget is \$30,000), including Kaiser (\$5,000), Hines (\$5,000), Boston Properties (\$5,000), Children's Hospital (\$2,500) and Merrill Gardens (\$2,500).

40th Street Block Party

Shifra met with the event subcommittee to plan the 2017 Block Party, scheduled for July 15th. There will be two beer tents and one wine tent with several food booths. The event layout will largely be the same as the previous year, and Shasta Pros will close the street and expedite the permitting. In addition, this year's event will have increased publicity and more shaded areas. Shifra will send out sponsorship inquiries in the next week.

Temescal Street Flicks

Shifra and Consuelo, the event producer, discussed the elements of the event and worked to finalize the budget, including permitting and materials to close the street. Consuelo contacted Oakland International Film Fest and San Francisco Film Society for film suggestions, and created a robust list of movies for 2017 to be reviewed by the Promotions Committee in June.

Security

Crime in Temescal

Crime in the Temescal (as measured by the crime reported in Beat 12X) in the first five months of the year has increased to 249 incidents, as compared 92 incidents during the same time period in 2016. The 2017 incidents are concentrated at 40th and Shafter, and 51st and Telegraph.

Security Cameras

The security cameras at East Bay Depot for Creative Use were used to provide footage to the police of an attempted armed robbery that occurred at 47th and Telegraph on May 1st. Shifra is working with Reed Security to adjust the camera at Homeroom to provide a useable view of 40th St.

Adjournment at 7:55pm