

Temescal Telegraph BID Board Meeting Minutes
August 22, 2018 – 6:00 to 8:00pm
Temescal Works, 490 43rd St.

Board Members Attending:

1. Roy Alper – Vice President
2. Brian Caruso – Treasurer
3. Allison Futeral – President
4. Gloria Gee
5. Don Macleay
6. Tom Murphy
7. Aubyn Merie
8. Randy Reed
9. Pat Smith – Vice President
10. Don Stahlhut - Secretary

Board Members Absent:

1. Chris Ensmann
2. Bill Lambert
3. Dona Savitsky

Guests: Dave Campbell, Bike East Bay
Cathleen Sullivan, BID Property Owner & Resident
Mohammeda Aloui and Nicole Ferrara, OakDOT

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:06pm

2. CONSENT AGENDA

a. Approval of July Minutes – Attached

Motion by Brian to approve. Don M seconded. **Approved unanimously**

Operations Report

Joey presented that the District had an increase in trash, homeless activity, graffiti and illegal dumping. The team has been removing the illegal dumping themselves rather than submitting it to Oak311 because if they wait for the City, the dumped items then get moved and never cleaned up. Joey spoke with Clear Channel and they're supposed to be cleaning bus stops two days a week. Roy said that the BID needs to enforce the contract.

Action: Shifra will follow up with Clear Channel.

3. PRESENTATION: Repair Telegraph – Nicole Ferrara

Nicole introduced herself and presented on the Repair Telegraph project. She acknowledged that the City was doing a rushed process, so the street could be redesigned and repaved in Spring 2019. The City has developed two design options and are now getting feedback from the community. They have 800 responses via user surveys, which showed users' primary concern for bicycle and pedestrian safety, then transit timeliness, and lastly street parking. They also surveyed local merchants, with 53% responding, and found that 26% believed that parking was most important, with 21% of responses concerned most about bike and transit facilities.

Both design options include a lane reduction from 42nd Street to 50th Street in both directions, shortening the pedestrian crossing distance. The lane reduction will reduce top car speeds, thus reducing the number of

accidents and also reduce overall travel speed by around 3 mph. Nicole said that there are only 13,000 cars on Telegraph through Temescal per day and that the maximum cars per day for a road diet is 25,000. Both designs also include two lanes Northbound on Telegraph Ave between 50th and 52nd but prohibit left turns at 51st St. Nicole noted that this left turn prohibition wouldn't be an issue because only 77 cars turn left per hour. Another choice (to be included with either Design 1 or 2) is a joint bus and bike lane between 51st and 52nd which would maintain parking on the Southbound side, or separate lanes for bikes and buses, which would eliminate all parking on that block. Both designs would have default loading zones in the middle turning lane. Also, both designs have high visibility crosswalks and painted pedestrian safety zones with bollards at intersections to help pedestrians cross safely. Only 25% of cars yield at unprotected intersections, and 65% yield at signalized intersections, so both designs have an emphasis on pedestrian safety improvements. Roy asked about commercial or pedestrian loading zones and Nicole answered that the City was working on solidifying those. Nicole first presented **Design #2**, with "buffered" or traditional bike lines located between the parking and the car travel lane. She then presented **Design #1**, with protected bike lanes between the parked cars and the sidewalk.

4. ACTION ITEMS

a. Telegraph Ave Redesign & Repaving – letter from BID

Randy asked about the impact on street parking. Nicole explained that Design #1 has transit boarding islands, so that the bikes and the buses don't weave back and forth, and enhanced visibility at intersection that allow cars to not run into bikes or pedestrian, both of which would reduce parking. However, they could use the former parking spots near intersections for bike share stations, and thus regain some of the parking spots that were eliminated. She highlighted that Design 1 included median refuges, so that pedestrians only have to cross one lane of traffic at a time.

Nicole said that the city heard that the BID is planning a pedestrian plaza at Kasper's and the city is including a pedestrian plaza on Shattuck Ave between 45th and 46th St as an option. Roy asked about also closing 46th St. to cars. **Action:** Nicole and Mohammed will take consider closing 46th St to cars. Mohammed opined that the bigger challenge with 46th St would be the discussion with the fire department around emergency fire access. Roy requested that the BID be included in those discussions.

Roy motioned to write a letter to City Council saying that that the BID board had an extensive discussion, objecting to the rushed design process but acknowledging that the BID wants the street paved now. Tom seconded. Brian suggested an amendment to Roy's motion that the letter be sent with a much-consolidated message, supporting the City's multimodal improvements and saying that the BID wants the street repaved but expressing concerns over parking, and requesting that 46th be closed to cars. Roy accepted the amendment with the additional item to request that commercial loading space be required in the new design. It was summarized that the new motion on the table was a letter from the BID include concerns over parking, Kasper's plaza including 46th St. and including commercial loading zones. Tom seconded. **Approved Unanimously.**

b. Committee quorum – bylaws change – Attachment

Allison explained that the Promotions Committee was having challenges with sufficient attendance to make decisions. Brian express support for the bylaws change, but noted that the number of meetings required for active members could be changed. Roy motioned to approve. Randy seconded. **Approved unanimously.**

c. Storage Container for BID (Exec) - up to \$760

Allison presented that the BID needs a storage container for event equipment. Tom motioned to rent the storage container and a parking spot for up to \$760. Seconded by Roy. **Approved Unanimously.**

d. 2019 Budget – Attachment

Brian presented the proposed 2019 budget and showed that the BID had little discretionary income to spend in 2019, due to new developments being delayed, and increased expenses from an assistant and enhanced cleaning from BBB. He noted that the 40th Street median maintenance budget was decreased, based on 2018 actual numbers. The Executive Committee wanted to increase the BBB contract by \$20,000 to increase wages by \$2/hour across the board. Brian noted that security cost would be decreased from \$5,000 to \$0, and an additional \$20,000 would be added to the cleaning contract to increase Joey's hours to do homeless outreach. The Executive Director salary and benefits were increased by 10%, inclusive of medical insurance. The assistant budget would be increased to increase hours to 24 hours per week and pay for the full year. Brian noted that the new projected costs for tree lights was \$0, since the Executive Committee recommended deferring it, after reviewing tree light proposals ranging from \$10K to \$29K. Allison added that the lights strnads currently hanging down would be snipped off, but the rest of the lights in trees would remain. Brian noted that art support was increased to \$4,000 and Paint the town, utility boxes and TACO would be allocated from that money. The EBX ad budget was decreased to \$0. Brian summarized that the budget was completely balanced with \$1 left. Don S expressed concern that three projects were competing for the Art Support budget, and requested that \$2,000 be removed from contingency to fully fund the projects. Brian responded that it was bad practice to rely on contingency before approving a budget. Roy motioned to approve the budget for 2019 with a specific notation to attempt to get Paint the Town to be paid for by the City as part of Repair Telegraph. If that effort was unsuccessful after 6 months, then he recommended we then spend the contingency. Seconded by Randy. **Approved Unanimously.**

e. 2020 BID Assessment – Attachment

Brian explained that the bylaws allow the BID to increase the assessment every year by up to 5%, though the BID only increased by 3% last year. Brian summarized that if the BID increased assessments by 3%, he was reasonably confident that all the committed projects could be completed, but none of the wish list projects. However, if the BID spent money on wish list items, then the reserves would be spent down. Roy said he had not been excited about increasing the assessment by 5%. However, he noted that 77% of the budget is going towards two line items: cleaning and the Executive Director, both of which no one wanted to decrease. He explained that because of that, he approves of increasing assessment by 5%, since the BID trying to use 23% of the budget for all the other line items. Brian explained that the cleaning budget was increased so much to increase the quality of cleaning, which had been horrible for so long, and therefore that annual percentage would decrease over time. Roy motioned to increase assessment by 5%. Don S. seconded. **Motion to increase the BID assessment by 5% in 2020 approved Unanimously.**

5. INFO/DISCUSSION ITEMS

a. 2Q2018 Financials – Attachments

Shifra presented the budget versus actuals for the first two quarters of 2018 and noted that the BID was on budget for most expenses, except for the new pole banners. The board had voted to spend \$3,000 extra to maintain the pole banners, causing the BID to be 464% over budget. **She noted that** the BID donated the 83 pedestrian lights to the city, and so the balance sheet would continue to be negative through while the BID paid off the pedestrian light loan during the next 8 years.

b. Temescal Street Flicks

Shifra announced that Temescal Street Flicks was start on September 6th, at 49th and Telegraph, and that all the films would be focused on Oakland.

c. Executive Director's Report - Attached

Organization
Assistant

Trevor Calhoun was hired as the new Marketing and Program Assistant, and began work on August 1st. He is working 20 hours per week, on the BID's social media and enews, while supporting BID events and projects.

Office

The phone and internet have been set up for the new BID office. The Executive Committee authorized renting an additional storage container for the BID's event equipment, so the office will be neater, organized, and more functional for staff. Shifra is working to procure an additional parking spot for the new storage container at 4300 Telegraph Ave.

Outreach to Stakeholders

Shifra met with Precious Green from East Bay Church for Religious Science to learn about the organization, brief her on the BID services available for them, and invite her to increase the involvement with the BID by attending a committee meeting. Shifra attended both the Bushrod and Mosswood National Night Out events to connect with Temescal residents, provide information about the BID, and answer questions.

Cleaning & Maintenance

Over the past three months, the BID has used a temporary full time cleaning ambassador to complete the maintenance of the trashcans, and provide additional cleaning to respond to the increase in trash, graffiti, and homeless in the District. On August 10th, one of the permanent cleaning ambassadors was terminated for insubordination and performance issues. Until Joey is able to hire another permanent cleaning ambassador, the temporary cleaning ambassador will stay on to provided the contracted cleaning hours. The July cleaning statistics continue to show an increase in litter, graffiti, sticker, and poster removal. For a more detailed analysis of the cleaning metrics, please see the Operations Report.

Design

Kasper's Plaza Design

The final community meeting for the Kasper's Pedestrian Plaza Design was held on July 21st. Approximately 20 people attended, including Harry Yaglijian. The online survey soliciting similar feedback, closed on August 1st with 510 responses. Groundworks Office is now analyzing and synthesizing the community feedback, to be presented to the BID in September.

Repairing Telegraph

Shifra and Trevor supported Temescal merchants in providing feedback to the City of Oakland Department of Transportation (OakDOT) about their priorities for the Telegraph Ave redesign by collecting surveys from difficult-to-reach merchants. Over the past month, OakDOT has analyzed the community and business priorities for the street, and has created several options for the redesigned Telegraph Ave. OakDOT has scheduled one community meeting on Tuesday, August 21st for merchants, properties owners, and residents to provide feedback on those designs, and will be releasing a new survey on their bit.ly/repair-telegraph website requesting feedback on those designs, the day after the community meeting. Shifra has publicized this meeting and survey via the enews, and distributed flyers to every ground-floor merchant on Telegraph Ave between West MacArthur and 52nd St. In addition, OakDOT will present these designs to the Temescal BID Board at the August meeting, and request feedback.

Rainbow Crosswalks

Shifra met with Oakland Pride and the Mayor's Office to discuss installing rainbow crosswalks at 66th and Telegraph Ave. City representatives communicated that permanent crosswalks could not be considered until 2019, and so Oakland Pride proposed installing temporary rainbow crosswalks both in front of the White Horse and in Downtown Oakland before the 2018 Oakland Pride event on September 9th. Shifra submitted permits to OPD to close the street for the installation, and partnered with the East Bay Express and Oakland Pride to

publicize the “Paint the Town Rainbow” Pre-Pride Celebration. This Pre-Pride Celebration will consist of volunteers painting the four crosswalks with rainbows, and a happy hour afterwards at the White Horse Bar. The Executive Committee authorized using the Upper Telegraph event funds for this installation, and the paint has been ordered. Ten volunteers have committed to helping paint the crosswalks. However, the OPD permits are still pending, since they are uncertain of closing a main street for a block party. Shifra should know by the August BID Board meeting whether the street closure permit has been granted. If it is denied, the plan is to install rainbow crosswalks only on the two side street crosswalks.

Utility Boxes

New designs by Eduardo Valadez to decorate four additional utility boxes in Temescal were approved by the DE/ED Committee. These designs featured native birds, a Temescali sweat lodge, a field of corn, and an Oakland landscape design. These designs will be brought to the Oakland Public Art Advisory Committee for approval in the Fall.

Economic Development

Business Closures & Openings

2nd Half Sports Lounge has opened in the old Urbano Latino space at 4307 Telegraph Ave, and is serving barbeque and soul food, along with a full bar. A new shop selling vinyl records, called Paradise Records, is opening September 1st in Alley 49. Bernal Cutlery knife shop from San Francisco has opened up a second location in Temescal on 40th Street next to Clove & Hoof.

Promotions

Temescal Street Flicks

All the films for the 2018 Temescal Street Flicks have been selected, and the banner publicizing the movie series was installed on Tuesday, August 21st. The film series will feature: Evolutionary Blues documentary film, two nights of short films about Oakland, and a finale night featuring Black Panther. The website has been updated and Facebook events have been created for the 2018 film nights. Posters and postcards are being updated, and will be printed and distributed soon.

Adjournment 9:20pm