

Temescal Telegraph BID Board Meeting Minutes

September 26, 2018 – 6:00 to 8:00pm

Faith Presbyterian Church, 439 49<sup>th</sup> St.

Board Members Attending:

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

Board Members Absent:

1. Brian Caruso – Treasurer
2. Dona Savitsky

Guests: Oliver Luby, Senior Aide, Councilmember Kalb’s Office

Mohammed Alaoui and Hank Phan, OakDOT

Sarita Waite, Kesete Yohannes & Natalie Mehta, BID Property Owners

Mary Busby, Carlo Busby, Toni Sholes, Bill Pegg, BID  
merchants/organizations

Don Lowrey, Colin, Joan & Robert Temple, Temescal residents

**1. INTRODUCTIONS – Call to Order: Allison Futeral, President**

**2. Public Comment: Theft Prevention Sticker**

Don M recommended that the BID not attempt to be playful with any future communication, especially in regards to theft prevention. Cynthia noted that the sticker situation highlighted the BID’s blind spots caused by the board’s lack of diversity, and reminded her to increase outreach; Tom and Aubyn agreed.

**4. Consent Agenda - Approval of August Minutes – Attached**

Bill requested that the cost of renting a storage container be clarified to note the monthly or yearly cost. Tom requested that the minutes be revised to include: “Tom noted that the 5% increase announcement would have stakeholders in the Upper Telegraph area questioning the increase. Shifra indicated that she would dedicate more time inn Upper Telegraph on merchant retention and attraction, in addition to her recent work installing rainbow crosswalks as part of an annual Pre-Pride Upper Telegraph event.” Bill moved to approve the minutes with those revisions. Don seconded. **Approved unanimously.**

**5. Presentation: Parking Proposal for Repair Telegraph – Hank Phan, OakDOT**

Hank Phan summarized that the new design would eliminate up to 34 spots on Telegraph Ave, but that staff identified 39 spots to be metered on side streets to “replace” that parking. The new design included upgrading the seven current loading zones to 44 feet, and converting the loading zones to certain times of day. The new design also added four more disabled parking spots and moved them to the corner of the side streets.

Hank noted that the bus stops at 49<sup>th</sup> and 50<sup>th</sup> would be removed, and the bus stop on the North side of 45<sup>th</sup> and Telegraph would be moved to the South side of the intersection. Cynthia expressed concern that well-used bus stops were being removed. Randy asked why AC Transit was moving their stops to the near side of intersections when their previous policy was to locate stops on the far side of intersections? Hank said that AC Transit didn’t want to keep bus stops at uncontrolled intersections, since cars go around stopped buses and hit pedestrians. Hank committed to talking with AC Transit about not relocating the bus stop in front of Reed Security.

Sarita asked about the changes to parking on the East side of Telegraph between 49<sup>th</sup> and 51<sup>st</sup>. Hank answered that four spots would be eliminated to increase sightlines, but noted that seven of the original eleven spots would remain. Sarita, and Toni from Universal Beauty both objected to losing parking, and said it was needed

for merchants. Mohamed noted that more meters would increase turnaround, and thus create more parking on side streets. In addition, all the parking on Telegraph would be metered. Randy objected to the removal of nearly all parking in front of his business, and estimated that his sales would drop 50-70%. Randy opined that eliminating parking would drive out businesses that needed it. Don M expressed approval of the plan, but suggested that a working meeting to delve into the details, would ensure that the new design would be successful. Cynthia expressed support for adding more disabled parking spots. Bill noted that the BID had been looking for a curbside management plan, and expressed general support for the design. He noted that 49<sup>th</sup> Street was currently a defacto loading zone, and suggested adding a loading zone by the Alley.

Roy suggested that the street just be repaved, and that the city redesign it later; Mary and Don S agreed. Mohamed said that if the City repaved without the redesign, then the city would be reinstalling an unsafe road. He noted that installing temporary paint, then grinding it off for the final design would reduce the overall life of the street and waste City resources. Mohamed also said that OakDOT was constrained on resources, and so don't have the staff bandwidth to do the project in two phases. Kesete expressed support for repaving the street, but objected to the redesign because of concerns that his business would close due to those changes. Mary requested that high visibility crosswalks be installed down the corridor, and that traffic speeds be slowed. Mo noted that the design reduced the number of lanes, which would reduce the speed of traffic.

## **6. ACTION ITEMS**

### **a. Parking Proposal for Repair Telegraph**

Roy motioned that the BID board request an urgent meeting with the Mayor to allow for a temporary fix to Telegraph by paving it, while giving BID time to look over both design ideas. Seconded by Don L. Cynthia said that the BID already had that discussion at multiple DE/ED and Board meetings, and opined that Roy's idea was not feasible, for various reasons. Don M. said that trying to get the City to change their policies will be a waste of time and instead suggested the BID work with OakDOT. Bill agreed and opposed the motion. Tom, Roy, Pat, Don S. voted for the motion. Cynthia, Don M, Bill, Allison, and Randy voted against the motion. Aubyn abstained. Motion failed. **Action:** Shifra will work with staff to schedule a working meeting regarding parking, loading zones and bus stop relocation.

## **7) Info/Discussion Items**

### **a. Kasper's Pedestrian Plaza Design Community Feedback Results**

Shifra reported that there was a lot of diverse feedback regarding the surveys and a majority of people liked the Temescal Creek idea, but there were still a lot of other feedback and recommendations. Shifra added that there was a good amount of qualitative data to go over and the BID plans on looking at the responses and seeing what most people like/dislike. Roy added that the plan is not to spend taxpayer money, but to instead get the funding from elsewhere because the BID currently does not have the funding. Dom M. addressed that there have been tests regarding traffic patterns, pedestrian safety, etc. and the plan is to come up with something that falls in line with what the BID, City of Oakland and local residents want. Randy added that the design is only in the beginning stages and there is nothing close to being confirmed or finalized.

### **b. 2020 BID Assessment Feedback**

Shifra received feedback from several stakeholders who concerned about the rate increase. She met with a couple of them, who were gratified that increased cleaning was the main cause of the assessment increase.

### **c. Executive Director's Report – Attached**

## **Organization**

### **Office**

Shifra secured an agreement to rent an additional parking spot for a new mobile office for the cleaning team, and to use half of the original storage container at 4300 Telegraph Ave for the BID's event equipment. The new mobile office is scheduled to arrive on October 5<sup>th</sup>, and electricity will be provided shortly thereafter.

## Outreach to Stakeholders

Shifra met with the owner of Paradise Records, a new record shop in Temescal Alley, to brief him on the BID services available for the shop, and invite him to participate in upcoming BID events. She met with representatives from Tannery Bend Beerworks and Marvin Gardens Real Estate to discuss each of them opening in half of the Alcatel Bottle Shop, and how the BID could support them through ABC and City permitting processes. Shifra met with the property manager for Mural Housing to discuss how the BID could best support their residents. Shifra met with the owner of 33<sup>rd</sup> and Rising regarding her new business in the BID, and invited her to get involved with the BID by attending a committee and board meeting. She also met with Matt Moran, the owner of Moran Plumbing regarding their assessment amount and how the BID could help support the wholesale-focused business. Shifra and Trevor attended the September BID Alliance meeting to introduce Trevor to his counterparts at other BIDs and to discuss working together to reduce the permitting fees for special events.

## **Cleaning & Maintenance**

In September, Joey increased the team's use of the SMART system (Statistics Management Ambassador Reporting & Tracking System) in order to better address graffiti and illegal dumping. The SMART system also allows Joey to see the amount of time and locations where the team has cleaned to better manage routes and manage the team's time. In August, the amount of trash removed from the district was similar to previous months; however, the team struggled with accurately reporting that statistic. Joey has hired a permanent cleaning ambassador, who will start work on Wednesday, September 26, and the temporary ambassador will be transferred to BBB's Downtown Oakland account. For a more detailed analysis of the cleaning metrics, please see the Operations Report.

## **Design**

### Kasper's Plaza Design

Groundworks Office analyzed the feedback from three community meetings and over 500 responses on the online survey, and presented the findings to the DE/ED Committee. The general consensus from the public was that they preferred the Temescal Creek theme for the pedestrian plaza design. However, the qualitative feedback was so diverse, that it was hard to determine more detailed preferences from the public. A subcommittee was created to review the pedestrian plaza feedback in detail, and will report and discuss additional finding at the October DE/ED Committee meeting.

### Repairing Telegraph

After OakDOT's presentation to the BID board regarding the options for the redesigned Telegraph Ave in August, the BID sent a letter to the city supporting improving the street design, but expressing concerns regarding the rushed process, lack of parking and commercial loading information, and failing to incorporate the BID's complete pedestrian plaza designs. OakDOT then sent a response to the TT BID's letter via postal mail which committed to studying whether the BID's complete pedestrian plaza plans could be implemented, and requesting a meeting with the BID the week of September 24<sup>th</sup> to discuss their proposal for additional metered locations and time of day metered loading zones.

### Rainbow Crosswalks

The Temescal BID partnered with Oakland Pride to install four temporary rainbow crosswalks in front of the White Horse on Sunday, August 26<sup>th</sup>. An OPD Block Party permit was acquired to close the street safely for volunteers to paint. Over 30 community members volunteered their time to paint the crosswalks, working from 9am-1pm. The feedback from the nearby businesses and community was resoundingly positive, and Streetsblog SF wrote an article about the crosswalk project (<http://ow.ly/Nvk130IXj46>).

### Ike Kiosks

Shifra visited Berkeley to see a demonstration Ike Kiosk in operation, and the DE/ED Committee reviewed the additional information received from Ike regarding BID's informational slides and the contract terms. The

committee agreed to stop dedicating staff and committee time to investigating and considering the Ike Kiosks at this time.

### 40<sup>th</sup> Street Medians

The DE/ED Committee discussed improving the median on 40<sup>th</sup> Street between Manila and Broadway, in response to nearby property owner requests. The Committee recommended that Shifra work with Allison to create a proposal for the median with the \$2,500 remaining in the 40<sup>th</sup> St median maintenance budget.

## **Economic Development**

### Business Closures & Openings

Co Nam, a new Vietnamese restaurant with a full cocktail menu is constructing their build-out in the old Portofino Pizza space at 40<sup>th</sup> and Telegraph. Bierhaus, a new gastropub, is opening at 360 40<sup>th</sup> St. Also, Tannery Bend Beerworks, a Napa brewery, is opening a taproom at 6363 Telegraph, with Marvin Gardens Real Estate to open in the other half of the space. A UPS store will be opening in the new building at Aileen and Telegraph.

## **Promotions**

### Temescal Street Flicks

The 2018 Temescal Street Flicks free outdoor movie series on 49<sup>th</sup> St at Telegraph started on Thursday, September 6<sup>th</sup>. The first three nights featured Evolutionary Blues documentary film, and then two nights of short films about Oakland, which drew 60-80 attendees each night. The finale night featuring Black Panther is expected to draw about 200 attendees. The website, Facebook page, posters and postcards continue to promote the event series through the end of September.

### Temescal Trick or Treat

Temescal Trick or Treat annual Halloween event is scheduled for Wednesday, October 31<sup>st</sup>, 4-6pm, on Telegraph Ave from 40<sup>th</sup> to 51<sup>st</sup> St. Ruby's Garden will be holding a costume contest, Flying Studios will host a family dance party, Ancient Way will host an apple bobbing contest, and East Bay Depot will host a mask-making workshop.

### Holiday Decorations/Campaign

The Promotions Committee voted to discontinue the BID's Plaid Friday event, and to focus BID resources on creating a holiday campaign that relates to the BID's Holiday Fair, encourages customers to engage with Temescal experiences, and highlights Temescal BID shopkeepers and owners. Also, the committee voted to not install the snowflake decorations, but rather to design and print a holiday banner that could be used again in future years, since the 2019 holiday decorations budget was eliminated. A subcommittee was formed to design an effective holiday marketing campaign and banner design to be considered by the committee and the BID Board in October.

## **Security**

### Theft Prevention Sticker

The last week of August, the Temescal BID installed theft prevention stickers on parking meters along Telegraph from 40<sup>th</sup> to 51<sup>st</sup> that said "Don't Feed the Thieves" with an image of a raccoon holding up a cell phone and backpack, taken from a car. The use of the raccoon image was meant to allude to the urban phenomena of actual raccoons often stealing from garbage and waste cans. However, these stickers contained an image of a raccoon that was offensive and racist. On September 9<sup>th</sup>, the image was shared on various social media platforms, and the BID received hundreds of comments, messages, emails and phone calls expressing the community's outrage and offense at the sticker and the image. The stickers were removed on Monday, September 10<sup>th</sup>, and Shifra issued an official apology the following day for the BID's unintended and uninformed mistake, acknowledging the harmful impact the image and the sticker had caused to the community. In the apology to the public, the BID promised to work to diversify the members on its committee and board,

and will hold a special public comment at the September board meeting to hear further public comments, as well as additional suggestions for how the BID can improve.

**8) Other**

Shifra announced that she would be at a conference during the normal board meeting day for October. General agreement that the October BID Board meeting will be rescheduled to Tuesday, October 16<sup>th</sup> and the DE/ED meeting will be rescheduled to Thursday, October 11<sup>th</sup>.

**Meeting Adjourned at 8:25pm**