

Temescal Telegraph BID Board Meeting Minutes  
November 28, 2018 – 6:00 to 8:00pm  
Temescal Works, 490 43<sup>rd</sup> St.

Board Members Attending:

- |                                |   |
|--------------------------------|---|
| 1. Cynthia Armour              |   |
| 2. Allison Futeral – President | Board Member resigned prior to meeting:               |
| 3. Gloria Gee                  | 1. Chris Ensmann                                      |
| 4. Bill Lambert                |   |
| 5. Don Macleay                 | Guests: Andrew Jones, Program Director, Downtown      |
| 6. Aubyn Merie                 | Oakland BID   |
| 7. Tom Murphy (via phone)      | Lisa Jacobs, Comm. Services Coordinator, CM Kalb's    |
| 8. Randy Reed                  | Office  |
| 9. Dona Savitsky               | Sarita Waite & Kesete Yohannes, Temescal BID property |
| 10. Pat Smith – Vice President | owners  |
| 11. Don Stahlhut - Secretary   | Carlo Busby, owner of Sagrada                         |

Board Members Absent:

- |                               |                                     |
|-------------------------------|-------------------------------------|
| 1. Roy Alper – Vice President | Supply & Salon                      |
| 2. Brian Caruso – Treasurer   | Curtis, owner of The Avenue Bar     |
|                               | Don Lowrey, Kyle Temescal residents |

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

**2. CONSENT AGENDA**

**a. Approval of October Minutes – attached**

Don motioned to approve the October minutes. Bill seconded. **Approved unanimously with the typo correction.**

**3. PRESENTATION: Downtown Oakland BID Homeless Programs – Andrew Jones**

Andrew presented Downtown Oakland BID's homeless outreach program, consisting of three initiatives: hygiene kits and merchant training, care villages and work force reentry, with the purpose of helping out where needed rather than solving homelessness. Andrew recommended that the Temescal BID create a position statement regarding homelessness within the community, like the Downtown Oakland BID did, because of the importance of BID staff knowing how to treat people, and the community knowing the BID's intentions. Allison added that the Temescal BID wants to be proactive regarding the growing homeless population, and help those in need, rather than exclude and isolate them. Joey opined that Downtown Oakland's homelessness initiatives were a good thing, and explained that the cleaning team distributing hygiene kits could help build relationships with the homeless. Joey added that when the mentally ill and homeless people are treated with respect, their behavior would improve; Dona agreed.

**4. Operations Report – attached**

Joey reported that there has been a 133% increase in trash pickup throughout the district, with more trash being pulled out of the city cans, and left on the sidewalk and bus shelters. Bill asked if there had been any communication with Clear Channel over the maintenance of bus stops; Shifra said she was communicating with Clear Channel to schedule a meeting.

## 5. ACTION ITEMS

### a. Repair Telegraph BID position – attachments (DE/ED) (Exec)

Shifra reviewed that previously the BID had supported the Repair Telegraph project, but expressed concerns regarding Kasper's Plaza, parking and commercial loading zones. She explained that the BID could support the city's proposed design, while working to improve the details, or oppose the road diet and advocate for the City to repave the road without redesigning, or take another position altogether. Bill suggested that the BID board follow the DE/ED Committee's recommendation to advocate for 46<sup>th</sup> St. to be closed to traffic and be incorporated in the BID's planned pedestrian plaza. Mohamed explained that the road diet would help reroute freeway-bound traffic from the busy 51<sup>st</sup> intersection to Shattuck Ave, and that 46<sup>th</sup> Street needed to be open to allow cars the most direct access to the freeway. Randy questioned why the City was proposing a road diet, since when they had proposed it before, the idea was rejected because it would cause the Level of Service of Telegraph to degrade from a Grade C/D to a Grade F. Mohammed said that the proposed plan would maintain the 51<sup>st</sup> St. intersection Level of Service (LOS) at its current D rating, and that the rest of the corridor would remain at LOS C.

Don Lowrey noted that the proposed design had been rejected before by the BID in 2014, criticized that the design would remove parking, and suggested the BID oppose the City's current proposed redesign. Mohamed explained that the City's proposed bike lanes would be significantly improved from KONO's bike lanes due to key features ensuring that cars don't park in the bike lane and improving turning movements. He noted that even with the aesthetic and secondary design issues, the KONO bike lanes reduced collisions by 56%. He added that the primary loss of parking in Temescal (about 20 spaces) would be caused by bringing the street up to current safety standards, with the rest of the parking loss resulting from the bike lane. Dona opined that the installation of the bike lanes would improve the quality of life and suggested that losing more parking spots wouldn't be that significant with Temescal's existing parking problems. Curtis recommended that the City retime the traffic signals to keep cars moving, and Mohammed responded that the City of Oakland would not be retiming the traffic lights due to insufficient staff. *Gloria Gee left the meeting.*

Kesete said that the merchants revitalized Temescal and recommended that the BID be on the side of the merchants by advocating for only repaving the streets, since he believed that the road diet would cause merchants to lose business like in KONO; Toni agreed. Bill said that the KONO bike lanes report revealed mainly positive results, showing an increase in the sales tax, an increase in the number of pedestrians and a reduction in collisions. Don M. suggested that merchants realize that times are changing, and recommended the BID support the City's proposed plan and work to modify the details as needed; Cynthia agreed. Cynthia added that if the BID advocated for maintaining the street design as is, the BID would be advocating for collisions. Toni, Carlo and Don L expressed their opposition to the City's proposed design.

Don S. recommended that merchants dictate the BID's decision, and motioned for the BID to oppose the City's proposed plan and advocate for only repaving Telegraph. Seconded by Tom. Bill expressed opposition to the motion, since he believed that the City did an incredible job incorporating community feedback, the design would improve safety, and give the community a repaved street; Don M agreed. Carlo suggested the BID do a poll of the merchants and property

owners being affected by the street design to determine the BID's position. Randy clarified that the BID is funded by the property owners but does not represent only the property owners; rather it represents the entire community, which consists of residents, property owners, and merchants, and the BID's charter is to act for the good of the entire community. The vote was called with Don S and Tom in favor of the motion. Aubyn, Dona, Randy, Cynthia, Bill, and Don M voted to oppose the motion. Pat and Allison abstained. **The motion failed to pass.**

Bill motioned to support the City's plan and work with City staff to improve the details. Cynthia requested a friendly amendment to advocate for retiming the traffic signals, which was accepted. Don S. and Tom voted to oppose the motion. Aubyn, Dona, Randy, Cynthia, Bill, and Don M voted in favor of the motion. Pat and Allison abstained. **The motion passed.** Bill motioned for the BID to pursue closing 46<sup>th</sup> Street as part of the BID's planned pedestrian plaza, and if not possible, to advocate for a visible and awesome crosswalk at 46<sup>th</sup> street. The vote was called with Bill, Cynthia, Randy, Don M., Pat, and Don. S voting in favor. Aubyn voted against the motion. Allison and Dona abstained. **The motion passed. Action:** Shifra will write a letter to the City with the BID's position on Repair Telegraph.

#### **b. Kasper's Plaza Feedback**

Shifra reported that after reviewing the community feedback, the DE/ED Committee recommended the BID direct Groundworks to incorporate seating, convertible staging, a play area, greenery and creek art, as well as giving some thought to lighting and shading, into the final design of Kasper's Plaza. Don S motioned to support the DE/ED Committee's recommendation. Seconded by Aubyn. Cynthia requested that the BID have the working final documents, in order to make more tweaks to the designs later on. **Motion approved.** Dona abstained.

#### **c. Idora Park – rescinding reserve funding allocation (\$13,500) (DE/ED)**

Allison summarized that instead of using reserve funds for Idora Park, a project that has not had any progress in years, the Executive Committee recommended using that money for other projects. Bill motioned to rescind the funds and allocate it elsewhere. Seconded by Don S. **Approved unanimously.**

#### **d. December Board & Committee Meetings – Rescheduling**

The board meeting will be December 19<sup>th</sup>, and the DE/ED meeting will be December 13<sup>th</sup>.

### **6. INFO/DISCUSSION ITEMS**

#### **a. Holiday Safety Ambassadors (November 28 – December 30<sup>th</sup>)**

Shifra reported that the change in hours for Safety Ambassadors started that day, to 1:30-10pm.

#### **b. Temescal BID Holiday Campaign - #DiscoverTemescal**

Shifra reported that Ruby Press was hired to run an Instagram-centric holiday marketing campaign for the BID, including partnering with instagram influencers to help spread awareness. Dona committed to donating a gift card to the campaign.

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

#### **Organization**

##### Office

Shifra secured an agreement to rent an additional parking spot for the BID's event equipment, rented a new storage container, and has started moving BID equipment from the Temescal Works office to that container. Electricity has been installed for the clean team's mobile office and so they now have adequate lighting and heating in their mobile office.

##### Professional Development

Shifra attended the International Downtown Association conference in San Antonio, Texas to connect with other BID leaders across the world and learn best practices. She talked with BID leaders from Anchorage, Alaska to Tuscon, Arizona about their homeless outreach programs, and took inspiration from place-making and activation from San Antonio's River Walk and Chicago Loop Alliance's median parks for Kasper's Plaza.

##### Outreach to Stakeholders

Shifra met with Amanda and Johnny, the property managers of MacArthur Commons, to brief them on the BID services and events, and give them a tour of the neighborhood. Shifra also met with Toni, the owner of Universal Beauty, to create an Instagram account for her business and to teach how to publicize her business on social media. She also met with the Downtown Oakland BID to learn about their hygiene kits distribution, merchant training, partnerships with non-profits that provide services to Oakland unhoused residents, and their plans for twice monthly mini-care villages in 2019 in Downtown Oakland.

#### **Design**

##### Repairing Telegraph

Shifra reviewed the draft redesign plans with 85% of the merchants along Telegraph Ave from 42<sup>nd</sup> to 51<sup>st</sup>, and listened to their recommendations for changes to the parking and loading zones to better meet their needs. OakDOT received those requests, and accepted around 90% of the recommendations made by merchants. Shifra attended a meeting with OakDOT staff and merchants and property owners mainly from Telegraph Ave between 49<sup>th</sup> and 51<sup>st</sup>, who expressed deep concerns with the redesign plans and process. Per DE/ED Committee request, Shifra publicized and held a meeting with 46<sup>th</sup> St and 47<sup>th</sup> St residents to determine if they would oppose or support 46<sup>th</sup> St being closed to traffic for a pedestrian plaza. Two residents attended, of the 50 who received the meeting flyer, and those two opposed the 46<sup>th</sup> St closure. The DE/ED Committee met and recommended that the BID continue to pursue closing 46<sup>th</sup> St as part of the BID's plans for a pedestrian plaza. The final Telegraph Ave redesign plans will go to the City of Oakland Public Works Committee on December 4<sup>th</sup>, and to the City Council on December 11<sup>th</sup>.

##### 40<sup>th</sup> Street median landscaping

The DE/ED Committee approved new landscaping on the 40<sup>th</sup> Street median between Broadway and Manila St. The plans include removing portions of the existing juniper, and replacing with a couple variations of lantana, which is colorful, but low maintenance. Shifra will contract with a landscaping team to purchase and install lantana, per the approved plans, within the BID budget for maintaining the 40<sup>th</sup> St median.

### New Plants in Planters

Ten additional planters have been planted with succulents and agaves along Telegraph Ave, costing \$2,000. There are no remaining funds in the budget to replace more plants.

## **Promotions**

### Temescal Trick or Treat

The 2018 Temescal Trick or Treat on Wednesday, October 31<sup>st</sup>, 4-6pm attracted hundreds of families to Temescal and featured Ruby's Garden's annual costume contest, and a mask-making workshop at East Bay Depot for Creative Reuse.

### Holiday Decorations/Campaign

The Temescal BID has hired a local PR firm Ruby Press for the 2018 holiday season to run a holiday marketing campaign celebrating Temescal's unique independent shops, services and restaurants. Ruby Press' publicity plan will highlight having great experiences this holiday season in Temescal -- finding those special gifts for those you love and sharing great meals and drinks with friends and family. In order to build brand awareness and create buzz, Ruby Press is creating a #DiscoverTemescal Instagram campaign and negotiating influencer partnerships to spread that brand awareness and usage of #DiscoverTemescal.

## **Safety**

### Crime Prevention Training

Shifra coordinated, planned and publicized a free crime prevention training for merchants led by the Oakland Police Department, in partnership with the Temescal Merchant Association. Three OPD staff, including the Temescal CRO David Mac, attended and presented on how merchants could implement Crime Prevention through Environmental Design (CEPTED), the most up-to-date emergency numbers, and how to approach a suspected shop-lifter. Beyond OPD staff, only Shifra, Steve LaVoie from Temescal Library, and Carlo from Sagrada attended.

### Holiday Safety Ambassadors

The Temescal Telegraph BID cleaning ambassadors will be changing their hours to offer a safety presence during the holidays, every Wednesday, Thursday, Friday, Saturday, and Sunday, 1:30-10pm, starting November 28th through December 30th. The holiday safety ambassadors will continue their normal cleaning and maintenance services, but are also certified, and trained as safety ambassadors. They will also carry a phone to answer calls for service from merchants throughout the district. **The phone number is: 510-847-3703.** Cards are being printed which will be distributed to Temescal merchants directing them to call the safety ambassadors in cases of: suspicious activity, threatening behavior, crime in progress (call 911 first, then the safety ambassadors), and walking escorts within the district.

**Meeting Adjourned at 8:58pm.**