

Temescal Telegraph BID Board Meeting Minutes

April 24, 2019 – 5:30 to 6:00pm

Temescal Works, 490 43rd St.

Board Members Attending:

1. Cynthia Armour
2. Allison Futeral – President
3. Tom Murphy
4. Pat Smith – Vice President
5. Brian Caruso – Treasurer
6. Don Macleay (arrived at 5:45pm)
7. Randy Reed

Board Members Absent:

1. Gloria Gee

Guests:

Oliver Luby, Senior Aide, Councilmember Kalb's Office
Lynn Howe, Temescal resident

1. INTRODUCTIONS – Call to Order: Allison Futeral, President – 5:30pm

2. CONSENT AGENDA

a. Approval of March Minutes – Attached

Cynthia noted that Brian's new email was not in the board packet. **Action:** Shifra will send Brian's new email to the board. Brian motioned to approve the March minutes. Seconded by Randy. **Approved unanimously.**

3. ACTION ITEMS

a. TT BID Bylaws revisions (Exec)

Shifra summarized that the BID's Bylaws were not in compliance with the Brown Act. The Executive Committee recommended revising the bylaws to remove language about email decisions, and add a section about phone meetings. Shifra added that per the Brown Act, a quorum of board and committee members could not communicate about BID issues on email, since those email "meetings" were not accessible to the public. Randy motioned to modify the bylaws as recommended. Seconded by Tom. **Approved unanimously.**

b. Temescal Public Art Walk - \$477 from Art Support (Exec)

Allison clarified that \$2,000 was available in the budget for Art Support, and the Executive Committee recommended approving \$477 for Jena Dominique to lead the annual Temescal Art Walk, on May 18th. Cynthia motioned to approve the proposal. Seconded by Randy. Don abstained. **Approved unanimously.**

c. Kasper's Pedestrian Plaza name change to Telegraph Triangle (DE/ED)

Allison reviewed that the BID was considering changing the name of Kasper's Plaza. Shifra added that the DE/ED Committee discussed various options and recommended changing the name to 'Telegraph Triangle.' Cynthia expressed concern with renaming the plaza since it is a landmark for many Temescal residents. Allison objected to changing the name more than once, and recommended that the BID deliberate more before determining the plaza name; Randy and Brian agreed. Brian suggested that the BID involve members of the community who are passionate and knowledgeable about the history of Temescal, to help determine the name of the plaza. **General agreement** to continue discussion of the plaza name at the DE/ED Committee. **Action:** Shifra will contact Jeff Norman, a Temescal historian and resident.

4. INFO/DISCUSSION ITEMS

a. Temescal Street Fair Sponsorship update & beer booth volunteers

Shifra reported that the BID confirmed \$25,000 sponsorships, and that \$5,000 remained to reach the \$30,000 needed in sponsor funding. Randy offered to staff the beer booth with employees from his store.

b. 40th Street Block Party

Shifra reviewed that \$5,000 in sponsorship was needed to fund the event. Shifra requested that board and committee members help clean-up after the event from 5pm-7pm.

c. June Meeting Schedule

The June board meeting will be moved to June 19th, and the June DE/ED meeting will be moved to June 13th.

d. Operations Report

Joey reported that the team continued to remove trash from the street, and that the de-escalation training received positive feedback from East Bay stakeholders who attended.

e. Executive Director's Report

Shifra attended a Visit Oakland networking event and talked with the Downtown Streets Team and Lavamae about possibly offering their services to unsheltered people in Temescal. She also toured the RadUrban modular units at the 5110 Telegraph and 4700 Telegraph developments. Shifra presented at the Temescal Neighborhood Council meeting to update the community on Repave Telegraph and the BID's pilot community engagement program. She also convened a group of wellness-oriented business in Temescal, to discuss planning a "Wellness Walk." Shifra attend the April BID Alliance meeting, and learned about the City's new interim guidelines for mobile food vendors, in response to the State of California's passing of SB 946.

Outreach to Stakeholders

Shifra met with Temescal merchants and stakeholders to brief them on BID services and events:

- Ellen Kim, co-owner of Temescal Works
- Amanda Fraley, community manager at MacArthur Commons
- Emma Wong, Community Manager of Yelp East Bay about a Yelp partnership to amplify publicity for upcoming BID events
- Lynn Gitomer, a new Temescal resident, to talk about getting involved with the BID
- Marisol Vela-Chiu, Program Manager for Project Access at Keller Plaza
- Kelly Gonzalez, La Clínica de La Raza BCHO Dental Clinic Manager

Clean & Safe

Community Engagement Program

Joey and Shifra created a de-escalation training that was presented by Joey and the Temescal Ambassadors to stakeholders from Temescal, as well as Berkeley and Downtown Oakland on April 3rd. Trevor distributed flyers to all Temescal merchants about the training, though many couldn't attend. Since then, several Temescal merchants have requested the de-escalation training for their staff, to be scheduled soon.

Design

Repairing Telegraph

The final design for Telegraph Ave from 42nd to 52nd has been finalized, and will go to Public Works Committee and City Council as an informational report. Separately, the plans to revise the KONO bike lanes will go to City Council as an action item. In addition, OakDOT has maintained existing plans for a buffered bike lane on Telegraph Ave from 29th St to West MacArthur Blvd, and determined that West MacArthur to 42nd will have protected bike lanes; the entire stretch will receive a road diet from five lanes to two traffic lanes with a center turn lane.

Kasper's Pedestrian plaza

A draft website for the pedestrian plaza project has been created, to communicate the project's design evolution, the community outreach process, the final design and the next steps: <https://temescaldistrict.org/kaspers-plaza/>. Shifra attended the City of Oakland Cultural Arts Grants Workshop, and determined that the BID could apply for funding for Kasper's Plaza, if the BID partnered with an artist and a 501(c)(3) fiscal agent. After determining that most grant funding applications were due in Spring, it was agreed upon to start working on grants to apply for funding in Spring 2020.

Economic Development

MacArthur Commons Leasing

Shifra and Cynthia met with the Mac Commons developers from PNC and Hines. BID representatives advocated for signing a grocery store, increasing the TI packages, and building out the space to a soft shell in order to attract retail tenants. PNC and Hines indicated a willingness to lease the retail spaces, and tenant a grocery store, while stating that they would not offer discounted rents or larger TI packages; rather potential tenants must negotiate for what they need. They provided more information on their leasing, stating that they could not consider Trader Joe's because of union issues, and that they were eager to consider pop-ups. Shifra met with a food-oriented entrepreneur with a background in restaurants and Off the Grid, for a walkthrough of MacArthur Commons and a discussion of a Market Hall-type business in that space.

New Businesses

Tannery on Telegraph's permitting problems were resolved and they submitted their planning permits to the City. However, their opening may still be delayed because of the PG&E backlog to install new utilities in the space. Marvin Gardens Real Estate plans to open in early Summer at 6363 Telegraph Ave at Alcatraz. I Scream Donuts opened at 4731 Telegraph Ave in the space previously occupied by Tara's Organic Ice Cream.

Promotions

Temescal Public Art Walking Tour

Jena Dominique of Street Salad Postcards, who ran the Taste of Temescal media tour, created a proposal to lead the Temescal Public Art Walking Tour on May 18th, to both increase the size and publicity for the event, and also since Shifra is unable to lead it. The Executive Committee reviewed the proposal, and recommended funding \$477 for the tour and the postcards. Jena reached out to Visit Oakland, and they will provide a videographer to document the event.

Temescal Street Fair

The producers of the Temescal Street Fair, with support from Shifra, have raised \$25,250 in confirmed sponsorships, of the needed \$30,000 to fund the annual street fair. Programming for the Temescal Brewing and the Salsa stages have been booked. The banner announcing the Street Fair has been installed across Telegraph Ave at 49th St.

40th St. Block Party

Shifra met with the 40th St block party planning committee and initiated recruitment for bands, DJ's, and food vendors. Shifra created and sent out sponsorship information to the planning committee, in order to raise \$5,000 needed to produce the event.

Safety

Temescal Walking Officer, Edgar Macedo, has returned to part-time duty to patrol Temescal. Temescal businesses can contact him at 510-882-8359, Tuesday-Friday, 3pm-10pm. Captain Bolton has reported that while auto burglaries are still increasing in Temescal, OPD has changed their policy to not pursue auto burglaries in progress due to the high risk. Instead, they are changing tactics to use video surveillance and other means to build cases, and then issue arrests. OPD is also working to develop a City-wide theft prevention sticker to combat auto burglaries.

Meeting adjourned at 5:59pm

Temescal Telegraph BID Annual Meeting Minutes
April 24, 2019 – 6:00 to 7:30pm
Temescal Works, 490 43rd St, (at Telegraph)

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:20pm

2. ACTION ITEMS

b. New Board Member Election (2 year term)

Marisol Vela-Chiu, Keller Plaza representative & Toni Sholes, Universal Beauty Supply & Salon

Cynthia motioned to elect Toni Sholes and Marisol Vela-Chu as new BID board members; Seconded by Randy. **Approved Unanimously.**

c. Current Board Member Re-election (2 year term)

Don Macleay, Randy Reed

Pat motioned to re-elect Don Macleay and Randy Reed as board members; Seconded by Tom. **Approved Unanimously.**

d. Election of Officer (2 year term)

- Tom Murphy – Secretary

Redge Martin (Clars Auction House) motioned to elect Tom Murphy as Secretary; Seconded by Randy. **Approved Unanimously.**

3. PRESENTATION: Shifra de Benedictis-Kessner & Joey Harrison

a. 2018 Accomplishments

b. 2018 Financials

c. 2019 Plans/Projects

d. BID Board Recruitment

4. Adjournment/Reception 7:30pm