

Temescal Telegraph BID Board Meeting Minutes  
December 19, 2018 – 5:30 to 7:00pm  
Dona Tomas, 5004 Telegraph Ave.

Board Members Attending:

1. Roy Alper – Vice President (arrived at 6:30pm)
2. Cynthia Armour
3. Brian Caruso – Treasurer
4. Allison Futeral – President
5. Gloria Gee
6. Don Macleay
7. Aubyn Merie
8. Tom Murphy
9. Randy Reed
10. Dona Savitsky
11. Pat Smith – Vice President
12. Don Stahlhut - Secretary

Board Members Absent:

1. Bill Lambert

Guests: Isabelle Armour, visitor  
Toni Sholes, owner of Universal  
Beauty Supply & Salon

**1. INTRODUCTIONS – Call to Order: Allison Futeral, President 5:35pm**

**2. CONSENT AGENDA**

**a. Approval of November Minutes – Attached**

Aubyn motioned to approve the November minutes. Seconded by Don S. **Approved unanimously.**

**3. Operations Report**

Joey reported that the cleaning team has an odor neutralizing spray, which they are able to use while cleaning hot spots throughout the District. He also noted that trash was still being removed from trash cans and littered on the ground.

**4. ACTION ITEMS**

**a. BBB 2019 Cleaning & Community Engagement Contract (Promo) (DE/ED) (Exec)**

Shifra reported that all three BID Committees recommended approving the proposed 2019 contract amendment, which included a \$2 per hour wage increase for ambassadors, funds for enhancing the walkie-talkies used by cleaning ambassadors, and a new pilot community engagement program. Shifra noted that the homeless population in Temescal dramatically increased, from five individuals to approximately 45 in the last eight months. Shifra noted that Temescal's proposed Community Engagement program was inspired by the Downtown Oakland BID's program, and would include interacting and building relationships with the homeless community, rather than pushing them out of the District. Brian added that the Executive Committee requested that metrics be collected to determine the success of the program, with evaluations at six and nine months after implementation. He noted that if the program had a negative effect on the district, like decreased cleaning, the the BID could cancel the program. Cynthia reiterated the importance of creating a homelessness position statement like Downtown Oakland's prior to starting the program. Aubyn motioned to approve the proposed contract amendment and budget, with the condition that the metrics be tracked and

evaluated after six and nine months, and that a homeless position statement be created prior to starting the program. Seconded by Don M. **Approved unanimously.**

**b. BID Board member resignations: Bill Lambert & Roy Alper**

Allison reported that both Bill and Roy were resigning from the BID Board, effective immediately. The BID presented Bill and Roy with gift cards to Chez Panisse as tokens of appreciation for over ten years of service on the board.

**c. BID Board Officer Elections: (Nom.) - Pat Smith – Vice President I & Don Macleay – Vice President II**

Allison explained that because Roy resigned, the BID needed a new Vice President, and noted that the bylaws-mandated requirements for the position limited the number of board members eligible for the position. The Nomination Committee nominated Pat to be Vice President I and Don M. to be Vice President II. Don S. motioned to elect Pat to Vice President I and Don M as Vice President II. Seconded by Tom M. **Approved unanimously.**

**5. INFO/DISCUSSION ITEMS**

**a. Repair Telegraph**

Shifra reported that the Telegraph Ave redesign and repaving item was approved by City Council on December 14<sup>th</sup>, with three conditions: 1) The KONO bike lanes would be fixed, 2) City Staff would provide an informational report regarding merchant outreach, and 3) City Staff would create a plan to close the gap in bike lanes from West MacArthur Blvd to the KONO District. Toni voiced support for City Staff doing additional outreach to Temescal merchants. While Shifra noted she didn't know what additional outreach City staff would be doing, she said that the BID would definitely talk with all the merchants to make final changes to parking and loading areas prior to the curb management plan being finalized. Brian suggested the BID modify the Repave Telegraph banner, to add "Coming soon, Thanks OakDOT" or something similar, and reinstall the banner, to ensure that OakDOT be held accountable to delivering the repave on time. **Action:** Item will go to DE/ED to discuss new banner language.

**b. Installation of 14 Pedestrian Lights between West MacArthur & 40<sup>th</sup> St.**

Shifra reported that the installation of 14 new pedestrian lights between West MacArthur and 40<sup>th</sup> Street were completed.

**c. Executive Director's Report - attached**

**Organization**

Homeless Program Research

Shifra did a walkthrough of the Tenderloin BID and met with their staff to learn how they leverage the Downtown Streets team to enhance their cleaning, and employ some of the unhoused community. She also attended Telegraph Berkeley BID's weekly meeting with their social worker (funded by UC Berkeley), their CRO, beat cop, BID staff, and UC Berkeley PD. At their weekly meeting, they review the cases of the unhoused population, provide updates to the key stakeholders on progress towards connecting them social services and housing or any interactions with law enforcement. Shifra also attended the Telegraph Berkeley Streets Team meeting, which showcased the program's focus on their clients' goals of housing and permanent employment.

Shifra talked with Talia Rubin, Oakland Community Housing Services Program Analyst to discuss City and County social service and housing resources. Operation Dignity is the City's contractor to provide homeless outreach; they provide references for social services and temporary housing. They also identify the most vulnerable, and put them on the list for permanent housing. The 211 hotline/211.org is the entry point for coordinated social services and housing, but receiving those services requires significant follow-up, and so is difficult for the unhoused to successfully pursue. Shifra met with Nathan Moon, Founder of Northgate Neighbors, for a walkthrough of their Community Cabins, to discover the impact on the surrounding community, and for the residents. Shifra also connected with Lava Mae portable showers, and Operation Dignity regarding more services and wellness checks in Temescal. Shifra created a draft list of resources for unhoused, substance addicted and mentally ill people, to be finalized and then used to create a resource card.

### Outreach to Stakeholders

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

- Re:Action Pilates, the new Pilates studio that took over the lease for Blue Sparrow Pilates at 5095 Telegraph Ave in Temescal Plaza
- 9Round Fitness, a kick boxing-based fitness studio, which has signed a lease at 4896 Telegraph, and will open in January 2019
- Anwen, the new owner of The Well at 5443 Telegraph Ave.
- Artichoke Basille Pizza, opening in the old Lanesplitter Pizza space at 4799 Telegraph Ave.
- Janet Thomson Acupuncture & Herbal Medicine located at 527 47<sup>th</sup> St.

### **Maintenance/Cleaning**

Shifra and Joey met with Walter Gutierrez, the Clear Channel bus shelter maintenance and repair supervisor, and found out that the Clear Channel pressure washes the Temescal bus shelters on Mondays, Wednesdays and Fridays, between 5am and 1:30pm. Walter said that the BID could contact him when a bus shelter needed to be pressure washed, and the Clear Channel team could do it, up to five days a week. In the future, Joey will contact Walter to alert him of bus shelters in need of pressure washing, and Walter will contact Joey to help with asking people to move temporarily to pressure wash bus stops.

### **Design**

#### Repairing Telegraph

Shifra sent the BID's position letter regarding Repair Telegraph Ave to the City, recommending approval of City staff's proposed design, and requesting that 46<sup>th</sup> St be closed to traffic, and the traffic signals be retimed [AC Transit committed to retiming the signals at Public Works Committee]. Shifra spoke at the City of Oakland Public Works Committee, advocating for the approval of design, which was approved by a 2-1 vote. Due to the close vote, meetings and phone calls were scheduled with the offices of CM Dan Kalb, Annie Campbell-Washington, Lynette McElhaney, Larry Reid, Rebecca Kaplan and Mayor Libby Schaaf. At these meetings, Shifra advocated for the Telegraph Ave redesign, and attested to the public outreach conducted to merchants and residents. At the continued Oakland City Council meeting on Friday, December 14<sup>th</sup>, around 5pm, the repaving and redesign of Telegraph Avenue from 42<sup>nd</sup> to 52<sup>nd</sup> was approved, with the following conditions: an informational report regarding merchant outreach be presented to the Publics Works Committee; City staff will finalize a design to close the bike lane gap between KONO and 42<sup>nd</sup> St; City staff will create a plan to act concurrently to

fix the KONO bike lanes. The repaving and redesign of Telegraph Ave in Temescal will occur Summer 2019.

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

Shifra contracted with NPM Landscaping to purchase and install lantana, per the approved plans and within budget. The medians will be re-landscaped and weeded before the end of December 2018.

#### Utility Boxes

Eduardo Valadez has started work on painting four additional utility boxes with painted designs of Temescal flora, fauna and Ohlone culture, which will be completed before the end of December 2018.

#### Pedestrian Lights

The installation of 14 additional pedestrian lights on Telegraph Ave between 40<sup>th</sup> St and West Macarthur Blvd is completed, and the lights are functional, as of Monday, December 17<sup>th</sup>.

### **Promotions**

#### Temescal Holiday Fair

The 2018 Temescal Holiday Fair on Sunday, December 2, 11am-5pm, attracted hundreds of families to Temescal and featured the free petting zoo, 19 local artisans, the Temescal Neighbors luminary-making booth, and three sponsor booths. The Promotions Committee made recommendations for 2019 to shorten the footprint, stop the event at 4pm, and to locate vendors without sellers permits in Temescal Alley.

#### Holiday Marketing Campaign

The Temescal BID 2018 holiday marketing campaign with #DiscoverTemescal has been active for four weeks, since November 20<sup>th</sup>. So far, the BID has posted 23 Instagram posts and dozens of stories, using professional photography and engaging captions, garnering 623 likes, 19 comments and 71 additional followers. The 71 stories have been viewed a total of 9,960 times, and there are 189 #DiscoverTemescal Instagram posts so far. Ruby Press has partnered with 5-10 influencers to spread usage of #DiscoverTemescal over the final weeks of the campaign.

### **Safety**

The Temescal BID walking officer, Edgar Macedo, was transferred to Downtown Oakland in September. Shifra will petition the OPD Area 2 Commander for a replacement walking officer at the upcoming January meeting.

### **6. OTHER**

Allison thanked Roy for his 15 years of service. Roy expressed appreciation for BID's persistence and resilience, and urged the board to challenge the city more, and recruit more merchants.

### **Meeting Adjournment 7:06pm**