

Temescal Telegraph BID Board Meeting Minutes
January 23, 2018 – 6:00 to 8:00pm
Temescal Works, 490 43rd St.

Board Members Attending:

1. Cynthia Armour
2. Allison Futeral -President
3. Aubyn Merie
4. Tom Murphy
5. Pat Smith – Vice President
6. Don Stahlhut – Secretary
7. Don Macleay
8. Randy Reed

Board Members Absent:

1. Gloria Gee
2. Dona Savitsky
3. Brian Caruso – Treasurer

Guests: Brennan Cox, GroundWorks

Oliver Luby, Senior Aide, Councilmember Kalb's Office

Toni Sholes, owner of Universal Beauty Supply & Salon

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:10pm

Allison discussed meeting etiquette, and requested that board members not conduct side conversations and take phone calls outside of the meeting.

2. CONSENT AGENDA

a. Approval of December Minutes – Attached

Motion to approve by Don S. Seconded by Tom. **Approved Unanimously.**

3. Operations Report – Attached

Shifra reported that in December, the cleaning team changed their hours. She noted that this was an adjustment for both the team, as well as the merchants, since people were used to seeing them on Monday mornings. Joey reported that he established a good rapport with the Clear Channel pressure washer, with whom he has worked together to help pressure wash the bus shelters. Joey noted that Clear Channel is scheduled to clean the bus shelters every Monday, Wednesday and Friday.

4. ACTION ITEMS

a. Kasper's Plaza Finalized Design – Attached – Brennan Cox presented

Brennan did an overview of the Kasper's Plaza design and public outreach process. Brennan then presented the finalized design which included convertible staging, more seating, a more literal Temescal Creek reference, shade and lighting elements, and an improved kid's play area. Shifra said that the DE/ED Committee recommended approving the design and directed staff to research grants. Allison expressed concerns about paying to maintain the plaza. Cynthia added that some grants could include funding for maintenance. Cynthia motioned to approve the final design and direct staff to start researching funding, and also request maintenance estimates from Block by Block. Seconded by Don M. The vote was called with Don M, Pat, Randy, Cynthia, Aubyn, Don S. and Tom voting in favor. Allison voted in opposition. **Motion passed.**

b. Temescal Street Fair Contract – Attached (Exec)

Shifra presented the two street fair contract options. One option included the BID staffing the beer booth, and the BID keeping all beer revenue over \$6,000, and the other would authorize the producers to hire staff for the beer booth, with the BID maintaining the original revenue split of 50% with the event producers. Randy moved to approve the budget with the BID volunteer-run beer booth. Allison expressed concern with having enough board members to staff the beer booth. Shifra clarified that if the BID was to hire people to run the beer booth, then the net revenue would change from \$500 to no excess. She noted that the BID would need 12 volunteers to staff the beer booth, in addition to six board members staffing the information booth at the Street Fair. Aubyn and Don M suggested that the BID hire staff to operate the beer booth; Tom and Aubyn agreed. Aubyn noted that volunteering provided a small benefit to the BID, in comparison to the large effort. Cynthia suggested that the BID board volunteer, and hire staff to supplement the volunteers if needed; **general agreement.** Randy

motioned to approve the budget with the BID staffing the beer booth, and directing staff to sign the contract. Pat seconded. **Approved unanimously.**

c. BID Homelessness Position Statement - Attached

Shifra presented the draft Homelessness position statement and noted the changes made by each committee. Allison said that she liked the committee-revised position statement. Tom questioned what the BID meant by criminalization; Allison answered that the BID's first approach wouldn't be to call the police. Motion by Randy to approve the homelessness position statement. Cynthia seconded. **Approved unanimously.**

5. INFO/DISCUSSION ITEMS

a. 2018 Board Attendance – Attached

Allison reviewed the board and committee attendance in 2018. Allison highlighted that board members need to attend meetings so a quorum can be achieved. Allison added that committee attendance is important, and that both committees are having trouble with attendance. She suggested that it be required that each committee have 50% of board members. Randy and Cynthia suggested that the BID consider changing the times of committee meetings. It was suggested that staff send out a survey to determine the best times for all committees.

b. 2019 BID Event dates

Shifra announced the 2019 event dates: March 19 - Taste of Temescal; May 18 – Public Art Walking Tour; June 9 - Tem Street Fair, July 20 - 40th St Block Party; August 24 - Upper Telegraph Pre-Pride Block Party; October 31 - Annual Halloween Stroll; December 8 - Holiday Fair

c. Executive Director's Report - Attached

Organization

BID staff moved excess office supplies into outside equipment container to better organize the BID administrative office. Shifra attended the January BID Alliance meeting and learned about the City's plans for dynamic parking sensors across the City to better manage on- and off- street parking resources. She also met with the Executive Director for the Downtown Santa Ana, CA BID regarding parking management, and enhancing community outreach.

Outreach to Stakeholders

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

- Bierhaus, a German gastropub that opened on the ground floor of the new development at 360 40th St.
- Co Nam, an upscale Vietnamese restaurant, which opened at 3936 Telegraph Ave.
- Attended the Kickstart Orthotics & Prosthetics Open House, showcasing their beautiful new office at 4651 Telegraph Ave.
- Heather Munro Pierce, owner of Temple Dara, who runs women's trans-dance circles in the third-floor studio space at 4920 Telegraph Ave.
- Sarah Marino, homeowner and assessee, regarding lighting in Moose Alley behind Temescal Library
- Presented at the Temescal Neighborhood Council meeting about the Repaving of Telegraph in Summer 2019 and the pedestrian plaza at Kasper's

Clean & Safe

Community Engagement Program

Shifra and Joey are creating a curated list of resources for the unsheltered, substance addicted and mentally ill community members, to be finalized and then used to create a resource card. The metrics to judge the success of the pilot community engagement program are being finalized. Joey and Shifra have taken the Alameda County Homeless Count – Point in Time training and will conduct a count on January 29th of the unsheltered individuals residing within the District.

Design

Repairing Telegraph

Per Oakland City Council's direction, OakDOT staff are initiating outreach to Telegraph Ave merchants and stakeholders between 29th Street and 42nd St to solicit feedback on what safety improvements are needed, and whether they prefer buffered or protected bike lanes, to create a plan that will be implemented in 2020 at the earliest. The TTBID staff will implement the merchant surveys on Telegraph from 42nd St to West MacArthur Blvd to ensure that key decision makers are providing the feedback. Shifra is meeting with OakDOT staff in early February to determine the dates for additional merchant outreach meetings regarding the approved Telegraph Ave redesign plan from 42nd St to 52nd St. In addition, Shifra will meet with all merchants along that corridor to make final changes to the curb management plan. OakDOT's further outreach to Temescal merchants, in addition to outreach to KONO merchants on how they would like their bike lanes upgraded, will be included in an informational report to be presented to City of Oakland Public Works Committee in early Summer 2019. The revised Repave Telegraph banner will be installed by the end of January to hold the City of Oakland accountable to the repaving and also to update the public on the repaving, upcoming outreach and construction dates. *Toni questioned whether the final decision on the Telegraph Ave. traffic design had been made, and Oliver Luby confirmed that the decision was final. Don S., Tom Murphy and Toni S. expressed their opposition to the redesign.*

Kasper's Pedestrian Plaza Design

The finalized design was presented to the DE/ED Committee by Groundworks Office, and included convertible stage and storage, a more literal homage to the Temescal Creek, artwork, additional seating, as well as lighting and shade elements. The plaza design was modified to only include Shattuck Ave between 45th and 46th St, since City Council only approved that area. The Committee recommended approval of the design, and directed BID staff to start research on grants to fund the implementation of the plaza.

40th Street median landscaping

The 40th Street median between Broadway and Manila was re-landscaped with sections of lantana, and the existing juniper was thoroughly weeded.

Utility Boxes

Eduardo Valadez has finished painting three of the four additional utility boxes with designs highlighting Temescal flora, fauna and Ohlone culture. The remaining utility box will be completed by the end of January.

Promotions

Holiday Marketing Campaign

The Temescal BID 2018 holiday marketing campaign with #DiscoverTemescal ran for 6 weeks, from November 20th to December 31st. In total, the BID has posted 32 Instagram posts and dozens of stories, using professional photography and engaging captions, garnering 950 likes, 28 comments and 191 additional followers. The 103 stories have been viewed a total of 15,000 times, and the community has engaged with the campaign by posting 135 Instagram posts including #DiscoverTemescal. As part of the campaign, Ruby Press partnered the BID with 5 influencers to spread usage and awareness of #DiscoverTemescal and the District.

Safety

Shifra and all of the Area 2 Neighborhood Council leaders petitioned the OPD Area 2 Commander for replacement walking officers for Oakland's commercial districts at the quarterly January meeting. The Area 2 Commander presented the crime statistics for 2018, and highlighted that crime was down overall, though commercial burglaries increased from 2017. The Area 2 Commander will present the Temescal statistics to the BID Safety Committee in February and answer questions regarding crime and safety.

Meeting adjourned 8:07pm.