

Temescal Telegraph BID Board Meeting Minutes
March 27, 2019 – 6:00 to 8:00pm
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. Gloria Gee
7. Randy Reed (arrived 7:30pm)

Board Members Absent:

1. Don Macleay

Guests:

Marisol Vela-Chiu, Resident Services Specialist, Keller Plaza
Adriana Valencia, Temescal resident
Lynn Howe, Temescal resident
Judy Martens, Temescal resident

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

Allison said that members of the BID might have received emails from her asking for help and/or money, and suggested that the board report them as spam because they are not from her.

3. CONSENT AGENDA

a. Approval of February Minutes – Attached

Brian motioned to approve the February minutes. Seconded by Tom M. **Approved unanimously.**

4. Operations Report – Attached

Joey reported that in February, due to the high amounts of rain, the cleaning team did not have as much trash to clean up as the previous month. The cleaning team also had problems with the truck, which is now fixed. While the truck was broken, the rain was able to water the plants, and the team borrowed a pressure washer from the Downtown Oakland BID. Joey added that the cleaning team is continuing to build relationships with the unsheltered population. Starting on April 2nd, and each following Tuesday, Joey will begin an unsheltered community support group which will be taking place at the Omni Commons and is unaffiliated with the BID. Joey added that there will be a de-escalation training for merchants on Wednesday, March 3rd, advising property owners and residents on how to diffuse situations.

5. ACTION ITEMS

a. Temescal BID Board member election - Toni Sholes, owner of Universal Beauty Supply & Salon (Nom)

Tom M. motioned to elect Toni Sholes on the board. Seconded by Pat. **Approved unanimously.**

b. Secretary Nomination & Election – Tom Murphy

Brian motioned to elect Tom Murphy as Secretary. Seconded by Cynthia. Tom abstained. **Approved.**

c. Associate Membership Program – Temescal Works – proforma attached (Exec)

Shifra explained that the Executive Committee proposed initiating an associate membership program, which would allow nearby properties to receive services from the BID in exchange for paying an assessment fee directly to the BID. The Executive Committee reviewed the proforma, with adjacent properties receiving both cleaning and administrative/marketing services, and non-adjacent but nearby properties receiving only administrative and marketing services. Temescal Works, which is outside the BID boundaries, requested to join the BID. Shifra said that Temescal Works currently provides a discount on the BID's office lease, saving the BID around \$8,000 a year, and in exchange is looking to be an associate member. Brian moved to approve the associate member program as proposed in the board packet, and to include Temescal Works' membership, subject to review and approval of terms by the board. **Approved unanimously.**

6. INFO/DISCUSSION ITEMS

a. EOY 2018 Financials – attachments (Exec)

Shifra reviewed that in 2018, the BID raised 177% of the budgeted income of Temescal Street Flicks, in addition to going under the budgeted cost of Temescal Street Flicks, providing income to the BID. Shifra added that the BID replaced all the banners that needed maintenance in the District, which cost \$4,500, which was 465% of the budget but was approved ahead of time by the board. Shifra said that hiring an assistant has helped increase community outreach, causing the BID to be 226% over budget in printing and office supplies. In 2018, the BID made a capital asset donation to the City of \$880,000 of the pedestrian lights installed in 2017. This caused the BID to have a net income of -\$1,000,000 for 2018.

b. 2019 Reserves – attached (Exec)

Brian summarized that the reserve list showed true cash on hand for future projects the BID could pursue. Brian said that when the BID accounts for the operating reserve and 2019 continuing projects, \$23,000 would remain in the reserve, which is less than what the board is accustomed to. Brian added that maintaining at least \$100,000 in operating reserve is imperative for the BID, as it covers any unexpected expenses that may occur. Brian suggested that in 2019, the BID doesn't participate in Paint the Town, to save \$2,000, and/or only buy one pedestrian light in 2019. Brian concluded that there will be no reserves in 2020 fiscal year, and suggested that the BID be frugal with the 2020 budget. **Action:** Shifra will put Brian's work email in next board packet. **Action:** Executive Committee will talk about the reserves and will bring back ideas on to bring the operating reserve back up to \$100,000.

c. Temescal Street Fair sponsorship & beer booth

Allison reported that the effort and volunteer time needed to operate a beer booth is too demanding for many board members of the BID. Brian suggested that the board sign up and volunteer for the beer booth in hopes of providing revenue for the BID. Brian also recommended that the BID create a side-by-side comparison to see which option is better; not running the beer booth and receiving less money, or volunteering to staff the beer booth and receiving more money. Allison noted that the beer booth was ran more efficiently in 2018 compared to 2017, but could still use a lot of improvements. Tom said he is interested in working the info booth. Gloria offered to work in the beer booth. Pat suggested Roy help volunteer to work in the beer both since he mentioned that he would be able work the event. Randy mentioned that he could gather employees to help staff the beer booth. **Action:** Shifra will buy red aprons along with two credit card readers.

d. Executive Director's Report - Attached

Organization

Shifra created a new business packet with a welcome letter that explains the services of the BID and how business owners can become involved in the organization. The welcome packet also includes the BID's Independent Dining & Shopping Guide, a 2019 event calendar magnet, the Temescal Public Art Walking Map, and business cards for both Shifra and Joey. This packet will be given to each new business during the initial welcome meeting with BID staff. The annual stakeholder survey has been sent out four times via the enews, but still only has 46 responses. The survey must include at least 100 responses in order to be considered as representative of stakeholder feedback regarding the BID.

Outreach to Stakeholders

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

- Amanda Fraley, Community Manager at MacArthur Commons
- Oscar, owner of Tacos Oscar, recently opened at 420 40th St.
- Participated in an interview with Deonna, a reporter from Yes Magazine regarding Temescal, the BID, and how walking tours benefit local business and economic development
- Presented to the STOAK class at College Preparatory High School regarding the BID

Clean & Safe

Community Engagement Program

After participating in a de-escalation training led by Impact Bay Area, Joey and Shifra determined that the Temescal community would benefit from a similar training, led by the Temescal Operations Manager and the Ambassadors. The training is scheduled for Wednesday, April 3rd, 9:30am-10:30am at 490 43rd St. Joey and Shifra developed lesson plan materials, publicized the workshop via the BID enews, and printed flyers that Trevor distributed to every merchant in the District.

Design

Repairing Telegraph

OakDOT's large public meeting on Wednesday, March 6th, 6-8pm at 540 23rd St. drew several Temescal merchants, who gave feedback on their priorities and preferences for the Telegraph Ave street design from 42nd to 29th St. The BID publicized the meeting and the online user survey through the BID enews, the BID website, and by flyering Telegraph Ave merchants from 42nd to West MacArthur Blvd. OakDOT staff have analyzed the merchant survey for Telegraph Ave from 42nd to 29th St, and found that 88% of merchants preferred buffered bike lanes. They also analyzed the user survey, which had 871 responses with 300 of those living in the 94609 area code. They found that 65.5% of respondents preferred protected bike lanes, and 34.5% of respondents preferred buffered bike lanes. OakDOT is evaluating all the data, and will create a draft design concept for Telegraph Ave between 42nd and 29th St in the next week.

Economic Development

MacArthur Commons Leasing

Shifra and Cynthia developed a letter of the BID's concerns regarding the implementation of MacArthur Commons' leasing strategy, which was sent to the City and associated councilmembers, as well as to Hines. Additional grocery tenants have been suggested to the broker for follow up: Gazzali's, Safeway's new Andronico's Community Market concept, and Mandela Foods. Shifra has reached out to PNC, the other owner of MacArthur Commons, who, per the leasing staff, is an Oakland local, and very motivated to fully lease out the ground floor as retail.

New Businesses

Tannery on Telegraph has encountered problems with planning staff regarding permitting a brewery in a CN-2 zone. Shifra has been working with City of Oakland Economic Development staff to resolve these issues.

Promotions

Taste of Temescal

The Taste of Temescal media preview event on Tuesday, March 5th drew 12 participants for a smaller and exclusive "sneak peek and eat" of the Taste of Temescal. Instagram influencers and two reporters were able to attend, taking photos and eating at seven of the restaurants that would be participating in the full Taste of Temescal event. The media preview tour was organized by the BID, in partnership with Jena Dominguez, founder of Street Salad Postcard Scavenger Hunts. The feedback from participants was enthusiastic and very positive. The resulting dozens of Instagram stories and posts, along with three articles and a blog post, in the weeks before the event, drove a significant increase in publicity and ticket sales for the event. Trevor produced a consistent and engaging social media campaign prior to Taste of Temescal, also driving ticket sales.

For the first time, the Taste of Temescal sold out tickets for the 10th Anniversary Tuesday, March 19th event, with 500 tickets sold, totaling \$20,000 in proceeds. The net proceeds of ~\$17,000 will be donated to the four participating schools and non-profits: Emerson Elementary School, Claremont Middle School, La Clínica de La Raza, and Oakland Technical High School. The 10th anniversary event included 27 restaurants that all donated all the samples of food and beverages provided during the event. Restaurant feedback was mostly positive after the event, with a handful of restaurants requesting more frequent updates on ticket sales progress prior to the event, so that they could prepare enough food.

Temescal Street Fair

Shifra met with the producers of the Temescal Street Fair to initiate the planning and sponsorship processes. The producers reported that John Muir Health Care has committed to \$7,500 in sponsorship. Shifra will provide support in requesting sponsorship from Temescal developers and small businesses, in order to raise the \$30,000 sponsorship funding needed to produce the 2019 Temescal Street Fair.

Safety

The Safety Committee discussed the recent increase in auto burglaries throughout the District, and recommended developing a theft prevention sticker, to be installed on parking meters in hot spot areas. Shifra initiated research of other theft prevention signage in the nearby areas, and will present draft concepts to the Safety Committee.

Meeting adjourned at 7:57pm.

