

Temescal Telegraph BID Board Meeting Minutes
February 27, 2019 – 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 Macleay
7. Brian Caruso – Treasurer
8. Randy Reed
9. Gloria Gee

Board Members Absent:

1. Dona Savitsky
2. Don Stahlhut – Secretary

Guests:

Joy Colino, owner of Nanny’s Plus
Toni Sholes, owner of Universal Beauty Supply & Salon

1. INTRODUCTIONS – Call to Order: Allison Futeral, President – 6:06pm

2. CONSENT AGENDA

a. Approval of January Minutes – Attached

Cynthia motioned to approve the January minutes. Seconded by Don M. **Approved unanimously.**

3. Operations Report – Attached

Joey reported that in January, the cleaning team focused on trash cans, by painting the tops and doors, and installing BID branded stickers on those that needed them. The team also connected with Andrea, the resident of the encampment at Kasper’s, and worked with her to clean up the items that didn’t belong to her. The larger illegal dumping has been reported to the City for clean up, and scheduled for pick up on Thursday, February 28th. Shifra added that the BID applied to receive hygiene kits from Simply the Basics, which the team will distribute to those in need. Joey added that the cleaning team has started to build relationships with the unsheltered people in the District, and announced that he would be starting an unsheltered support group once a month at the Omni Commons, as a side project, unaffiliated with the BID.

4. ACTION ITEMS

a. Temescal BID Mission Statement – Attached (Promo)

Shifra reviewed that the BID previously had two subpar and conflicting mission statements, and that the Promotions Committee had proposed a new improved one. Brian expressed support for the revised mission statement; Cynthia agreed. Cynthia suggested that the mission statement mention the workers in Temescal. Pat suggested condensing the wording, simply saying “Experience Temescal”. Cynthia suggested changing the second “promotion” to “celebrating”. Brian suggested adding workers between residents and visitors. Brian motioned to approve the revised mission statement: “The Temescal Telegraph Business Improvement District creates, promotes and nurtures an engaging destination for Bay Area residents, workers, and visitors to experience Temescal. We do so through strengthening our thriving economic base of both longtime and new businesses, celebrating the diverse cultures of the District and its events, and enhancing Temescal Telegraph’s physical environment and public safety.” Seconded by Randy. Don M. and Aubyn abstained. **Approved.**

b. MacArthur Transit Village Leasing Issues – letter to Planning Commission

Shifra reviewed that Charlie Tillman from Hines attended a DE/ED meeting, and noted that Hines has not signed any leases. Shifra reported that Hines offered small T.I packages to independent grocers with inflexible lease rates. Cynthia summarized the letter, and noted it specifically asked for more flexibility in lease negotiations. Don M. suggested that the BID emphasize that the BID was instrumental in the approval of MacArthur Transit Village; Brian and Gloria agreed. Brian suggested changing the language from “full TI allowances” to “competitive TI packages”. Brian recommended narrowing the focus of the letter and make it more concise. Randy motioned to approve writing the letter, and staff contacting the developer prior to sending

it, to ask them what they are doing to incentivize lease activity. Allison amended the motion to include Brian's revisions. Don suggested to also CC Rebecca Kaplan's office. Seconded by Tom. Brian abstained. **Approved.**

5. INFO/DISCUSSION ITEMS

a. Art Support Funding

Shifra reviewed that the T.A.C.O request for funding was presented to the Executive Committee, and they decided to not fund the mixer event nor the Pop-Up Gallery. Allison added that the BID repeatedly receives request for funding from T.A.C.O, but there is a certain criterion that needs to be met prior to receiving funding. Shifra added that the Executive Committee decided on criteria for art support proposals that would be funded, with a requirement to involve multiple businesses, and/or encourage attendees to explore the Temescal District.

b. Taste of Temescal – Tuesday, March 19

Shifra reported that the BID sold around 50 tickets so far. Shifra added that in the past, schools have helped sell tickets but with the current strike, those efforts have been minimal. Randy suggested creating a display on business counters to help promote the event. **Action:** Shifra will send email to Don Macleay regarding Taste of Temescal tickets. Cynthia suggested that the BID emphasize where to buy tickets, who in the district is selling them, and that all proceeds go to the schools; Aubyn agreed. Joy suggested that the BID ask businesses to send the Taste of Temescal information their servers list. **Action:** Shifra will add Joy to the BID email server list.

c. Executive Director's Report – Attached

Organization

Shifra attended the Annual Oakland Chamber of Commerce Economic Forecast and learned about City of Oakland and District 1 economic challenges and strengths in 2019. Shifra also completed the Visit Oakland Digital Marketing Training to learn strategies for promoting the events and businesses on social media.

Outreach to Stakeholders

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

- James, owner of Smokin' Woods BBQ at 4307 Telegraph Ave.
- Gopika, owner of Elefant Design Studio opening soon at 4243 Telegraph
- Attended the 9Round Open House celebrating the opening of the new gym at 4864 Telegraph Ave.
- Represented the BID and made remarks at La Clínica de La Raza Children's Dental Clinic Grand Opening, welcoming the organization to the District

Clean & Safe

Community Engagement Program

Joey and Shifra completed a point-in-time count of the unsheltered community in and around the Temescal District using the Alameda County Homeless Count metrics and training. This count determined that there are over 85 individuals residing in tents, structures, cars and RVs in and around the District, the majority of whom appear to be male and over 60 years of age. A resource card has been drafted, and after revisions, will be printed, which the ambassadors will distribute to members of the community. Joey and Shifra met with Simply the Basics, and have made a formal request to receive donated hygiene kits from this organization. They also participated in a de-escalation training led by Impact Bay Area to learn best practices and also help determine if the Temescal community would benefit from a similar training.

Design

Repairing Telegraph

The revised Repave Telegraph banner was installed in early February to hold the City of Oakland accountable to the repaving and to update the public on the Council's approval of the repaving, upcoming outreach and construction dates. The Repave Telegraph website is continually updated with information on public outreach meetings and surveys for the 42nd to 52nd section as well as the 42nd St to 29th St portion. The TT BID staff

distributed and collected the merchant surveys on Telegraph from 42nd St to West MacArthur Blvd to ensure that key decision makers are providing the feedback on their design priorities, and whether they prefer buffered or protected bike lanes, to create a street design plan that will be implemented 2021. Shifra attended OakDOT's additional Temescal merchant outreach meeting on February 13th, publicizing it beforehand through the BID enews and flyering every merchant on Telegraph between 42nd & 52nd St. In addition, Shifra met with the merchants along that corridor who were unable to attend the meeting, to make final changes to the curb management plan. Then Shifra met with OakDOT staff, to compile all the Temescal merchant curbside management requests to be included in the final street design.

OakDOT staff have scheduled a large public meeting on Wednesday, March 6th, 6-8pm at 540 23rd St. to hear public feedback on both how to improve the KONO bike lanes, and on the public's priorities and preferences for the Telegraph Ave street design from 42nd to 29th St. The BID will publicize this meeting through the BID enews, the BID website, and flyer Telegraph Ave merchants from 42nd to West MacArthur Blvd. All 2019 outreach for Temescal, 42nd to 29th, and to KONO will be included in an informational report to be presented to City of Oakland Public Works Committee on May 28th, 2019.

Utility Boxes

Eduardo Valadez has finished painting all four additional utility boxes with designs highlighting Temescal flora, fauna and Ohlone culture.

Promotions

Taste of Temescal

The 10th Anniversary Taste of Temescal is scheduled for Tuesday, March 19th 6-8:30pm, and will benefit four schools and non-profits: Emerson Elementary School, Claremont Middle School, La Clínica de La Raza, and Oakland Technical High School. Twenty-eight Temescal restaurants have confirmed their participation: Asmara Restaurant, Aunt Mary's Cafe, Barcote Ethiopian Restaurant, Bierhaus Oakland, Bird and Buffalo, Bowl'd, Burma Superstar, Café Colucci, Co Nam, Curbside Creamery, Dona Tomas, EZ Taqueria, FOB Kitchen, Hancock, Hawking Bird, Hawk and Pony, Julie's, La Calaca Loca Taqueria, North Light, Pita Pocket, Pizzaiolo, Prima Materia, Pyeong Chang Tofu House, Red Sea Restaurant, Roses' Taproom, Smokin' Woods BBQ, The Cro Cafe, and The Well. 250 posters have been distributed and displayed in business window across Temescal, Rockridge, Uptown/Downtown Oakland, Elmwood, and Piedmont Ave. A media preview event has been organized for Tuesday, March 5th in partnership with Jena Dominguez, founder of Street Salad Postcard Scavenger Hunts, with food writers, bloggers and Instagram influencers invited for a sneak peak and eat of the event, to encourage them to publicize the Taste of Temescal to their audiences and boost ticket sales.

Safety

The Area 2 Commander presented Temescal's crime statistics for 2018 and January 2019, at the February BID Safety Committee. Captain Bolton noted that North Oakland experienced the most dramatic reduction in crime, compared to the other areas of the City in 2018, but that commercial and auto burglaries remained high in Temescal. Oakland Police Department will be focusing on combatting commercial and auto burglaries in 2019. To that end, the Temescal BID distributed OPD's Commercial Burglary Tips and Trends document to all merchants in Temescal.

6. OTHER

Allison announced Dona and Aubyn were resigning from the board, and Brian would resign in May. Don M. will be also stepping down as Vice President II. Allison said that the board needed to be equally split between the Promo and DE/ED Committees. She asked current board members for help with recruiting, especially finding someone with finance knowledge to be Treasurer after Brian resigns.

Meeting Adjourned: 7:50pm