

Temescal Telegraph BID Board Meeting Minutes  
August 28, 2019 – 6:00 to 8:00pm  
Temescal Works, 490 43rd St.

Board Members Attending:  
Cynthia Armour  
Allison Futeral – President  
Don Macleay  
Tom Murphy - Secretary  
Emil Peinert  
Toni Sholes  
Pat Smith – Vice President  
Marisol Vela-Chiu

Board Members Absent:  
Gloria Gee  
Randy Reed

Guests:  
Adriana Valencia, Temescal resident  
Emil Valencia, Temescal resident  
Lynn Howe, Temescal resident

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

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Cynthia mentioned that, in the past, she suggested that the BID consider providing transit passes for employees, and said that the Columbus, OH BID provided transit passes to employees, which doubled transit ridership in the first year of the program.

**3. CONSENT AGENDA**

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

Tom motioned to approve the July minutes. Seconded by Emil. **Approved unanimously.**

**4. Operations Report – Attached**

Joey reported that the team painted the poles the correct green color on Telegraph Ave between 40<sup>th</sup> and West MacArthur Blvd. The team also painted the tops and the doors of trash receptacles. They've also been weeding, and reporting the large fallen branches to Oak311. Allison said that the clean team has been doing a good job. Joey invited the Board to the Village of Love launch event on October 12<sup>th</sup>. Joey thanked the Board for authorizing the community engagement program and said he wanted them to receive accolades for that.

**5. ACTION ITEMS**

**a. 2020 Budget – Attachments (Exec)**

Shifra presented the budget, and highlighted the two versions of the budget: a balanced budget with the assistant working 20 hours per week, and no holiday lights, which Executive Committee recommended; and the other that included holiday lights, 32 hours per week for the assistant, and was \$36,000 over-budget. Allison clarified that Executive Committee recommended lights and a holiday mural around the Kasper's building. Shifra directed the board to review the holiday lights pricing to determine if they would recommend using the \$3,000 remaining in the balanced budget to install a small display. Marisol opined that the uplighting would waste the BID's funding on only five trees. Allison expressed support for saving the money or spending it on something else. Cynthia suggested that the BID not install holiday decorations, and solicit feedback from merchants in January about the first year without holiday lights. Emil clarified that he would recommend concentrated lights on 4 blocks, but expressed disapproval of decorating only five trees. Emil expressed interest in the uplighting option, since the BID would then own the lights, and could buy more lights each year, and grow the program over time. Emil expressed support for the artist-created holiday decorations program. Emil suggested working with artists on holiday decorations at Kasper's. **Action:** Shifra will research the cost of installing lights and a mural on the Kasper's building. **General agreement** to have a balanced budget for 2020. Emil motioned to choose the balanced budget option, pending finalization of a couple line items, the next board meeting. Cynthia seconded. **Approved unanimously.**

**b. 2021 Assessment – Proforma attached (Exec recommended 5%)**

Shifra presented the 2021 proforma and noted that per Emil, the difference between a 3.5% assessment increase, and a 5% assessment increase would be \$600 for a \$40,000 total assessment. It was suggested that linear feet was not the most accurate metric for assessing new development, since the buildings didn't increase in linear feet but were high density with many new residents, and little increase in assessment revenue. Emil recommended a 5% increase in assessment. Emil motioned to enact a 5% assessment increase in the 2020/2021 Tax year. Pat seconded. **Approved unanimously. Action:** Shifra will notify property owners and report back at the next board meeting.

**6. INFO/DISCUSSION ITEMS**

**a. 2Q2019 Financials – Attached**

Shifra presented the 2Q2019 financials and noted that the BID had received the third and final assessment payment of the year. She said that Caltrans didn't pay, and noted that they do not pay into any BID in California. Cynthia requested that Shifra ask the California Downtown Association (CDA) about receiving assessment revenue from Caltrans; **Action:** Shifra will contact CDA. Tom asked if the BID would be receiving the rental proceeds from Rent-a-Relic leasing Caltrans land, since Caltrans owed the BID \$24,000 from past unpaid assessment revenue. Shifra explained that no deal had been created and that previously, Tom had volunteered to work on that project in regards to helping get those spots occupied and leased. **Action:** Tom will research if the BID could receive the rental income from Renta-a-Relic to replace the unpaid assessment income. It was noted that the BID produces seven events every year. Allison requested that the BID determine if the stakeholders like the events. **Action:** Shifra will review the annual stakeholder survey results for events, and report back to the Board. Marisol suggested a frequent buyer card in Temescal to support local businesses. Allison opined that local businesses wouldn't not be easily inclined to participate in a frequent buyer card and Shifra noted that it would required BID staff time to coordinate. Shifra suggested promoting Chinook book to businesses as a less time-intensive program. Tom suggested that the BID retain a coordination fee from Taste of Temescal to increase revenue; **Action:** Shifra will bring that issue to the Promotions Committee in January.

**b. MacArthur Commons Retail Leasing Issues (DE/ED)**

Shifra reported that Economic Development staff would meet with Hines the next week to discuss the MacArthur Commons retail leasing issues. Lynn recommended that the BID wait until after the meeting to determine whether the effort had failed or not; **General agreement.**

**c. Executive Director's Report**

**Organization**

Outreach to Stakeholders

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

- Mano, a Realtor from the Temescal Keller Williams office at 4937 Telegraph Ave.
- Julie, owner of Julie's, regarding combatting re-occurring laptop thefts
- Warren Logan, new Director of Mobility and Interagency Relations at the Mayor's Office
- Lisa Weiss, Bernal Cutlery manager regarding becoming more involved with the BID
- Miriam, owner of Akwaba Braiding at 3924 Telegraph Ave.

Personnel

Lindsay Recker, the high school intern from College Preparatory School, ended her internship on August 16<sup>th</sup> to return to school. In her three weeks with the BID, she learned how to post on Instagram, Facebook and edit the website. She also fixed the BID's database, so that the new Program and Marketing Assistant will be able to start updating the contacts immediately.

Forty-six applications for the Marketing and Program Assistant position were received, largely from Indeed.com. Five first-round interviews were scheduled, and three applicants were selected for second-round

interviews. The last second interview will be on September 11<sup>th</sup> and the job will be offered to the most qualified candidate at that time.

## **Cleaning and Hospitality**

Permanent secure storage has been located for the pressure washer and truck at 490 41<sup>st</sup> St, nearby to the BID office on 43<sup>rd</sup> St. Shifra has been working with Clínica de La Raza to schedule another de-escalation training for Temescal stakeholders since La Clínica had previously expressed interest in their entire staff receiving the training. The next training has been scheduled for September 25<sup>th</sup> at 11am.

## **Design**

### Holiday Tree Lights & Decorations

The DE/ED Committee and BID Board expressed an interest in Holiday decorations for 2019 and 2020, and so BID staff researched the cost of installing traditional lights on trees during the Holiday season, as well as up-lighting trees, and the possibility of collaborating with Art Murmur on holiday installations in business windows created by local artists. Prices ranged from \$616 per tree for up-lighting, to \$1,933 for c7 bulbs, and \$2,065 per tree for traditional lights. The Art Murmur proposal averaged to \$1,970 for one artist to create a holiday business display, including PR, marketing and design work for the accompanying publicity.

### Repairing Telegraph

Shifra conducted outreach to Temescal merchants on Telegraph between 42<sup>nd</sup> St and West MacArthur Blvd. Flyers were distributed to every merchant that included a link to the draft plan, and the invitation to meet with Shifra and/or email their comments. Shifra met with 2/3 of those merchants, and submitted those requests for the curbside management (green zones, yellow zones and metered spaces) to OakDOT staff. Telegraph Ave between 42<sup>nd</sup> and 52<sup>nd</sup> will be repaved and redesigned in October 2019, and between 42<sup>nd</sup> St and West MacArthur Blvd will be redesigned in October, as well. OakDOT staff are meeting with paving contractors to determine the exact dates and schedule. Generally, one to two traffic lanes at a time will be closed and repaved, but cars will always have through access along Telegraph Ave. Pedestrian access to businesses will be prioritized and maintained, and parking will be reduced temporarily during paving. *Cynthia suggested that the BID do a social media campaign to support local businesses during the repaving.*

### Pedestrian Lights

The 14 pedestrian lights installed in 2018, on Telegraph Ave. between West MacArthur Blvd and 40<sup>th</sup> Street were accepted as complete by the City, and so the City will now maintain and replace them, if/when they are damaged. After two and a half years of negotiation with the City, Shifra secured permission for the BID to use the 5110 Telegraph lien funds to install 11 pedestrian lights on the East side of Telegraph Ave between 51<sup>st</sup> and 55<sup>th</sup>. The developers fully support the project, and are eager to start the construction, since the lights are required to be installed prior to the developers receiving their certificate of occupancy, which is expected in 1Q2020.

## **Economic Development**

### New & Closing Businesses

Artichoke Basille's Pizza opened at 4797 Telegraph Ave, serving dinner only (to start), with a full bar. The Vintage Rug Shop opened at 5036 Telegraph Ave. The Hog's Apothecary and Dona Tomas are both searching for new tenants for their spaces, at 375 40<sup>th</sup> Street and 5004 Telegraph Ave, respectively.

### MacArthur Transit Village Leasing Issues

It has been determined that the City of Oakland Economic Development Department is the correct entity in charge of enforcing the community benefits for developments. Oakland Economic Development staff agreed with the Temescal BID's concerns, and will be meeting with Hines the first week of September.

## **Promotions**

### Upper Telegraph Pride Party

The Upper Telegraph Pride Party on Saturday, August 24<sup>th</sup> drew 100-150 attendees to small block party on Telegraph Ave centered at the 66<sup>th</sup> Street intersection, with the rainbow crosswalks at that location. The event celebrated Oakland Pride, Upper Telegraph community, and that the City of Oakland agreed to repaint the volunteer-created rainbow crosswalks, with a plan to permit permanent crosswalks. The event featured Queer First Friday DJs, drag queen shows, a queer comic, Kenny's Heart & Soul food truck, and Tannery on Telegraph and Temescal Brewing beer sold by the BID and Oakland Pride. It's Your Move Games provided children's activities and Pet Food Express had a booth as well. Sutter Health/Alta Bates Hospital sponsored the event. OPD required a Police Sergeant and another Police Officer to be present during the event, which Shifra negotiated for for the BID not to pay. The Mayor's Office covered the cost of the police, and Shifra is working with OPD to clarify when police presence is required for events in the future.

### Remaining 2019 events

The Temescal Trick or Treat is scheduled for Thursday, October 31<sup>st</sup>. The Temescal Holiday Fair is scheduled for Sunday, December 8<sup>th</sup>.

### **7. OTHER**

Allison announced that Randy resigned from the board via email, since his business is moving to San Leandro.

**Meeting Adjourned 7:41pm.**