

Temescal Telegraph BID Board Meeting Minutes
July 24, 2019 – 6:00 to 8:00pm
Temescal Works, 490 43rd St.

Board Members Attending:

1. Allison Futeral – President
2. Don Macleay
3. Tom Murphy - Secretary
4. Emil Peinert
5. Randy Reed
6. Toni Sholes
7. Pat Smith – Vice President
8. Marisol Vela-Chiu

Board Members Absent:

1. Cynthia Armour
2. Gloria Gee

Guests:

Lynn Howe, Temescal resident
Oliver Luby, Chief of Staff, Councilmember Dan Kalb's Office

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:07pm

2. CONSENT AGENDA

a. Approval of June Minutes – Attached

Marisol requested that her attendance at the June Board meeting be noted in the minutes. Motion by Pat to accept the minutes with that edit. Seconded by Marisol. **Approved.** Don M abstained.

3. Operations Report – Attached

Joey reported that the clean team had a new pressure washer, and so resumed regular pressure washing of hot spots in the District. He detailed the new security measures to prevent it from being stolen again, including welding the screws into the truck, and temporarily parking the truck inside the 5110 Telegraph development garage. Joey said that the team continued to distribute hygiene kits and build relationships with unsheltered community members, and have noticed an improvement in the nature of interactions. He noted that graffiti and stickers increased in June, so the team was removing them for four hours each week.

4. ACTION ITEMS

a. Community Engagement Program 6 month Evaluation (Exec) – Attachment

Allison reviewed that the BID started a pilot community engagement program in February, and planned on a six month evaluation to determine if the team's added responsibilities hindered cleaning. She noted that the Executive Committee reviewed the metrics, and recommended the program become permanent, and the BID review metrics in another six months, and have a full evaluation in a year. Shifra announced that the BID received an award from the Oakland Chief of Police for the community engagement program. Tom said that he was originally skeptical about this program, but since the program started he noticed that the demeanor of many unsheltered community members improved. Allison said that she felt that treating people as human beings goes a long way. Toni asked Joey how the team engaged with violent homeless people. Joey explained that the team built relationships with community members prior to them becoming violent, and noted if someone was assaulted, they should call 911. He said that the team will approach an agitated person, call them by their name and ask how they are, which sometimes improves a situation. Lynn asked if stakeholders generally knew about the program. Shifra said that the team planned to offer another de-escalation training, and further publicize the program in August. *Don Macleay left at 6:27pm.* Tom motioned to extend the program for a year and then reevaluate it. Toni seconded. **Approved unanimously.**

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

Shifra reported that MacArthur Commons was in serious conversations with a bodega concept, a fitness business, and a co-working space for the ground floor retail, though the only lease was signed, with a Wells Fargo ATM. Allison opined that the lease rates were too expensive for independent businesses. Randy agreed,

and suggested that that might be the developers' long-term plan, in order to convert the spaces to apartments. Shifra explained that the DE/ED Committee recommended requesting that Hines demonstrate their efforts to fulfill the community benefits agreement and request that the 15 month timeline for conversion be extended to 3.5 years to reflect their good faith efforts to fill space with retail. Randy recommended that the developers be required to offer the spaces at market rate, as defined as the rate that small businesses will pay. Lynn suggested recommending that a third-party spearhead the leasing of the ground floor commercial spaces, with no minimum rent constraints (unlike the brokers). Tom expressed support for the BID selecting the third party to lease the space. Randy suggested the BID write to the City Council and communicate that the developers were operating in bad faith, and inflating the lease rate. Pat questioned if the lease rate was actually too high. Emil noted that brokers have rates for comparable spaces, so the BID could ask for that to be provided. Randy motioned for the BID to write a letter to City Council, the Mayor, and related department heads, stating the BID's belief that the MacArthur Commons developer was operating in bad faith and stacking the deck against renting the commercial spaces to services, shops and restaurants desired by the local community, requesting that the conversion timeline be extended to 3.5 years, and that the developers actively disclose the lease rate and TI packages, with the comparison between what active real estate agents feel it would rent for; if Councilmember Dan Kalb's negotiations with City staff and developers proved fruitless. Seconded by Tom. **Approved unanimously.** *Don Macleay returned to the meeting at 7pm.*

5. INFO/DISCUSSION ITEMS

a. Board member packet & signature form – SIGNATURE DUE JULY 24

Allison asked every board member submit their signed signature form to Shifra immediately; all board members who had not yet submitted their signature form did so.

b. 2020 Budget – Attached

The Board to reviewed the budget. Shifra communicated the Executive Committee's recommendations, and noted that the DE/ED Committee directed her to research the cost of tree lights during the holidays. Allison opined that the BID didn't have enough funding for high quality holiday lights. Lynn noted that the previous year, the tree lights looked spotty and bad quality. Emil suggested installing tree lights concentrated in the middle of the District, rather than more equitably distributed, low quality lights. Emil expressed his strong support for holiday lights, saying that it attracts shoppers, and if the BID did nothing, it would look even worse in comparison to other District that do some kind of holiday lights. Lynn noted that the BID could expand the lights in future years, with additional funding. Lynn inquired about the BID's reserve funding. **Action:** The reserves document will be updated for the next board meeting, to be included in the final budget discussions.

c. Telegraph Ave Repave & Redesign

Shifra reported the the DE/ED Committee did not recommend allocating funding to buy nor install teal paint for Temescal's pedestrian zones, but rather request that the City fund the teal paint; Allison agreed. Allison opined that the purple-colored pedestrian zones would clash with the BID's banners and branding. Marisol said that teal has cultural significance in regards to the Temescal watershed.

d. Executive Director's Report – Attached

Organization

Shifra met with Flying Studios owner Laura Camp, to discuss sound issues between neighboring businesses. Shifra also met with residents Jordie Bornstein and Adriana Valencia regarding MacArthur Commons leasing issues. Shifra and Joey attended the quarterly Police Area 2 meeting with Captain Bolton to learn about ongoing crime trends and crime-fighting initiatives. Shifra and Joey received the Oakland Police Chief's Certificate of Commendation on behalf of the Temescal BID for the BID's new Community Engagement Program, including building relationships with Temescal's unsheltered community members, answering calls for assistance from stakeholders to deescalate any disruptive but non-emergency situations, providing de-escalation training on how to compassionately and respectfully interact with people experiencing homelessness and mental health issues, providing resource information and hygiene kits, and establishing an unsheltered support group in Temescal.

Personnel

Trevor was relieved of the Marketing and Program Assistant position on July 10th. The open position has been publicized on the BID's website, enews and social media channels, and local online job boards. The deadline to apply is August 5th with the goal of hiring a new Marketing & Program Assistant by early September. Lindsay Recker, a high school intern from College Preparatory School started work on July 19th, and will work 30-40 hours per week through August 19th.

Cleaning

The BID cleaning team received a new pressure washer at the end of June, and resumed regular pressure washing of the District. The truck and pressure washer are now temporarily stored at the secure parking garage for the 5110 Telegraph development, but will need to be moved in six months when construction is completed. BID staff are exploring permanent secure storage locations for the pressure washer and truck that are nearby to the BID office on 43rd St.

Design

Repairing Telegraph

The informational report regarding OakDOT staff's additional merchant outreach and finalized design for Telegraph Ave between 42nd and 52nd Streets was presented to the City of Oakland Public Works Committee, and accepted on June 25th, 2019. OakDOT staff announced that Telegraph Ave between 42nd and 52nd will be repaved and redesigned in October 2019. The redesign (road diet and protected bike lanes) of Telegraph Ave from West MacArthur to 42nd St will be completed in October 2019, as well. The finalized design including curbside management (green zones, yellow zones, and metered spaces) will be created soon, with significant input from the adjacent Temescal merchants and stakeholders.

Economic Development

New & Closing Businesses

Chaiyo Thai Massage shop has opened at 3920 Telegraph Ave, in the space previously occupied by Vee Vee's Hair Salon. Black Squirrel Yarn Shop has opened in the old Baggu space at 470G 49th St. Artichoke Basille has received all their health and ABC permits and expects to open within two weeks at 4797 Telegraph Ave. The Hog's Apothecary at 375 40th Street closed on Sunday, July 21st.

Promotions

40th St. Block Party

The 40th Street Block Party attracted approximately 6,000-8,000 people, four times the attendance of the previous year. The BID bought advertising in the East Bay Express and Berkeleyside, and the event was organically publicized on Live105 radio, on KQED's "The Do List", SF Chronicle and Hoodline. Shifra raised \$9,500 in vendor and sponsorship fees. Local bands The Cover ups, Billie Gale, Paper Dolls, Destroy Boys, Sarchasm and Whateverglades played on the live music stage at Opal St, and DJ Bukue One played at the DJ stage at Webster St. Seven food vendors provided food, in addition to local restaurants and two beer and wine vendors; almost all sold out by the end of the event. Twelve artisan vendors and eight small business vendors had booths showcasing and selling their products. Decathlon ran a large children activity zone with basketball and soccer, as well as a camping lounge area, and sold camping items as well.

Upper Telegraph Pride Party

The Upper Telegraph Pride Party is scheduled for Saturday, August 24th. The permits will be submitted and outreach to local merchants will be conducted in the next week. Oakland Pride is partnering on the event and has secured preliminary agreement from the City of Oakland for City staff to repaint the crosswalks, and then install permanent crosswalks later on. If this agreement is finalized, then the event will transform into a celebration of the crosswalks, as well as a neighborhood block party.

Meeting adjourned 7:48pm.