

Temescal Telegraph BID Board Meeting Minutes
June 19, 2019 – 6:00 to 8:00pm
Temescal Works, 490 43rd St.

Board Members Attending:

1. Allison Futeral – President
2. Pat Smith – Vice President
3. Randy Reed
4. Gloria Gee
5. Tom Murphy - Secretary (arrived at 6:37pm)
6. Marisol Vela-Chiu

Guests:

Emil Peinert, Co-owner, Kingfish Pub
Adriana Valencia, Temescal resident
Mike Beebe, Temescal resident
Rosa Velazquez, Special Assistant, Office of
Councilmember Noel Gallo - District 5
Lynn Howe, Temescal resident

Board Members Absent:

1. Toni Sholes
2. Don Macleay
3. Cynthia Armour

1. INTRODUCTIONS – Call to Order: Allison Futeral, President – 6:09pm

2. PUBLIC COMMENTS/ANNOUNCEMENTS

Gloria reported that many community members expressed interest in getting involved with the Temescal BID at the Temescal Street Fair. **Action:** Shifra will contact those interested community members.

3. CONSENT AGENDA

a. Approval of May Minutes – Attached

Marisol motioned to approve the May minutes. Pat seconded. Adriana requested that the minutes be edited to reflect her attendance at the last board meeting. **Minutes approved with adding Adriana as attending.**

4. Operations Report – Attached

Shifra reported that graffiti increased by 20%, and trash increased 15% from April to May. The community engagement program has continued to receive positive feedback and starting in May, the Ambassadors started to distribute hygiene kits and energy bars to those in need. Shifra added that the pressure washer was stolen off of the BID truck at the end of May, so the pressure washing hours were negatively affected. While Joey worked to replace the pressure washer promptly, he also coordinated with Clear Channel to continue their pressure washing of bus stops in the District.

5. ACTION ITEMS

a. BID Clean Team Megabrute design (Promo) – Attached

Allison reported that the Promo Committee approved a design for the Cleaning team’s mega-brutes (rolling trashcans) that would promote the BID and the cleaning team. Randy suggested replacing the pound sign with “Call”; Mike and Marisol agreed. Adriana suggested adjusting the spacing of the “-” after “510”. Marisol and Adriana suggested three lines on each side with ‘Ambassadors’ on top, then ‘Clean Team’, and the third line with “Call: 510- 295-9131.” Marisol motioned to approve the mega-brute design with the revisions as discussed. Randy seconded. **Approved unanimously.**

b. TMA Response Letter (Exec. & DE/ED) – Attachments

Shifra reviewed that the TMA sent a letter communicating their concerns regarding the redesign of Telegraph Ave to all Oakland City Council members and the Mayor, and criticized the BID and its role in the redesign. The Executive and DE/ED Committees recommended writing an indirect response letter, clarifying the BID’s goals and programs, as well as the BID’s role in the redesign effort. Marisol asked if the BID had invited the TMA to participate in the BID? Allison explained that the BID has invited them, but they declined. She noted that after the City accepts the informational report on the Telegraph Ave redesign on June 25th, Allison would

invite the TMA members for a meeting in an effort resolve any outstanding issues. Gloria suggested changing “a” to “an”, at the bottom of the first page. Adriana suggested changing “flier” to “flyer”. Randy noted that he empathized with the merchants, since in past efforts to redesign the street, the City ignored the merchants; he praised the positive nature of the BID’s response letter. Mike asked for economic data that would explain why merchants are concerned about the bike lanes? Randy explained that change was scary, noted that in some cities bike lanes have worked, and in others they didn’t. Allison noted that new residents coming to live in Temescal would likely be a bigger change for the neighborhood. Pat motioned to approve the letter with the recommended edits. Seconded by Gloria. **Approved unanimously.**

c. TT BID Board member election – Emil Peinert

Shifra reported that Emil was nominated by the Executive Committee to become a board member. Emil introduced himself to the board and explained that he has owned the Kingfish Pub for 10 years, during which he moved the business and building from Claremont to Telegraph. He noted that his goals included bringing more recognition of Temescal’s history to the District. He talked about his interests in re-opening Kasper’s in the future, and his plans already in action to open a seafood restaurant in the back of the Kingfish. Tom motioned to elect Emil on to the Board. Seconded by Pat. **Approved unanimously.**

6. INFO/DISCUSSION ITEMS

a. New board member packet & signature form

Shifra announced that the deadline for the signature form would be moved to July 24th.

b. Executive Director’s Report

Organization

Trevor relocated all the BID’s banners from Reed Brothers attic to the BID equipment storage, and then started organizing the trailer. Shifra met with Cathy Leonard, founder of the Santa Fe Neighborhood Association, to discuss repaving in North Oakland. Shifra also met with Justin Nguyen from Lyft regarding merchant feedback on scooters, and to request funding for bikeshare/scooter/Lyft subsidies for service workers in Temescal. Shifra met with Jena Dominique of Street Salad Postcards and Nancy Sarpa-Samuelson, VP of Marketing at Visit Oakland regarding strengthening the marketing partnership with the Temescal BID, and walking tours in Temescal.

Personnel

Shifra has interviewed a student from College Preparatory School, and offered a free internship/volunteer work experience for one month for the student at the Temescal BID. The intern will work 30-40 hours a week, including the 40th Street Block Party, July 16th – August 19th.

Outreach to Stakeholders

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

- Amber Jones, Property manager of 4801 Shattuck development
- Mike Beebe, resident of Temescal, regarding involvement in the BID
- David Way, owner of Tip Top Bike Shop regarding the BID’s new community engagement program
- Emil Peinert, owner of Kingfish Pub
- Sam Rezendes, Director of Operations for Bernal Cutlery at 308 40th Street
- Chuck Davis and Jesse Kelly, co-owners of The White Horse Bar at 6551 Telegraph Ave. regarding Upper Telegraph Pride Party in August
- Terry McGrath, property owner of Skylyne at Temescal regarding the BID’s new community engagement program

Cleaning

On Monday, May 27th (Memorial Day weekend), the BID's pressure washer was stolen from 4300 Telegraph Ave out of the back of the truck, from a gated and locked parking lot. The thieves were caught on video from

Temescal Works, but since they stole the vehicle, police have not yet been able to identify the suspects. BBB is filing an insurance claim, so that the BID can receive a replacement pressure washer. In the meantime, the cleaning team is borrowing a pressure washer from Downtown Oakland to do minimal pressure washing, and water the plants. Shifra is investigating alternative storage facilities for the BID's truck and pressure washer.

Design

Repairing Telegraph

OakDOT will repave Telegraph Ave between 52nd and 42nd in August, September or October of 2019. In May, OakDOT staff communicated that the BID would receive 26,000 square feet of pedestrian zones, all painted in purple, unless the BID preferred a different color, which could be implemented, if paid for by the BID. Shifra determined that teal paint would cost the BID \$4,500 to purchase. Once the City communicates its official approval of painting the pedestrian zones that teal color, the DE/ED Committee will discuss whether to recommend the BID purchase and then install the paint with volunteer labor in Temescal. Shifra met with Councilmember Gallo regarding the Telegraph Ave redesign, and the BID's role in enhancing OakDOT's merchant outreach. She also attended the Public Works Committee meeting regarding the revision of KONO's bike lanes, which was approved unanimously and put on the consent agenda for City Council.

Economic Development

Cannabis Dispensary at 4444 Telegraph Ave.

Per the board's direction, Shifra and Cynthia wrote a letter of support for the cannabis dispensary, and Shifra spoke at the public hearing. The cannabis dispensary was approved to open in their intended Temescal location, and the operators are now applying for building and planning permits.

Retail Recruitment

Shifra visited 4th Street retail district in Berkeley, and emailed representatives from Black Squirrel, Title 9, Lululemon, and Madewell. In addition, she emailed Bow & Arrows/510 Skateboards owners. Shifra connected Black Squirrel with the Temescal Alley property owner, and they signed a lease for 470G 49th St, and will be opening in July. Shifra gave a tour of Temescal's new developments to the Bow & Arrows owners, and will follow up regarding the specific spaces they were interested in.

New & Closing Businesses

A Thai massage shop has signed a lease to open at 3920 Telegraph Ave, in the space previously occupied by Vee Vee's Hair Salon. Paradise Records at 482D 49th St will be closing in the end of July 2019, and a CBD tincture shop will open in the space soon thereafter. The Vintage Rug Shop will be opening at 5036 Telegraph Ave in mid-summer 2019.

Promotions

Temescal Public Art Walking Tour

The postponed Temescal Public Art Walking Tour on Saturday, May 25th, attracted 45 attendees, a significant increase from the previous year's 10 attendees. This year, Jena Dominique of Street Salad postcards led and helped publicize the tour, which in addition to the BID's improved Instagram presence in general, may have helped the promotion of the event.

Temescal Street Fair

The Temescal Street Fair attracted thousands of attendees on June 9th, 2019. However, due to the uncharacteristically hot weather of 93 degrees or more, attendance was significantly lower than the previous years. The producers and Shifra raised \$28,500 in sponsorships to fund the annual street fair. The BID beer booth had \$3,076.56 in beer revenue, which represents 60% less revenue than the previous year's sales of \$7,767.

40th St. Block Party

All the permits have been submitted for the 40th Street Block party, and publicity for the event has commenced, consisting of advertising in the East Bay Express and Berkeleyside, and in the BID's enews, website and social media. Shifra has confirmed \$7,750 in of the \$5,000 needed in sponsorship to produce the event. The Cover ups, Billie Gale, Paper Dolls, Destroy Boys and Whateverglades are the confirmed bands, and DJ Bukue One will play at the DJ stage. Seven food vendors are confirmed, with five more in the application process. Five artisan vendors are confirmed with six more in the application process. Decathlon has confirmed that they will run a large children activity zone with basketball and soccer, as well as a camping lounge area.

7. OTHER

Shifra requested that board and committee members volunteer to help with the 40th Street Block Party on Saturday, July 20th. Adriana volunteered to help with cleanup, and Marisol and Tom volunteered to help with event set up. Emil also said he could probably help on the day of the event.

Meeting adjourned at 7:23pm.