

Temescal Telegraph BID Board Meeting Minutes  
May 22, 2019 – 6:00 to 8:00pm  
Temescal Works, 490 43rd St.

Board Members Attending:

1. Cynthia Armour
2. Allison Futeral – President
3. Tom Murphy – Secretary
4. Pat Smith – Vice President
5. Don Macleay
6. Randy Reed
7. Gloria Gee (arrived at 6:20)

Guests:

Chris Ly & Daniel Chung, Cannabis dispensary co-owners and operators  
Emil Peinart, Co-owner, Kingfish Pub  
VK Chopra, Property owner  
Judy Martins, Temescal resident  
Lynn Howe, Temescal resident  
Adriana Valencia, Temescal resident

Board Members Absent:

1. Toni Sholes

**1. INTRODUCTIONS – Call to Order: Allison Futeral, President – 6:12pm**

**3. CONSENT AGENDA**

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

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

**4. Operations Report – Attached**

Joey reported that the cleaning team continued to remove trash and graffiti from the street, including the planters, and that outreach with the unsheltered population had received positive feedback.

**5. ACTION ITEMS**

**a. Cannabis Dispensary at 4430 Telegraph Ave (DE/ED)**

Chris presented the plans to purchase the Reed Security building and invest \$4 million into the building to open a cannabis dispensary, consumption lounge and music venue. Daniel added that the dispensary planned to create a service allowing customers to order from local eateries, thus helping promote local businesses. Lynn expressed concerns with loitering, and Chris said that the dispensary would allocate \$250,000 a year for security, to prevent loitering and add a security presence to Temescal. Don M. expressed concern with cannabis being sold to minors, and Chris explained that all cannabis sold would have a barcode, allowing the dispensary to track the purchaser, and prevent it being resold to minors. Cynthia expressed support for the dispensary, and requested that they assist the BID with maintaining the future pedestrian plaza at Kasper's. Chris added that the dispensary would be supporting community projects, and noted that the dispensary's landscaping and security teams could easily provide their services to a future pedestrian park across the street. Cynthia motioned for the BID to support the opening of the cannabis dispensary at 4444 Telegraph Ave., with the intent that the dispensary help maintain Kasper's Plaza when the park was complete. Seconded by Don M. **Approved unanimously. Action:** Shifra will write a letter of support to Greg Miner, ccing Dan Kalb, to be reviewed by Cynthia before sending, and support the dispensary at its public hearing.

**b. Temescal Works Associate membership agreement language – Attached (Exec)**

Shifra reviewed that in 2018, the BID moved into the Temescal Works building with discounted rent, and now Temescal Works was requesting to be an associate member of the BID to receive cleaning and marketing services. Cynthia recommended that the discounted amount be specified as annual in the agreement. Randy motioned to approve the associate membership agreement language, with the recommended edits by Cynthia. Seconded by Don M. **Approved unanimously.**

**c. Temescal Street Fair beer booth**

The BID beer booth will be located at 49<sup>th</sup> Street, and the other beer booths will include The Avenue Bar, Bierhaus, and Temescal Brewing. **Action:** Shifra will order Square credit card readers.

## 6. INFO/DISCUSSION ITEMS

### a. New board member packet & signature form – attached

Shifra distributed the Board member packet to the Board, which included responsibilities of board members, and the mission, bylaws and goals of the BID. Shifra added that the packet would give Board members the opportunity to understand the commitment of joining the Board. She requested that Board members read the packet, and then sign the signature form before the June Board meeting. **Action:** Shifra will send a reminder email to Board members regarding the signature form.

### b. 1Q2019 finances – Attached (Exec)

Shifra reviewed the first quarter 2019 budget versus actuals, noting that the BID had received 58% of the 2019 assessment funds, and that the cross-Telegraph banner cost more than anticipated since the BID needed to install air pockets in all the banners. Shifra added that with the addition of a part time employee, printing costs increased, as well. Overall, the BID spent 18% of the budgeted expenses for 2019 in the first quarter.

### c. BID Taxes Submitted

Allison announced that the BID's taxes were submitted. **Action:** Shifra will send a copy of the taxes to Don M.

### d. 40<sup>th</sup> Street Block Party

Shifra summarized that the Block Party was scheduled for Saturday, July 20<sup>th</sup>, and requested that board members assist with cleaning up after the event, and staffing the information booth.

### e. Executive Director's Report

#### Organization

Shifra met with the Executive Director of Transform Oakland, to discuss applying for grants to give rideshare, scooter share and bike share subsidies to Temescal workers. Shifra and Joey attended the quarterly Area 2 OPD meeting to discuss crime trends and new crime fighting initiatives in Area 2/North Oakland. Shifra attended the BID Alliance meeting and talked about the illegal dumping issues on 42<sup>nd</sup> St. with the Assistant Director of Public Works. Shifra worked with Ray's Electric to measure and provide GIS drawings to the City for the BID's new pedestrian lights from 40<sup>th</sup> to West MacArthur, in order for City staff to accept ownership of the lights. Shifra attended the Oakland Pride Luncheon to connect with potential sponsors for the BID's events. Shifra attended the May 7<sup>th</sup> Oakland City Council Meeting to celebrate Mae Frye, owner of Ruby's Garden, and honor her for being selected as District 1's Small Business Week honoree.

#### Outreach to Stakeholders

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

- John Streit, owner of Hog's Apothecary at 375 40<sup>th</sup> St
- VK Chopra, owner of new UPS store and property owner at 5627 Telegraph
- Trung, owner of Co Nam, the new Vietnamese restaurant at 3936 Telegraph Ave.
- Katie, owner of I Scream Donuts at 4731 Telegraph Ave, in the old Tara's Ice Cream location
- Joy Colino, owner of Nannies Plus at 4681 Telegraph Ave.
- Milan, new Marketing Director at Homeroom and Homeroom-to-go on 40<sup>th</sup> St.

#### Design

##### Repairing Telegraph

Shifra met with OakDOT staff, who announced that the protected bike lanes planned for Telegraph Ave from 42<sup>nd</sup> St to West MacArthur Blvd would be installed in Summer 2019, at the same time as the bike lanes from 42<sup>nd</sup> to 52<sup>nd</sup>. Telegraph Ave from West MacArthur Blvd to 29<sup>th</sup> St will be redesigned in 2020. Also, staff has clarified that Telegraph Ave from 42<sup>nd</sup> to 52<sup>nd</sup> will be repaved and redesigned in August or September 2019,

which will be announced in the next BID enews. 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 would be paid for by the BID. Shifra is researching the cost of teal paint, per the DE/ED Committee's direction, and will report back, to determine if the BID could afford and/or wants to paint the pedestrian zones a different color in Temescal.

### Parker App by Streetline

The Streetline team presented to the DE/ED Committee, proposing the installation of sensors in Temescal Plaza parking lot, as well as on Telegraph Ave, to help customers find parking. The sensors would be embedded in the street, and in combination with machine learning, would feed data to the Parker app that customers can download to show available parking spots. However, the Streetline team revealed that they had no more Venture Capital funding to install the sensors for free, and so proposed working with the BID to apply for grants to fund the project. The Streetline team will return to the BID with a proposal soon.

### 40<sup>th</sup> St Safety Issues

In response to a lawsuit by the family of the person permanently injured at the 40<sup>th</sup> and Opal crosswalk, City staff communicated that they would be considering changing the landscaping in the nearby area. Shifra met with City of Oakland Adopt-a-Spot staff and Parks & Recreation staff, along with DOT staff, regarding the safety issues on 40<sup>th</sup> St. Shifra led City staff on a "walk across" of 40<sup>th</sup> Street at Opal to demonstrate the visibility and street design issues. City staff determined that the landscaping on the medians between Manila and Shafter needed to be significantly thinned and trimmed to under three feet tall. One Adopt-a-Spot volunteer trimmed her own median, and then Parks City staff completed the landscaping work to bring the medians into compliance with City code. Shifra will follow up with OakDOT staff regarding their recommendations for changes to the intersection.

## **Economic Development**

### New Businesses

A UPS Store has opened in a newly-built building at 5627 Telegraph Ave. Baggu at 470G 49<sup>th</sup> St in Temescal Alley has closed, and Black Squirrel yarn and crafting store has signed a lease for that space. A rug and furniture store has signed a lease for 5036 Telegraph Ave, previously occupied by East Bay Athletic Club.

## **Promotions**

### Temescal Public Art Walking Tour

The Temescal Public Art Walking Tour on May 18<sup>th</sup>, was postponed to Saturday, May 25<sup>th</sup>, because of the forecast for 100% chance of rain on the original date. The interactive mural painting and local artist presentations will happen on the postponed date, as planned for the original date.

### Temescal Street Fair

The producers of the Temescal Street Fair, with support from Shifra, have raised all \$28,500 needed in sponsorships to fund the annual street fair, but are still soliciting additional support. Four Temescal businesses have confirmed that they will have beer booths at the Street Fair: Roses at 49<sup>th</sup> Street, The Avenue at 48<sup>th</sup> Street, Bierhaus at 45<sup>th</sup> Street, and Temescal Brewing and 42<sup>nd</sup> Street.

### 40<sup>th</sup> St. Block Party

Shifra has successfully confirmed \$6,300 in of the \$5,000 needed in sponsorship to produce the 40<sup>th</sup> St block Party. Coverups, Billie Gale, Paper Dolls and Destroy Boys are the confirmed bands so far for the Block Party, which should draw increased attendance from last year's event. The planning committee and Shifra are recruiting additional bands and DJ's, as well as food vendors.

**Meeting adjourned 7:52pm**