



**TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING AGENDA**

**October 23, 2019 – 6:00 to 8:00pm**

**Temescal Works, 490 43<sup>rd</sup> St, (at Telegraph)**

- 1. INTRODUCTIONS – Call to Order: Allison Futeral, President**
- 2. PUBLIC COMMENT/ANNOUNCEMENTS**
- 3. CONSENT AGENDA**
  - a. Approval of September Minutes – Attached**
- 4. Operations Report – Attached**
- 5. PRESENTATION: Repaving Telegraph – Mohamed Alaoui, OakDOT**
- 6. ACTION ITEMS**
  - a. MacArthur Commons Leasing Issues letter – Retail Marketing Plan attached (DE/ED)**
- 7. INFO/DISCUSSION ITEMS**
  - a. Pedestrian Plaza on Shattuck Ave, 45<sup>th</sup> to 46<sup>th</sup> St**
  - b. Temescal Holiday Fair**
  - c. November & December DE/ED & Board meeting schedules**
  - d. Executive Director’s Report – Attached**
- 8. OTHER**

Temescal/Telegraph Community Association Board Meeting Minutes  
September 25, 2019 – 6:00 to 8:00pm  
Temescal Works, 490 43<sup>rd</sup> St, (at Telegraph)

Board Members Attending:

1. Allison Futeral – President
2. Don Macleay
3. Tom Murphy – Secretary
4. Toni Sholes
5. Marisol Vela-Chiu
6. Cynthia Armour

Board Members Absent:

1. Gloria Gee
2. Emil Peinert
3. Pat Smith

Guests:

Lynn Howe, Resident  
Brian Brooks, Resident  
Elin, Resident  
Kesete Yohannes, Business Owner  
Natalie Mehta, Property Owner

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

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Brian asked why the BID has not released board meeting minutes online since April 2019. Shifra responded that she sent the minutes to Brian via email when he requested them, but was behind on updating the website. Marisol explained that the BID had reduced staffing since the departure of the former Marketing Assistant. **Action:** Shifra will upload the past board minutes as soon as possible. Brian asked if minutes were electronically recorded, and Allison said they weren't, but that recording them had been in discussion. Elin opined that Shifra shouldn't receive the proposed 5 percent raise if the BID was delayed on the board minutes. Elin recommended that the planters on Telegraph Ave. be better maintained and suggested the plants be replaced. Allison said the BID doesn't have sufficient funds to replace all of them at once, but noted that some have been replaced. Don suggested this topic be discussed in committee. **Action:** Shifra will add Elin to DE/ED mailing list. *Tom Murphy arrived.*

**3. CONSENT AGENDA**

**a. Approval of August minutes - attached**

Don motioned to approve August minutes. Seconded by Tom. **Approved unanimously.**

**4. Operations Report -Attached**

Joey reported that there has been a small decrease in auto glass cleanups. Additionally, the team is painting the poles on Claremont Ave. and received paint from Public Works to repaint the fire hydrants. Joey also reported that the electric boxes by the library are getting graffitied continuously. Joey said that through the Community Engagement Program, he housed two unsheltered residents, a woman and her adult son, who previously resided at the 40<sup>th</sup> and Telegraph bus stop. Joey announced that the BID's storage containers were robbed, and items including personnel files, a bike, and a time clock were stolen.

**5. Action Items**

**a. Elect New Board Members, Lynn Howe & Adriana Valencia (Nom)**

Shifra reported that the Nominating Committee recommended to elect Lynn Howe and Adriana Valencia as BID board members. Adriana has lived in Oakland since 1998 and has a PhD in Architecture from UC Berkeley. She and her husband are small residential property business

owners. Lynn moved to Oakland three years ago to join her adult children, and is a retired nurse. She enjoys knowing her neighbors and has always been involved within the communities she has lived in, which led her to begin attending Promotion/Safety committee meetings. Brian raised concerns over board members who repeatedly missed meetings in 2017-2018 and questioned the repercussions for absences. **Action:** Shifra will send new board member packet to Brian, including the bylaws regarding attendance. Marisol motioned to elect Lynn and Adriana to the board. Cynthia seconded the motion. **Approved unanimously.**

**b. 2019 Holiday Decorations Promo**

Shifra reported the Promotions/Safety Committee recommended approving the Tier One Holiday Mural for the Kasper's building. Shifra said the DE/ED did not have a quorum but informally proposed replacing the red banners on pedestrian light poles with holiday banners or installing lights inside business windows. Natalie said that since the BID would own the lights or banners, either of those holiday programs could start small, and grow each year, as the BID buys more banners/lights. Marisol said that even though didn't the DE/ED Committee didn't have a quorum, they strongly felt that the mural was a waste of time and resources. Marisol expressed support for the holiday banners; Allison agreed. Cynthia expressed support for the window lights; Toni agreed. Cynthia said that people have an emotional attachment to holiday lights, and that the lights would provide a direct benefit for businesses owners. Marisol suggested the BID install 10 holiday banners and spend the remaining money on lights in businesses. Tom asked how many business owners were interested in the lights? Gabby answered that that 25 expressed interest, but noted that the actual number would be higher. Tom asked how the BID would ensure the lights would be displayed, after they were distributed to merchants. Marisol suggested creating a formal commitment by business owners to display the lights. Marisol motioned for the BID to purchase two boxes of lights for 50 participating businesses, with a commitment form signed by merchants to ensure they are installed by a certain date. Cynthia requested buying the lights locally be part of the discussion. Toni seconded the motion. **Approved unanimously.**

**c. Executive Director Evaluation & Salary (Exec)**

Allison reported that overall the Executive Committee found that Shifra worked really hard. Elin opined that Shifra's salary was excessive. Allison disagreed and said Shifra's work was very difficult. Don said that the proposed salary would enable her stay in the position, which would benefit the BID with a stable leadership. Allison reported the evaluation included recommendations that Shifra work on increasing marketing for BID events and increasing and diversifying fundraising for the BID. Don opined that Shifra needed to learn how to tell the board "no" when she is overworked with projects; Allison and Marisol agreed. Don motioned to approve Shifra's 5% raise. Cynthia seconded the motion. **Approved unanimously.**

**d. 2020 Budget (Exec)**

Shifra reported that since the last board meeting, two items were changed in the 2020 Budget to include the Executive Director 5% salary increase and \$4,000 for Holiday Decorations. Brian asked what the 5% assessment increase would accomplish for the BID. Shifra clarified that the recently proposed assessment increase was for 2021 and that the money would be used for pedestrian lights and increase the Marketing and Program Assistant's hours to 32 per week. Tom motioned to approve the budget for 2020. Seconded by Lynn. **Approved unanimously.**

**e. Professional Development (\$850 out of budget)**

Shifra proposed to use \$850 out of budget to pay for her to attend the International Downtown Association Conference to build relationships fellow BID leaders and learn new ideas for PR,

marketing, and events. Marisol motioned to approve spending \$850 of budget for Shifra to attend the conference and learn new best practices to bring to the Temescal BID. Cynthia seconded the motion. **Approved unanimously.**

## **6. Info/Discussion Items**

### **a. Temescal Street Fair Final Accounting - Attached**

Shifra reported that due to the heat and low attendance, beer sales and carnival ride income were lower than expected at the 2019 Temescal Street Fair. However, the Street Fair net income was \$3,800, due to production cost savings, which the BID will split with the producers. Cynthia asked why the bicycle parking lot at the event was removed. **Action:** Shifra will ask the event producers. Kesete complained that it takes longer every year for the street to be opened to traffic after the event, and that this year, the street didn't reopen until 10pm. Kesete suggested ending the event earlier. Shifra suggested that the event could possibly increase the number of staff to clean up faster. Brian suggested that the event footprint was too large. **ACTION:** Shifra will discuss board's concerns with the producer of the event and with the Promotions Committee.

### **b. Repave Telegraph**

Shifra reported she has been talking with the City to determine the date of the repaving of Telegraph Ave. Shifra reported that the City had committed to repaving Telegraph in October, but since then had approached her to ask if Temescal merchants might approve of a waiver for the City to pave in November and December. Shifra talked with a couple merchants and determined that they might accept paving in November up to Thanksgiving, but definitely not in December. Tom raised concerns about the repaving, and suggested that the City return to the BID for further discussion; Toni agreed. Kesete expressed disapproval over board members who voted in favor of the repaving and redesign, and have since moved out of the area. Kesete opined Shifra didn't work on behalf of merchants with the repaving, but rather worked on behalf of the City; Toni agreed. Shifra said she followed the direction of the BID Board. Don said the Board was one of many community organizations that provided comments on the redesign plans but ultimately the City was the deciding body. Shifra said she could bring the repaving as an action item to the DE/ED committee. *Marisol left*

### **c. Board of Directors Requirements**

Shifra reported the DE/ED committee did not meet quorum and reminded board members to attend as it is part of their board member requirements.

### **d. Executive Director's Report – Attached**

#### **Organization**

##### Outreach to Stakeholders

Shifra attended the Oakland Electrification Roundtable to learn about the City's plans to require that new construction be all electric (no gas), and communicated Temescal restaurants' concerns regarding the proposal. Shifra met with Adrian Gomez, Vice President & Relationship Manager at Main Street Launch about providing low-interest loans to Temescal small businesses, and collaborating on a small business event in Fall 2019 for Temescal merchants. Shifra also attended the Annual Oakland Business Service Organizations to learn about the City of Oakland's new business development initiatives.

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

- Pastor Celeste Frazier, and Ona Afae, head of the homeless ministry, from East Bay Church of Religious Science

- Linda Lu, Temescal resident, regarding supporting the BID in applying for grants to fund the BID's pedestrian plaza, and the BID's Community Engagement Program
- Chris Economou, property owner representative for Temescal Plaza

### Personnel

After a thorough application and interview process with forty-six applications for the Marketing and Program Assistant, the Marketing and Program Assistant job was offered to and accepted by Gabriela Cazares-Lopez. Gabby comes to the BID from North Atlantic Books in Berkeley, where she worked as a Marketing & Publicity intern. Gabby has a background in journalism and previously was an editor for the Golden Gate Xpress student newspaper in San Francisco.

### 2021 Assessment Increase

The 2021 Assessment increase notifications were sent via email to businesses and property owners, and by postal mail to all property owners, as required by law. In response, the BID received a couple change-of-ownership emails, as well as one negative response regarding the BID's cleaning services on Shattuck Ave.

### **Cleaning and Hospitality**

Paper fliers have been distributed and emails sent to every business and property owner in Temescal, to publicize the next De-escalation Training on Wednesday, September 25<sup>th</sup> at 11am.

### **Design**

#### Holiday Tree Lights & Decorations

The Promotions and DE/ED Committees consider the tree lights, holiday mural and Art Murmur proposals for the 2019 holiday decorations. The Promotions Committee recommended selecting the Tier 1 Holiday Mural proposal on the Kasper's building, which would contract with Tion Torrence (aka Bukue One) to install a holiday-themed piece using the artists' letters/names, and also including snow on the pieces, and north pole polar bears, for \$1,000-\$2,500. The DE/ED Committee did not formally recommend any of the proposals, but rather directed staff to research the cost of installing holiday banners on the pedestrian lights, and research the viability of Temescal merchants installing strings of lights in their windows, with the lights provided and paid for by the BID.

#### Pedestrian Lights

Shifra met with Ray's Electric to start work on the installation of pedestrian lights on the East side of Telegraph Ave between 51<sup>st</sup> Street and Aileen, using the \$133,000 in lien funds from 5110 Telegraph Ave. The BID will need to apply for new permits, since the original permit has expired. This necessitates hiring an engineer to create GIS drawing to submit for approval to the city, and applying for a PX permit at the Department of Transportation. The initial estimate for the permit fees was \$25,000, which would decrease the number of lights the BID would be able to install from twelve to nine lights. These permits fees were unforeseen by the BID in its original budgeting and plans for this phase of the pedestrian lights, and so Shifra has requested a permit fee waiver from Councilmember Dan Kalb.

### **Economic Development**

#### New & Closing Businesses

RabbitEARS Rescue opened at 6124 Telegraph Ave, an 11th hour rescue shelter for rabbits, guinea pigs, and chinchillas. They offer those animals for adoption, as well as a nutrition and wellness center with food, equipment and materials for small mammal pets, as well as dogs,

cats, and chickens. DOPP has opened at 482D 49<sup>th</sup> Street in Alley 49, in the space previously occupied by Paradise Records. DOPP designs and produces high-end, simple and colorful leather heels.

#### MacArthur Transit Village Leasing Issues

City of Oakland Economic Development staff met with Hines, and reported that the meeting went well. Micah, the Deputy Director for Business Development communicated to the developer that the City views “meeting the community’s wishes for retail as important.” City staff communicated that they believe that the income from the retail spaces will not significantly impact the developers’ bottom line. Charlie Tillman, an Associate from Hines, attended the Temescal BID DE/ED Committee meeting, and reported that the residential spaces at MacArthur Commons are 37% leased. The developer is negotiating LOIs with a co-working space, a Boba tea business, a fitness use, and a bodega that will offer produce, milk, bread, and other household staples, as well as pre-prepared meals.

#### **Promotions**

##### Temescal Trick or Treat

The 2019 Temescal Trick or Treat is scheduled for Thursday, October 31<sup>st</sup>, 4-6pm with the official after-party at Temescal Brewing’s 3<sup>rd</sup> Annual Spooky Puppy Halloween Dog Costume Contest & Party.

##### Temescal Holiday Fair

An enews with a call for craft vendors for the 2019 Holiday Fair on December 8th was sent to the BID listserve of 4,500 on September 24<sup>th</sup>. The application deadline is October 11<sup>th</sup> for craft vendors and event sponsors.

**Meeting adjourned at 8:26 pm.**

# Cleaning Statistics

## Field Observations

There was a 28% increase in Auto glass clean ups in september, which represents a return to the July levels after a decrease in August. The cleaning ambassadors also noticed a 10% increase in graffiti throughout the district, although the number of stickers and posters remained consistent from the previous month. In September, the team focused on weeding tree wells and sidewalks on 47th, 48th and 49th streets between Telegraph and Shattuck ave, the large sidewalk strips on Telegraph and 59th street, and weeds growing in the sidewalks and in planters throughout Zone 1. The amount of trash collected remain consistent from August to September.

## Community Engagement

In general, the number of resource referrals and hygiene kits distributed to the Temescal community has decreased from July to September, since most of our unsheltered residents already have received one. The number of community contacts each month has remained consistently high, with 242 in September and the relationships with Temescal's unsheltered and sheltered residents are increasingly positive.

## QUICK VIEW

*Sep 01, 2019 -- Oct 01, 2019*

- 41** Auto Glass Clean Up
- 44** Resource Referrals
- 68** Hygiene Kit Distributed
- 242** General Contact
- 142** Trash (bags)
- 21** Power Washing (hours)
- 404** Planters Watered (Number)
- 223** Graffiti - Removed
- 187** Stickers/Flyers/Posters Removed

## QUICK VIEW

*Aug 01, 2019 -- Sep 01, 2019*

- 32** Auto Glass Clean Up
- 200** Graffiti - Removed
- 404** Planters Watered (Number)
- 189** Stickers/Flyers/Posters Removed
- 145** Trash (bags)
- 257** General Contact
- 63** Hygiene Kit Distributed
- 52** Resource Referrals
- 23** Power Washing (hours)

## QUICK VIEW

*Jul 01, 2019 -- Jul 31, 2019*

- 77** Resource Referrals
- 76** Hygiene Kit Distributed
- 263** General Contact
- 172** Trash (bags)
- 22** Power Washing (hours)
- 404** Planters Watered (Number)
- 192** Graffiti - Removed
- 177** Stickers/Flyers/Posters Removed
- 45** Auto Glass Clean up

May 12, 2017

**Re: MacArthur Commons Final Retail Marketing Plan**

Shifra,

Thank you for your cooperation and feedback regarding the MacArthur Commons Retail Marketing Plan. Below you will find the finalized marketing guidelines that both parties have agreed to.

**MacArthur Parcels A & C – Ground Floor Retail Marketing Guidelines**

Throughout the Retail Leasing Period, Developer will:

1. Hire an experienced retail brokerage group upon construction commencement
  - Staff a dedicated team for the retail leasing of the Project
  - Provide Local Neighborhood Groups (“LNG”) with the brokerage’s background and experience in Oakland
  - Use commercially reasonable efforts to inform LNG of any changes to the retail team
  - Provide LNG with biographies of the retail leasing team members
2. Produce a Project Leasing Brochure in conjunction with LNG to include:
  - Property highlights
  - Ground floor retail site plan – ability to cater both large and small scale tenants
  - An introduction to Temescal neighborhood amenities, including restaurants, local businesses and grocers
3. Keep Local Neighborhood Groups informed of retail marketing efforts:
  - Schedule bi-weekly calls or meetings with LNG, including, but not limited to the Temescal Telegraph Business Improvement District and Longfellow Neighborhood Group, to solicit community feedback and obtain tenant referrals
    - Update the community on the activity of the retail team taken since the last meeting
  - Based on the minutes of the calls, the retail team will compile and maintain a Community Log:
    - The Community Log will include:
      - Date, time, participants (which may be undisclosed for tenant confidentiality purposes), and a summary of the bi-weekly community calls/meetings
      - Summary and steps taken regarding community feedback
4. Produce a Voids Analysis to identify tenants currently without a presence in the nearby area
  - Analysis will include breakdown of:
    - Trade category
    - If applicable, the tenant’s closest location
    - Number of locations within 5 mile radius
    - Number of locations in the Bay Area
5. Create a Merchandising Plan:
  - Pursue a grocery tenant as a priority
  - Coordinate marketing efforts with MacArthur Transit Village Parcel B brokers
  - That includes information detailing:
    - The proposed economics for market asking rents on a NNN basis
    - Size of units & minimum size to which the developer is willing to demise the spaces



- Proposed delivery condition (cold or warm shell, as applicable)
    - Unit specs (such as vents and/or floor drains to support food uses)
  - Information on restrooms as a shared amenity or not for the retail tenants
  - Ceiling height for the retail units
  - Retail customer parking information
  - Style of retail project/cluster that Developer is proposing to create, including the style of development/architecture proposed for the site
6. Distribute leasing brochures to: i) brokers; ii) local, regional, and national tenants; and iii) LNG
- The Community Log will additionally include copies of any new distributions made during the period
7. Pursue relocations/expansion of tenants in the immediate trade area (with the help of LNG)
- The Community Log will additionally include:
    - List of tenants in the immediate area interested in relocating
    - Number of correspondences with those tenants interested in relocating – phone calls, in-person meeting, etc.
8. Begin hard-hat tours of ground floor retail space once the shell is completed
- The Community Log will additionally include:
    - Number of hard-hat tours conducted in the period between bi-weekly calls
    - A summary of the tour, including which spaces were toured, tenant interest level, how much square footage is needed, etc.
9. Host two marketing events at the Project Site to draw potential tenants
- Two events will be hosted to promote the ground floor retail space
  - Dates will be determined ahead of time, with prior notice given to LNG
  - Invitation will be delivered to LNG, businesses, prospective tenants, brokers and City officials
10. Cold call prospective tenants and brokers
- The Community Log will additionally include:
    - Number of cold calls
    - Recipient of calls (tenant or broker), which may be undisclosed for tenant confidentiality purposes
    - Summary of pending discussions and process with each tenant/broker

Should you have any questions, please do not hesitate to reach out.

Thanks,



Kevin Chow  
Director

# MACARTHUR COMMONS

## Retail Leasing

- Outreach overview
- Marketing themes
- Merchandising plan

# Outreach overview



Target audience: Brokers and retailers

We use a variety of marketing tools

- Flyer
- Events – broker's open house, presentation at industry events
- CoStar / Loopnet listing
- Word-of-mouth
- Direct outreach to retailers and to community (phone, email, networking)

Goals

- Clearly, concisely explain benefits and differentiators of the project
- Pique interest
- **Desired action:** Request for more information and schedule tours

# Marketing Themes

MACARTHUR  
COMMONS



## Main value propositions:

- Vibrant Temescal
  - Unique retailers and restaurants
  - Sense of community
- Destination within itself
  - High density of residents
  - Significant retail offering
  - Community gathering areas "The Mews"
- Well-connected and highly trafficked
  - Convenient location within East Bay
  - Connectivity to BART and freeways

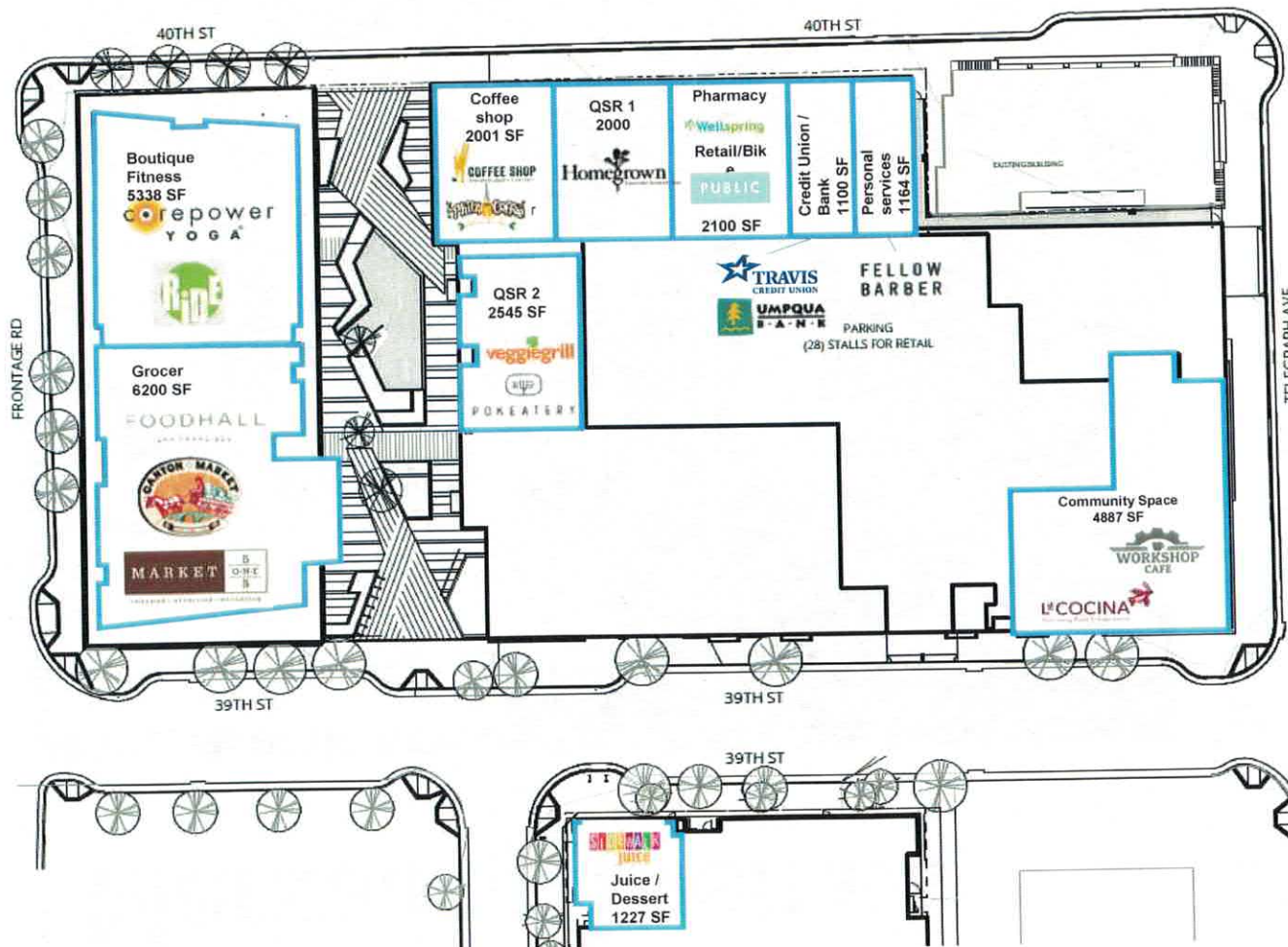
Hines





# Merchandising Plan

MACARTHUR  
COMMONS



**Merchandising Plan:  
For Discussion  
Purposes Only**

## Target Categories

- Market
- Coffee
- Boutique fitness
- QSR (quick service restaurant)
- Co-working space
- Drug store/Pharmacy
- Banking

Hines



# **Executive Director Report – October 2019**

## **Organization**

### Outreach to Stakeholders

Shifra met with the Oakland Fire Department and farmers market representatives to discuss decreasing fees for nonprofit and reoccurring events. The Oakland Fire Department is considering a self-certification program to reduce the need for inspections, to be rolled out in 2020/2021. Shifra attended the monthly BID Alliance meeting to share best practices regarding maintaining and cleaning District trashcans, and connected with David Ferguson, Oakland Public Works Interim Assistant Director regarding installing additional trashcans in Temescal. Shifra also attended a live demonstration and presentation for PBID Manger, a new property and business owner database, created for Business Improvement Districts.

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

- Jess Heaney and Tehirah Rasheed from Critical Resistance at 4400 Telegraph Ave.
- Tamar Schwartzbart, owner of The Workout Spot at 4124 Telegraph Ave.
- Linda, Executive Director of The East Bay Depot for Creative Reuse, regarding non-profit support services, marketing and possible new locations.
- RabbitEARS Rescue, newly located a 6124 Telegraph Ave.
- Amber Jones, Community Manager for 4801 Shattuck Ave development
- Marc Chow, a resident regarding starting a food popup in Kasper's Plaza
- Brook Baird, Compass Real Estate, recently located office at 334 40<sup>th</sup> St.

## **Cleaning and Hospitality**

The megabrutes (wheeled trashcans) were wrapped with Temescal BID Branding and the ambassador hotline information, designed by the BID board. The radio repeater to extend the hand-held radios used by the team was installed, enabling the Operations Manager to communicate with the team to the far ends of the District.

## **Design**

### Holiday Decorations

The Promotions Committees selected the lights packages to be offered to merchants as part of the BID's holiday decorations program. The BID will offer the choice of icicle and single strand lights in warm white to merchants, with a contract ensuring their installation the day after Thanksgiving. Per the contract, the merchants will return the lights to the BID in January, to be available for the next year. Outreach to merchants will begin November 1, 2019.

### Pedestrian Lights

After extensive outreach, only one local engineer submitted a bid (for \$8,400) to create pedestrian light GIS drawing to submit to the City. Councilmember Dan Kalb's office is coordinating with City staff to determine if the PX fees of \$25,000 could be re-evaluated, since the lights will be given to the City. Ray's Electric is creating a proposal and cost estimate to install the pedestrian lights.

### Pedestrian Plaza on Shattuck between 45<sup>th</sup> and 46<sup>th</sup> St.

The ad-hoc community committee met and recommended Temescal Creek Community Plaza or "The Plaza" for short as the official name for the pedestrian plaza on Shattuck Ave between 45<sup>th</sup> and 46<sup>th</sup> St. However, the DE/ED Committee recommended not yet adopting an official name, but rather conducting additional outreach

## **Executive Director Report – October 2019**

to the public regarding the name through events at the pedestrian plaza's future location. The DE/ED Committee directed staff to continue to work on applying for grants to fund the plaza.

### **Economic Development**

#### Small Business Workshop – January 2020

In response to concern from merchants about the effect of repaving and redesign of Telegraph Ave on the vitality of small businesses, Shifra has started working to coordinate a small business support services workshop in January. Shifra has met with Mainstreet Launch, Kiva, and Start Small Think Big about participating in the workshop, with plans to invite Hack the Hood, City of Oakland resources, Hello Contento, and other organizations that support small businesses to participate.

#### New & Closing Businesses

O Tattoo Studio opened at 6399 Telegraph Ave at Alcatraz Ave. in the space previously occupied by Glama-rama Salon. Glama-rama Salon has moved to the space next door at 6397 Telegraph Ave. Compass Real Estate and Gimme Shelter Design Group have opened offices at 334 40<sup>th</sup> St.

#### MacArthur Transit Village Leasing Issues

Shifra, City of Oakland Economic Development staff, Hines representatives and a representative from Councilmember Kalb's office met at MacArthur Commons to discuss progress on the commercial leasing. City staff indicated that they might be able to find funding to support tenant improvements for the community space. At the DE/ED Committee meeting, Charlie Tillman reported that an LOI (letter of intent) had been signed by a local co-working business for 10,000 square feet for the space facing the BART Station. A bodega is in LOI negotiations with the developers for 2,000-3,000 square feet, but they have had little activity regarding the community space of 3,885 square feet. In response to leasing update, the DE/ED Committee recommended sending a letter to the City defining what the BID expects from a good faith effort by the developers in implementing the commercial space leasing plan, and recommending that the City increase their focus on retail when approving future developments.

### **Promotions**

#### Temescal Trick or Treat

100 posters have been printed and distributed in business windows throughout the Temescal District and to Temescal neighbors. The 2019 Temescal Trick or Treat will feature an apple bobbing contest at Ancient Ways, a Halloween Family Dance Party at Flying Mod, Costume Contest at Ruby's Gardena and East Bay Deport for Creative Reuse will give out free Trick or Treat Totes. Ancillary events include Temescal Brewing's Spooky Puppy Costume Contest & Party, and RabbitEARS Grand Opening with a family pet photobooth.

#### Temescal Holiday Fair

Fifteen artist and makers have applied so far to vend at the 2019 Holiday Fair scheduled for December 8<sup>th</sup>, four of whom were accepted. The deadline for artists to apply for a booth has been extended to Friday, October 25<sup>th</sup> and additional calls for artists were sent to Temescal Alley merchants, TACO, Oakland Art Murmur artists, and to the BID listserve again. \$1,200 has been raised in sponsorship funds, which could fund additional event marketing, pending the confirmation of permitting fees.