

## Temescal/Telegraph Community Association Board Meeting Minutes

October 23, 2019 – 6:00 to 8:00pm

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

### Board Members Attending:

1. Cynthia Armour
2. Allison Futeral – President
3. Gloria Gee
4. Lynn Howe
5. Don Macleay
6. Tom Murphy – Secretary
7. Emil Peinert
8. Toni Sholes
9. Pat Smith – Vice President
10. Adriana Valencia

### Guests:

Judy Martens, *Resident*  
Elin Hansen, *Resident*  
Emily Wick, *Resident*  
Gabriela  
Brian Brooks, *Resident*  
Carlo Busby, *Business Owner*  
John Schindel, *Resident*  
Kesete Yohannes, *Business Owner*  
Hank Phan and Emily Ehlers, *OakDOT*  
Lisa Jacobs, *Constituent Liaison for Office of District 1 City Councilmember Dan Kalb*

### Board Members Absent:

1. Marisol Vela-Chiu

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

Allison announced the board meeting rules – no cell phone use and no cross talk.

## 2. CONSENT AGENDA

### a. Approval of September Minutes – Attached

Lynn motioned to approve the September minutes. Seconded by Adriana. **Approved unanimously.**

## 3. Operations Report – Attached

Joey reported a 28% increase in auto glass cleanups and 10% increase in graffiti in September. The team weeded the tree wells on 47<sup>th</sup>, 48<sup>th</sup> and 49<sup>th</sup> Streets between Shattuck and Telegraph. Allison noted the increase in auto break-ins. Lynn inquired about the BID's policy of removing posters and stickers from public property.

## 4. PRESENTATION: Repaving Telegraph – Hank Phan, OakDOT

Hank introduced himself and Emily, the new section leader with OakDOT who started at the end of August. Hank said that although the City initially planned to pave Telegraph in late summer or early fall, they were unable to do so. He explained that OakDOT considered doing only the paving and striping in fall, and then the concrete improvements in 2019. However, they decided not to move forward with the bifurcated plan, since the paving contractors were only available starting in December which would have negative impacts on the merchants during the holiday season. Therefore, the City planned to pave in the first quarter of 2020, pending rain and weather considerations. Brian, Kesete and Carlo raised concerns over the bike lanes in KONO not being fixed prior to the redesign on Telegraph Ave. Hank said the improvements in KONO will be done at the same time as Telegraph Ave striping in Temescal, in order to save money by using the same contractor. Brian asked if the City has done any traffic studies of KONO and how their improvements affected the street. Hank said that the City has done previous studies and are now gathering more data with a new consultant. Emily explained that the City just received a grant to collect data for Telegraph Ave and KONO from 20<sup>th</sup> to 51<sup>st</sup> St, for before and after the installation of the bike lanes. Kesete said he thought KONO was a failed pilot project, and questioned that if the bike lanes in KONO haven't been fixed already, how would the City know if the new design for Temescal would work. Lisa Jacobs responded that the Council voted for the new bike lane for

KONO to be decided before Temescal, but not implemented beforehand; Kesete disagreed strongly. Toni and Carlo said that Councilmember McElhaney intended for the KONO bike lane improvements to be implemented first, to determine if the new bike lanes worked, prior to implementing in Temescal. Emily W. said that Brian talked with KONO merchants and that they didn't like the inherent design of the bike lanes, and had concerns that the planned improvements wouldn't fix their issues. Emily W opined that KONO's bike lanes were confusing. Emily E. from OakDOT responded that in other cities, the first parking protected bike lane project did cause confusion but said that people adjust over time. Cynthia expressed disappointment at the delay of the repaving and concern that Telegraph Ave was currently unsafe for cars, pedestrians, transit users and bicyclists.

Cynthia asked how the City is coordinating with Economic Development to support businesses during the 9 week-long construction and Emily Ehlers said she would find out and report back. Allison opined that the BID was forced to compromise on the design, given that the City required a redesign if they were going to repave. Elin Hansen opined that protected bike lanes are scary for experienced bike riders and projected that children who ride bikes won't use the protected bike lanes. Brian said that from the beginning the City did a public outreach process that was rushed and questioned why they couldn't now do the outreach correctly, since they weren't paving until 2020. Tom asked about the grant amounts funding the bike lanes, and what entity was funding it. Hank explained that the City has an ATP grant, and said he would report back on the amount. Emily E. explained that the City planned to collect data before the redesign implementation, and then after six months, measuring business turnover, and would ask businesses for other metrics to consider. Cynthia suggested that the DE/ED Committee help OakDOT determine the questions to ask about the economic impact of the bike lanes. Tom expressed no confidence in the project, noted that the KONO street design was a failure and projected that the protected bike lanes wouldn't work in Temescal. Toni requested that if the bike lanes proved a failure, the City would remove them. Lisa said that if the redesign does not work for Temescal merchants and residents, Dan Kalb's office would work hard to ensure the City makes the necessary adjustments.

## **5. ACTION ITEMS**

### **a. MacArthur Commons Leasing Issues letter – Retail Marketing Plan attached (DE/ED)**

Adriana motioned for the BID to send a letter to the City. Elin asked if Shifra spoke with the brokers. Shifra said yes; Emil said the broker came to the DE/ED Committee meeting and said that they were trying to attract the retail requested by the BID and the community, but that they still hadn't leased everything. Cynthia presented her suggested edits to the letter, and asked to amend the motion to include those edits. Seconded by Emil to send the letter to the City with the edits as discussed. **Approved unanimously.**

## **6. INFO/DISCUSSION ITEMS**

### **a. Pedestrian Plaza on Shattuck Ave, 45<sup>th</sup> to 46<sup>th</sup> St**

Shifra presented the DE/ED Committee's motion to work on the pedestrian plaza but to get more community feedback on the name. Allison suggested that the Board consider that the grant process requires no time and effort from Shifra, taking time and effort away from other projects. Allison asked if the BID could realistically accomplish the plaza project and expressed concerns over the BID's ability to maintain it. Toni agreed with Allison and suggested the pedestrian plaza be a low priority, opining that no one would use the plaza; Elin agreed. Brian suggested that a plaza would be good someday, but opined that currently not enough people would use the plaza and that it would become a homeless encampment. Cynthia said that one of the reasons that the area is currently unused is because the plaza doesn't yet have improvements that would make it attractive for people. She recommended that the BID not waste the investment already incurred to create the plaza plans. Lynn agreed that this shouldn't be a high priority project. **General agreement** to bring back to the board as an action item and include the plans that were created by Groundworks.

### **b. Temescal Holiday Fair**

Shifra reported that the BID was struggling to attract vendors to participate in the Temescal Holiday Fair. Allison explained that craft vendors were required to have a business license on public property, which deterred many of them.

#### **c. November & December DE/ED & Board meeting schedules**

The November DE/ED committee meeting has been moved to Thursday, November 14. The November board meeting has been moved to Wednesday, November 20. The December DE/ED meeting will be held Thursday December 12, and the board meeting will be held Wednesday, December 18.

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

##### **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 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 Depot 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.

**Meeting adjourned 8:05pm.**