

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES
November 20, 2019 – 6:00 to 8:00pm
Temescal Works, 490 43rd St, (at Telegraph)

Board Members Attending:

1. Pat Smith – Vice President
2. Cynthia Armour
3. Lynn Howe
4. Tom Murphy – Secretary
5. Emil Peinert
6. Marisol Vela-Chiu
7. Adriana Valencia
8. Toni Sholes
9. Gloria Gee

Board Members Absent:

1. Allison Futeral - President
2. Don Macleay

Guests:

Audrey Gilles, Resident
Brian Brooks, Resident
Emily Wick, Resident

1. INTRODUCTIONS – Call to Order: Pat Smith, Vice President 6:07pm

3. CONSENT AGENDA

a. Approval of October Minutes – Attached

Cynthia motioned to approve the October minutes. Adriana asked that the minutes be edited to clarify that Dan Kalb was not in attendance. Lynn seconded. **Approved unanimously.**

Toni and Emil arrived

4. Operations Report – Attached

Joey reported the team started watering planters and medians twice a week and said that the watering the 40th St medians requires two people for safety. During a period of high winds, a few trees broke off big branches; Joey reported it to the City and the City removed them.

5. ACTION ITEMS

a. Pedestrian Plaza on Shattuck Ave, 45th to 46th St (DE/ED) – Attachments

Shifra reported the DE/ED Committee recommended the BID continue to work on and apply for grants for the pedestrian plaza. Pat said the City has decided to close off the street, and the BID has the opportunity to design the plaza. Cynthia noted the BID has invested a lot of time and effort into the project and opined that not going forward with the plaza would be a waste. Brian said he was against moving forward with the project and felt the plaza was forced on the community. Adriana questioned what the grant money would pay for. Shifra explained grant money could be used to finalize design drawings, as well as implementation. Lynn raised concerns over ongoing costs for maintenance of the plaza and questioned the viability of the plaza being a gathering place. *Gloria arrived.* Tom opined that the project was a pipe dream and that filling the Kasper's building with a vibrant business was a more pressing issue than building a plaza. Lynn opined that the time wasn't right to move forward with the project due to the many unsettled variables. Adriana asked when the City planned to close the street; Shifra said first quarter of 2020. Audrey suggested the BID continue to conduct outreach once the street was closed to traffic, and recommended applying for a grant in the meantime. Emil suggested that if the BID did nothing, the street would become an attraction for negative activities. Emily said the plaza felt like social engineering and opined that the community had no say in the project. Cynthia motioned for Shifra to continue to solicit funds for a project to create a a

bridge between the top and bottom half of the district. Seconded by Adriana. In favor: Adriana, Cynthia, Marisol, Tom, and Pat. Opposed: Toni and Lynn. Emil abstained. **Approved.**

b. Cancel 2020 Upper Telegraph Pre-Pride Block Party (Promo)

Shifra said the Promotion Committee recommended the Upper Telegraph Pre-Pride Block Party be cancelled and instead promote pride events happening in the district via flyers. Emil motioned to cancel the event. Tom seconded. **Approved unanimously.**

c. BID becoming a Kiva Trustee (DE/ED) – Attached agreement

Shifra announced plans for a small business workshop in January and suggested the BID become a Kiva trustee to encourage Temescal businesses to apply for loans. Adriana suggested the BID have a lawyer read and analyze the trustee terms; Shifra said that the BID didn't have access to free legal advice. Lynn asked if Shifra would be able to perform the trustee duties. Shifra said she would be willing and able to talk to businesses about loans. Lynn motioned for the BID to become a Kiva trustee. Marisol seconded. In favor: Pat, Lynn, Gloria, Adrianna, Cynthia, Tom, Emil, and Marisol. Toni abstained. **Approved.** Toni said that she felt she didn't have enough information to vote either way.

d. Donate up to 40 planters in Zone 1 (DE/ED)

Pat said the BID currently has too many planters to maintain, and suggested moving some to the plaza. Shifra reported the DE/ED Committee recommended donating 40 of the 101 planters. Cynthia questioned who the planters would be donated to. Shifra said the DE/ED Committee suggested donating them to other BIDs, to the Parks Department, or Craigslist free. Cynthia said she would prefer to move at least 20 planters to the plaza rather than giving away all 40. Marisol motioned to donate 20 planters from Zone 1. Toni seconded. **Approved unanimously.**

6. INFO/DISCUSSION ITEMS

a. 3rd Quarter 2019 Financials (Exec) – Attached

Shifra presented the 3rd Quarter Financials and reported that the BID spent all of the 40th St median maintenance budget. Additionally, only 23% of the Art Support budget was used, since the BID didn't approve many proposals. Marisol questioned why the BID was over budget for the 40th St Block Party. Shifra explained that the BID raised enough money to pay for the additional expenditures, and so was actually under-budget.

**b. Executive Director's Report – Attached
Organization**

Outreach to Stakeholders

Shifra met with the Temescal Creek Community Group and RadUrban developers to facilitate installing Temescal Creek plaques created by Jeff Norman on the 5110 Telegraph Ave public green space. Shifra attended the International Downtown Association Annual Conference in Baltimore, MD to learn best practices, and connect with other BID leaders from around the country. She attended workshops on preserving existing businesses through small business technical assistance and involvement in community planning decisions, Event marketing strategies of revamping large events into smaller and cheaper but more frequent events for increased engagement, and revamping retail storefronts with lights, enhanced window displays and removing awnings. Shifra met with Jimmy of Head West high end craft fair about producing quarterly craft fairs in Temescal. She also met with

Daniel Swafford, Executive Director of Montclair Village Association and Oaktoberfest regarding their Oaktoberfest event publicity strategies and their fundraising efforts to build a pedestrian plaza in Montclair. Shifra also met with Yelp East Bay and Josh Sens, a local journalist about increasing media coverage of the BID's events.

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

- Jenni Nguyen from Saucy Oakland, a new pan-Asian restaurant and sake lounge at 3932 Telegraph Ave.
- The Vintage Rug Shop at 5036 Telegraph Ave.
- Chase Clark, owner of The Black Squirrel Annex at 470G 49th St. in Temescal Alley
- Shayla Dopp, owner of DOPP Shoes at 482D 49th St in Temescal Alley
- Nichole Talbott regarding opening an art popup in Temescal
- Henry and Ana, owners of Chaiyo Thai Massage at 3920 Telegraph Ave.

Cleaning and Hospitality

The first Village of Love event is scheduled for Tuesday, December 17th, 11am-5pm. The event will be publicized on the BID's enews and social media, and flyers distributed to the local unsheltered residents, though the BID has provided no funding.

Design

Pedestrian Lights

Ray's Electric created a proposal for 13 pedestrian lights with a total cost of \$222,765 not including permits. After examining the current amount of lights on the East side of Telegraph Ave between 51st and Aileen, Shifra asked for a proposal for 10 lights, which Ray's provided for a total estimated cost of \$176,765 (RadUrban has \$133,000 in lien funds available for the project). Shifra has talked with Director Ryan Russo and Councilmember Dan Kalb's office to request that the permit fees be reduced or waived.

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 technical support services workshop in January. Shifra has met with Mainstreet Launch, Working Solutions, Kiva, and Hack the Hood, who will all be participating in the informational workshop.

New & Closing Businesses

Magpie has signed a lease for the Hog's Apothecary space at 375 40th St and will serve pizza, small plates, salads and brunch, along with beers and ciders. Reed Brothers Security is moving out of Temescal at the end of November, and Root'd cannabis dispensary and consumption lounge will begin their build-out of the space in early 2020. Aloha Mind Math continues to operate in their space at 4691 Telegraph Ave, but has also subleased their space to Fine Leatherworking business. Dona Tomas will close after dinner on Sunday, November 24th; no new tenant has been confirmed for the space.

MacArthur Transit Village Leasing Issues

The Temescal BID's letter regarding MacArthur Commons development commercial leasing issues was sent to the Mayor, City Council, BART and City Staff. Councilmember Kalb's office and BART Director Robert Raburn responded and expressed their concern as well as a commitment to investigating the issue. Shifra is following up with City Councilmembers and the Mayor to schedule meetings to discuss the issues in the letter. Shifra convened a meeting with East Bay Depot for Creative Reuse, and MacArthur Commons developer and brokers, furthering their discussions about signing a lease for the community space.

Promotions

Temescal Trick or Treat

Hundreds of children and families attended the 2019 Temescal Trick or Treat, which included 40+ merchants distributing candy, costume contests, free trick or treat totes, a dance party and an apple bobbing contest.

Temescal Holiday Fair

Twelve artists, two Temescal businesses and four sponsor booths have been confirmed for the Holiday Fair. So far, 48 artists applied, and 21 of them were accepted. 250 posters and 2,500 postcards were printed publicizing the fair, which were distributed across Temescal, Oakland and South Berkeley. The event has been added to online calendars and media sponsorship agreements have been signed with East Bay Express and Yelp East Bay. No food vendors were accepted to support the adjacent businesses and to avoid the \$1,700 fire department fees.

Holiday Lights in Temescal Businesses

All Temescal ground floor businesses were invited to participate in the Temescal BID's Holiday Lights program, choosing between two strands of warm white icicles or single strand lights. The BID sent out an enews asking businesses to fill out the MOU to confirm their participation and conducted in-person outreach. So far, 17 businesses have confirmed their participation with the sign-up deadline on Friday, November 22.

Holiday Campaign on Instagram

Since the BID's Instagram was deleted in August 2019, the BID plans to repeat the 2018 Holiday campaign (with the PR firm's permission) centered around promoting local retailers and restaurants for holiday shopping, services and meals. Rather than partnering with Instagram influencers, the BID will publicize several giveaways of gift certificates donated last year with the goal of increasing the BID's Instagram following.

Meeting adjourned 8:07pm