

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 listserv 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.**