

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

December 18, 2019 – 6:00 to 8:00pm
Temescal Works, 490 43rd St, (at Telegraph)

Board Members Attending:

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

Board Members Absent:

1. Allison Futeral – President
2. Gloria Gee

1. INTRODUCTIONS – Call to Order: Cynthia Armour 6:01pm

2. CONSENT AGENDA

a. Approval of November Minutes – Attached

Pat motioned to approve November minutes. Toni seconded. Don abstained. **Approved.**

3. Operations Report – Attached

Shifra announced The Village of Love event had 50 attendees; 15 people took showers, and Joey raised \$1,500 to fund this and future events. Lynn noted the East Bay Church of Religious Science were great hosts and provided additional clothing and staff. Joey said he received positive reactions from the unsheltered community about the event. Lynn recommended that next time, it should be emphasized to donate clothing for cold weather. Joey reported that the team watered twice a week in November, totaling 32 hours per week.

4. ACTION ITEMS

a. Install 10 Pedestrian Lights, \$44K from 2020 Budget (Exec) – Attachment

Shifra reported the Executive Committee recommended approving the installation of 10 pedestrian lights on the East side of Telegraph Ave between 51st and Aileen, to cost \$176,765, with \$44,000 of that coming from the 2020 budget. Emil opined that the lights were a worthy endeavor, but noted the budget cut would significantly reduce the BID's 2020 activities and projects. Lynn said that safety is a core value for residents. Lynn motioned to approve installing the 10 lights and cutting \$44,000 from the 2020 budget, with the exact budget line item cuts to be made by the committees and board. Pat seconded. Don abstained. **Approved.** Cynthia asked if the developers of Casper's would be willing to sponsor the lights; **Action:** Shifra will ask. Cynthia requested a map of the lights. **Action:** Shifra will bring the pedestrian light map to committees and board next month for budget discussions.

b. Temescal Street Fair Contract (Promo)

Shifra presented the Temescal Street Fair contract, which included changes from last year's contract: to remove the "No Parking" signs on Telegraph Ave. no later than 8pm, and increase the entertainment budget to fund new bands at the Jazz stage. Toni suggested the BID sell hard

alcohol at the event; **Action:** Shifra will research and bring that item to the Promotions Committee. Don motioned to approve the Temescal Street Fair contract. Tom seconded. **Approved unanimously.**

5. INFO/DISCUSSION ITEMS

a. 2020 BID Event Dates

Shifra reported the 2020 BID event dates, including Taste of Temescal on March 17, Temescal Street Fair on June 14, and Temescal Trick or Treat on October 31, with the Holiday Fair date to be determined later on. Shifra said she was currently working with Bill Schneider of Broken Guitars to determine a date for the 40th Street Block Party to coincide with band availability.

b. Executive Director's Report – Attached

Organization

Outreach to Stakeholders

Shifra attended the November BID Alliance meeting to learn about the City of Oakland's Holiday campaign, as well as Oakland Indie Alliance's efforts towards local business promotion during the holidays. Shifra then met with Oakland Indie Alliance to initiate a partnership to increase support and promotion of Temescal's independent businesses. Shifra met with Visit Oakland to discuss Oakland Restaurant Week 2020 and how to increase the number of Temescal businesses participating through early outreach, and the special 10th Anniversary events including a Discover Temescal highlight day and the city-wide scavenger hunt.

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

- Tanya Scott, Chief Business Development Officer & Founder of Juvo, an inclusive pre-school for both normative and non-normative children, opening at 6001 Telegraph Ave. in Summer/Fall 2020.
- Vanessa Pope, owner of MUD Lab, a new zero waste community space at 3933 Telegraph Ave.
- Daniel Chung and Rickey McCullough, owners of Root'd Cannabis Dispensary and Lounge, opening late Summer 2020 at 4444 Telegraph Ave.
- Corey Wilson, VP of Ancillary and Support Services; Chris Harper, the new Director of Security, Parking & Transportation; and Doreen Moreno Government and Community Relations Director at Children's Hospital Oakland, regarding becoming more involved with the BID and cleaning issues on 52nd St.
- Jamie Almanza, Executive Director of Bay Area Community Services, property owner and operator of Thunder Road at 390 40th St where BACS' Administrative headquarters is also located.
- John Krause, owner of Big House Beans, opening in 2-3 months at 4770 Telegraph Ave.

Cleaning and Hospitality

In December, regular rain started to occur, so the team was able to stop watering the planters twice a week. This has allowed them to use those 32 hours for enhanced graffiti and sticker removal, as well as trimming the existing African Iris plants in 65 planters throughout the District. The Village of Love raised over \$1,500, using the BID's Paypal account, which was disbursed to pay for the food, hot water, canopy and other equipment for the first event on Tuesday, December 17th.

Design

Pedestrian Lights

Shifra met with City staff and negotiated successfully for the Temescal BID's permit fees of \$25,000 to be waived entirely. The BID will need to submit a PX permit, and Ray's Electric is working to submit the required documents. With the permit fee waived, and a proposal from Ray's Electric for only 10 pedestrian lights (reduced from 13), the total cost of the pedestrian lights will be \$176,765. After applying the lien funds of \$133,000 from the 5110 Telegraph Ave development, the BID still needs to fund \$44,000 of the lighting, due to increased cost of materials and labor costs in the past 10 years since the BID's pedestrian light project budget was drafted.

Pedestrian Plaza

Shifra met with Roberto Bedoya and Kristen Zarembo from the Cultural Affairs Division of Oakland's Economic Development Department to discuss partnering with the City to apply for the National Endowment for the Arts' "Our Town" grant. Shifra also initiated talks with Local Artists Berkeley, a local 501c(3) with experience in public art installations for cities and BIDs about fiscal sponsorship.

Upper Telegraph Planters

NPM Landscaping has been contracted to replace the plants in 10 planters on Upper Telegraph with agaves and succulents. An additional four planters with overgrown African Irises will be emptied, which BID staff will replant with low maintenance plants in the new year.

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 confirmed participation in an information session for small business technical support services from Mainstreet Launch, Working Solutions, Kiva, Hello Contento and Made in Color social media marketing companies, and Hack the Hood. The information session is being scheduled for January or February 2020. *Lynn suggested that the small business workshop be focused on merchants preparing for incoming residents and explaining the demographics of those residents to merchants.*

New & Closing Businesses

For Here Please, a local non-profit has opened MUD Lab, a zero waste community space and soon-to-be dry goods grocery store at 3933 Telegraph Ave. Red Oak Realty (formerly Marvin Gardens) has opened at 6363 Telegraph Ave. An AT&T store has opened at 4750 Telegraph in the new development, and will be joined by Big House Beans, in 2-3 months after their build out of a café and coffee shop. Touch Collective, a socially conscious and woman-owned boutique has popped up in the Concept 47 space at 4727 Telegraph Ave.

Promotions

Temescal Holiday Fair

The Temescal Holiday Fair drew over 1,500 attendees to 49th St and Temescal Alley, showcasing local artists and businesses. The day was sunny, though it had threatened rain, and

both participating vendors, and nearby Temescal Alley shops did incredibly well in sales that day. Nearby restaurants did very well, since the event had no food vendors.

Holiday Lights in Temescal Businesses

Gabby coordinated 42 Temescal businesses installing holiday lights in their windows, with a window cling promoting #DiscoverTemescal and encouraging passerby to take photos and post on social media.

New Resident Welcome booklet

27 Temescal businesses have submitted advertisements and payment to participate in the new welcome booklet. Gabby is finalizing with design, with Promotions Committee's edits, to go to print soon.

Holiday Campaign on Instagram

Gabby has started the BID's annual holiday campaign using #DiscoverTemescal, centered around promoting local retailers and restaurants for holiday shopping, services and meals. The BID has partnered with Yelp East Bay and several Temescal retailers to publicize several giveaways of gift certificates with the goal of increasing the BID's and Temescal business' Instagram followings.

Meeting adjourned at 7:16pm.