

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

January 22, 2020 – 6:00 to 8:00pm
Temescal Works, 490 43rd St, (at Telegraph)

Board Members Attending:

1. Allison Futeral – President
2. Emil Peinert
3. Cynthia Armour
4. Don Macleay
5. Adriana Valencia
6. Marisol Vela-Chiu
7. Pat Smith

Board Members Absent:

1. Toni Sholes
2. Gloria Gee
3. Lynn Howe
4. Tom Murphy – Secretary

Guests:

Jimmy Brower, HEAD WEST Marketplace
Brian Brooks, Resident
Alex Nolan, Local Artists Berkeley
Rory Terrell, Local Artists Berkeley
David Long, Resident

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:05pm.

2. PUBLIC COMMENT/ANNOUNCEMENTS

Cynthia announced that she received a letter from Whole Foods asking for public comment on their plans to sell alcohol at their new store at 5110 Telegraph Ave. Shifra went to City Hall and left a message for the planner and will continue to reach out.

3. CONSENT AGENDA

Approval of December Minutes – Attached

Emil motioned to approve the December minutes. Pat seconded. **Approved unanimously.**

4. Operations Report – Attached

Joey reported that due to the rain, the team hasn't had to water the planters, but have spent additional time cleaning the bus shelters. Joey began a new training system to help with graffiti. Additionally, Joey and the team have begun training temporary "floating" Block by Block staff, so the "floaters" could maintain the District when the team takes their vacation days. Emil said he has noticed an increase in car break-ins.

5. ACTION ITEMS

a. Head West Market Place (Promo) – Attachment

Jimmy presented his proposal for HEAD WEST Market Place, a high-end eco-conscious craft vending fair. Jimmy reviewed that he has lived in North Oakland for nine years and started Head West in 2017, as an accessible and affordable space for local makers to sell their goods. He now produces marketplaces in Old Oakland, 4th St in Berkeley, Alameda, and in Sebastopol; each location hosting an event four times a year. Adriana asked about Jimmy's selection process for vendors and what percentage of his roster was made up of women and people of color. Jimmy explained he juries each application and said 25-50% of vendors are women or people of color, and 99% of all applicants are based in the Bay Area. Allison noted the BID has struggled to organize and find vendors for the Holiday Fair in the past. Allison asked how Jimmy would help individuals grow their business to potentially open a brick and mortar. Jimmy said he has worked successfully with his vendors to help them achieve that, and would be interested in talking with surrounding developments to create maker spaces. Jimmy proposed three dates for Head West in Temescal: April 8, August 8, and December 12. Cynthia suggested holding the market place at Kasper's Plaza. Adrianna motioned to approve Jimmy's proposal

and event dates, on the condition that proof of insurance be provided. Cynthia amended the motion to support Kasper's Plaza as the event location. Emil seconded. **Approved unanimously.**

b. Cutting \$44K from 2020 Budget (Promo, Exec, DE/ED) – Attachment

Allison reviewed the budget recommendations from the Executive, Promotions and DE/ED Committees. Allison noted if the BID waits to install the lights, costs may increase. Cynthia motioned to accept the recommendation from the Executive and DE/ED Committees with small revisions: eliminate \$2,500 from pole banners, \$3,000 from Art Support, \$3,500 from holiday decorations, \$4,000 from Holiday Fair, \$6,000 from Upper Telegraph Pride Party, \$12,000 from contingency, and \$13,000 from reserves to be allocated towards the pedestrian lights in 2020. Seconded by Marisol. **Approved unanimously.**

c. BBB Contract (Exec) – Attachment

Shifra presented the Block by Block contract and reviewed the Executive Committee's recommendation for security measures of installing hardwired security cameras with flood lights at 4300 Telegraph, and a truck alarm. Allison said she would prefer to spend money elsewhere, but expressed support for the ambassadors' feeling safe, and noted if the cameras were to get stolen/damaged, BBB would replace them. Don motioned to approve the BBB contract. Pat seconded. Cynthia said she attempted to raise concerns over the last couple of months surrounding the BBB contract, specifically procedures around removing stickers and posters, but felt she wasn't welcome to voice her questions in committee. **Motion approved.** Cynthia and Adriana abstained.

d. TTBID Treasurer Election (Exec) – Emil Peinert

Allison reviewed the Executive Committee's nomination of Emil as the BID treasurer. Emil is a financial advisor and owns the Kingfish Pub and Cafe. Marisol motioned to elect Emil as treasurer. Don seconded. **Approved.** Emil abstained.

e. Fiscal Sponsorship & Lead Artist Agreement (DE/ED) – Attachments

Shifra reviewed that the Board directed BID staff to apply for grants for the Shattuck Ave pedestrian plaza. Many of the grants require the organization be a 501c3, however the BID is a 501c4 and so would need a fiscal sponsor to be eligible for grants. Alex and Rory of Local Artists Berkeley presented their proposal to be the BID's fiscal sponsor with a 5% fiscal sponsorship fee, which would be taken out of donations and grants. Alex and Rory founded LAB as a way to provide public space for artists to raise funds and currently have a brick and mortar in South Berkeley that incubates over 30 artists. Marisol asked the amount of LAB's operating budget and Rory estimated \$40,000-\$50,000. Adriana volunteered to help write the grant proposal. Cynthia asked about the demographics of LAB's artists. Alex said they've been trying to broaden the reach for their Calls to Artists, but noted that being an artist was very difficult financially, so artists unfortunately weren't as diverse a group as he would like. Brian opined the plaza was controversial in the community, and expressed distrust for the BID to control the design. He said it was cynical to use LAB to get money to construct something that stakeholders may not want. Don motioned to accept LAB as a fiscal sponsor, with Rory as the lead artist. Cynthia seconded. Emil abstained. **Approved.**

6. INFO/DISCUSSION ITEMS

a. MacArthur Commons Leasing Issues

Shifra reported she met with Councilmember Rebecca Kaplan, who was enthusiastically supportive about not allowing MacArthur Commons to convert their ground floor to live/work units given their lack of effort to rent them at market rate, and said she would try to ensure all new developments be required to provide warm shells for ground floor retail spaces. CM Kaplan said she'd be willing to write her own resolution blocking the conversion to live/work units, but would prefer to support a resolution by CM Kalb.

2020 BID Event Dates

Shifra announced the 2020 BID events dates: Taste of Temescal on March 17, Temescal Public Art Walking Tour on May 23, Temescal Street Fair on June 14, 40th Street Block Party on July 18, Temescal Trick or Treat on October 31, and HEAD WEST Holiday Marketplace on December 12. Marisol suggested the BID plan for the chance of rain in December, and to brainstorm an indoor space in the District for HEAD WEST.

b. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra attended the December BID Alliance meeting to learn about IamLocal.io, a new ecommerce platform and shopping delivery service for local independent merchants, and met with the founder to facilitate partnering with Temescal businesses. Joey and Shifra attended the quarterly meeting with OPD Area 2 Commander, Captain Bolton, and learned that Officer Ladd would be replacing Officer Mac as Temescal's Community Resources Officer, and that addressing commercial robberies and burglaries was a potential priority projects for Temescal. Shifra organized and attended a problem-solving meeting with Chris Harper, Director of Security, Parking & Transportation at CHO and Doreen Moreno, CHO's Government and Community Relations Director with City of Oakland Director of Public Works Jason Mitchell and Warren Logan from the Mayor's Office to discuss solutions to ongoing hygiene problems on 52nd St under the Highway 24. *Cynthia requested that Shifra speak to merchants who used "iamlocal" to see if they have found it successful.*

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

- Christine, the new manager of Ruby's Garden at 5026 Telegraph Ave.
- Aman Daro, Chief Operating Officer of Red Oak Realty, which just opened an office at 6363 Telegraph Ave.
- Ju, the new co-owner of Daol Tofu & Korean BBQ Restaurant at 4301 Telegraph Ave.
- Brian Boies, the new Library Director at the Temescal Branch Library
- Amber Jones, the Property Manager of 4801 Shattuck Ave regarding neighborhood crime, and improving the communication and relationship with Omni Commons
- Krista Granieri, the owner of Magpie Restaurant, which recently opened at 375 40th St.
- David Keenan, founder of Omni Commons, regarding improving communication and relationships with the 48th St neighbors, and briefing him on current BID services and programs

Cleaning and Hospitality

Joey and Shifra met with Bay Area Community Services (BACS) Director of Homeless Programs, and discussed working together to connect the unsheltered residents in Temescal with BACS' services and outreach teams. The cleaning team hosted a couple of ambassador trainees in the District from the Block by Block floater staff and trained them on how to clean Temescal. This used some of the BID's banked hours to enable our team to take their accrued PTO days. The first 2020 De-escalation Training is scheduled for Thursday, March 5th at 5pm.

Design

Pedestrian Plaza

Shifra researched the requirements and deadlines of grants applicable to the BID's pedestrian plaza project, and learned that the Kenneth Rainin Foundation Open Spaces grant for up to \$200,000 has a Letter of Inquiry (LOI) due by February 7th. Kenneth Rainin staff advised that the grant was very competitive and that they would only consider applications with a grand vision, and that engage with and support a community's connection to place. The Kenneth Rainin LOI requires that the applicant organization submit a fiscal sponsorship agreement and list a lead artist. Local Artists Berkeley, a local 501c(3) experienced in public art installations presented at DE/ED

Committee about becoming the BID's fiscal sponsor and listing Rory Terrell, Executive Director of Local Artist Berkeley be listed as the lead artist. If approved Rory would then help facilitate an equitable Call for Artists focused on sustaining and building the Temescal community's connection to the pedestrian plaza project.

New Plants in Planters

NPM Landscaping has been contracted to replace the plants in 13 planters on Upper Telegraph have been replanted with new agaves and succulents. Eight more planters in Zone 1 have also been replanted with agaves and succulent cuttings from existing redone planters.

Economic Development

Small Business Resources Open House – February 12th 2020

Shifra has initiated publicity and merchant outreach for the Small Business Resources Open House, to include Mainstreet Launch, Working Solutions, Kiva, IamLocal.io, Oakland Indie Alliance and Made in Color social media and Hack the Hood. These small business technical support services will offer information about their services to help small independent local businesses grow, invest in new infrastructure, and market to and meet the needs of today's consumers. At this Open House, businesses will also learn about the demographics of the 1,200+ new residents moving into Temescal as well as modern-day consumer preferences.

MacArthur Commons Leasing Issues

Shifra organized and attended a MacArthur Commons retail leasing meeting with Broker Chris Silverman, Charlie Tillman from Hines, Jamal and Ismael from Temescal Produce, and Keira Williams and Janice Lang from City of Oakland Economic Development. Temescal Produce was more optimistic about the space after the meeting, and is working on an LOI to submit to the developers. Shifra also met with Councilmember Kaplan regarding the letter the BID sent to City Council in November 2019 expressing concerns about the high lease rates and insignificant Tenant Improvements offered by the developer of MacArthur Commons. The Councilmember agreed with the BID's concerns, offering to support a resolution not allowing the developer to convert that space to live/work units, and pledging to require warm shells for retail in all future developments.

New & Closing Businesses

Magpie Restaurant, serving pizza and small plates, as well as 30 taps of beer and cider has opened at 375 40th St. Don Blanc, a new pork Korean BBQ-focused restaurant has signed a lease and opening soon at 4390 Telegraph Ave. Ship n Box, a shipping and boxing store focused on facilitating returns for online purchases has signed a lease and is opening soon at 4013 Telegraph Ave. Homestead Apothecary has announced that they will be closing the Temescal Alley shop in early to mid-February, since the owners are moving.

Promotions

New Resident Welcome booklet

31 Temescal businesses participated in the new welcome booklet, which is being sent to print this week, pending confirmation of 2020 event dates.

Holiday Campaign on Instagram

The BID's annual holiday campaign using #DiscoverTemescal, centered around promoting local retailers and restaurants reached tens of thousands Instagram users. Through the BID's original content and giveaways publicized in partnership with Yelp East Bay and several Temescal retailers, the @TemescalDistrict account garnered over 200 additional followers, ending the year at 780 followers.

Meeting adjourned 8:12pm.