

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

February 26, 2020 – 6:00 to 8:00pm
Temescal Works, 490 43rd St, (at Telegraph)

Board Members Attending:

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

Board Members Absent:

1. Gloria Gee

Guests:

1. Frank Ciglar, *The Sweet Spot / Oakland Pride*
2. Katie Larson, *The Sweet Spot / Oakland Pride*
3. Carlos Uribe, *The Sweet Spot / Oakland Pride*
4. Ljuba Youngblom, *Hometown*
5. Rick Marron, *Hometown*
6. Chris Sanders, *Resident*

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:06pm

2. CONSENT AGENDA

a. Approval of January Minutes – Attached

Lynn motioned to approve January minutes. Toni seconded. **Approved unanimously.**

3. ANNOUNCEMENT: Redesign/Repave of Telegraph Ave starting March 2nd

Shifra announced the City has signed the task order to begin the repave and redesign of Telegraph Ave. Construction will occur in three phases: concrete construction (8-12 weeks), paving (8-12 weeks), and striping of travel lanes, pedestrian refuges, and bike lanes (4-6 weeks). Shifra advised visiting www.repavetelegraph.org for weekly updates. Don asked if the construction would impact BID events. Shifra said the City was given a schedule of the BID's events and she is working with staff to ensure BID events occur as planned. Lynn asked how the City was notifying businesses. Shifra said the City has been distributing flyers in-person to all affected businesses. Marisol asked about the expected completion date for construction; Shifra said November.

4. ACTION ITEMS

a. The Sweet Spot LGBTQ nightclub & community center @ Hoopers - Frank Ciglar & Katie Larsen, Oakland Pride (DE/ED)

Katie presented a proposal to transform the Hooper's Chocolates building into a LGBTQ nightclub and community center. Their plan includes using the front part of the building as a lounge and happy hour destination, converting the back into two night club areas, restoring the building's pink exterior and keeping the iconic marquee sign. Additionally, they hope to make the upstairs offices into the new Oakland Pride headquarters. Carlos noted that with this project, they would preserve one of the only queer People of Color space in Oakland. Frank said they have been in talks with the building's owner but would like to have the community support their proposal. Shifra explained that the BID has worked with Oakland Pride on the rainbow crosswalks on Upper Telegraph and the corresponding Pre-Pride Party event, and reviewed the DE/ED Committee's recommendation to write a letter of support. Don opined The Sweet Spot would be a great use of the space, but raised concerns that the bar would be in close proximity to

a marijuana dispensary and a school. Carlos noted the back of the building faces the school's baseball field, with the school entrance on the other side. Marisol motioned to write a letter as delicately and diplomatically as possible to support The Sweet Spot at Hooper's. Cynthia seconded. **Approved unanimously.**

b. Designating Temescal Produce Market space at Mac Commons as Community Space (DE/ED)

Shifra reviewed DE/ED Committee's recommendation to approve the grocery store space being counted as a community space, with the condition to add a minimum 600 square foot community space for meeting/office use anywhere in the development. Shifra took this proposal to developers, who said they were uninterested in providing 600 square feet of space that would generate no income. Allison said she was excited for Temescal Produce to move into the development but was disappointed with the developer. Emil motioned to support 4,500 square feet for Temescal Produce Market at MacArthur Commons being designated as community space with the condition that if the tenant moves out or ceases to operate, the entire 4,500 square space reverts to a community space or locally owned grocer, with the rent staying below market (in either case of community space or neighborhood grocery), without a reduction of the square footage dedicated to that purpose in perpetuity. Tom seconded. **Approved unanimously.** Cynthia noted this will not stop the BID from advocating for other tenants. Lynn opined that this is exactly what the BID should be working on.

c. Temescal Street Fair Contract Revision (Promo) – Attachment

Shifra reported that two months ago the board approved the Street Fair contract but since then, Emil has offered to have the King Fish operate and supply the beer booth (which would also serve cocktails). All the proceeds would go to the BID, with the condition that the alcohol booth be removed from the event budget. Shifra took the proposal to event producers, who agreed with the request but required the BID to raise an additional \$5,000 in sponsorships to balance the event budget. Promotions Committee recommended to approve the revision, with the understanding that if Shifra couldn't raise the money, the loss would be split between the BID and the event producers. Allison opined it was a great compromise. Tom motioned to approve the revised Temescal Street Fair contract and budget. Toni seconded. **Approved unanimously.**

5. INFO/DISCUSSION ITEMS

a. Pedestrian Plaza Grant Update

Shifra announced that Kenneth Rainin grant is due April 6th. She met with Adriana, Cynthia, and LAB to work on it, and would present a draft to DE/ED Committee in March.

b. 2019 Financials – Attachments

Emil reported the BID had a slight positive net income in 2019, and that the BID has \$119,710 in reserves, of which \$13,000 will be put towards installing pedestrian lights. Additionally, BID staff is investigating the office supply expenses, since they were \$4,000 over budget in 2019.

c. BID Branding

Shifra reviewed the Promotions Committee's decision to remove #gritty from the BID branding and the suggestion to replace it with #merging. Emil said the Committee hoped the new word would not evoke any negative connotations, but posited that it accurately describes Temescal. Ljuba said he didn't like #gritty when he saw it on the banner, and felt the word was claiming an authenticity that wasn't true. He opined the new word doesn't have to be original.

d. Executive Directors Report

Organization

Outreach to Stakeholders

Shifra attended the February BID Alliance meeting to hear presentations from Revel Scooters and from Visit Oakland's new PR Director Jean Paul Zapata about the state of PR today, best practices for pitching and securing coverage, and working with influencers. Shifra also attended the Idora Park Neighborhood meeting, hosted by Councilmember Dan Kalb's office to learn about the residents' concerns, which centered around safety on Telegraph and connecting perpendicular streets, and on homelessness. Shifra organized and facilitated a mediation meeting between Omni Commons representatives and 4801 Shattuck Ave management to resolve issues around events, prior miscommunications and misunderstandings between the two entities. Shifra attended, and represented the BID at the Grand Opening Celebrations for Red Oak Realty and AT&T store in Temescal. She also met with the Community Affairs Manager for Revel Scooters to discuss parking and proposed subsidized rides for Temescal's service workers. Shifra and Joey met with Officer Josiah Ladd, the new CRO for Temescal and Officer Lorenz, the CRO for Bushrod, to ensure better communication and partnership over combatting crimes and also answering calls for service regarding individuals experiencing homelessness and mental health issues. Shifra attended the first February 19th meeting of the Temescal Neighborhood Council to brief them on the Telegraph Ave Repaving and Joey's work for Village of Love. Shifra met with Sara Herrera, the BID's new advertising representative at East Bay Express to discuss marketing partnerships for all the BID's events.

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

- Gabriel, owner of Burlap Coffee at 511 40th St at Telegraph Ave.
- Rich Craig, founder and owner of Rent-a-Relic, recently moved to 5501 Telegraph Ave.
- Amanda Fraley, Community Manager of MacArthur Commons
- Rick Raffanti, BID property owner regarding Mixing Bowl leasing
- Rick Unruh, the new CEO of Clars Auction House
- Sanjib Sah, the new construction point of contact and equity partner of 5110 Telegraph Ave regarding new challenges from the City with permitting the full-service grocery store

Professional Development

Shifra volunteered to take a leadership role in organizing the programming for the West Coast Urban District Forum (WCUDF) to increase her professional network and increase visibility for the Temescal BID. Through this work, she has organized and will be moderating two panels at the upcoming WCUDF in San Jose, March 11-13: Compassionate Responses to Homelessness, featuring Joey Harrison as a panelist to speak about his work for the Temescal BID and as Executive Director for the Village of Love, along with Dr Tom Insel, the new mental health czar for the State of California. In addition, Shifra is helping to organize a Budgeting 101 Workshop: How to Create a Budget and Get It Approved with Kraig Kojian, CEO of the Long Beach BID and Marjorie Jones, the BID's tax preparer and bookkeeper.

Cleaning and Hospitality

Joey and Shifra met with Bay Area Community Services (BACS) Rapid Response Street Outreach Program Supervisor, Markos Gonzalez, and discussed how to partner together to build positive relationships with the unsheltered residents in Temescal, and identify and provide in-depth outreach to individuals with high needs, as well as transportation to mental health and housing services. Shifra toured the Amber House and met with their direct to discuss parameters for referring individuals to their Crisis Stabilization Unit, as well as for consideration for their

Residential Crisis Treatment Center. The BID's resource card will be updated with information on the Rapid Response Team and The Amber House, as well as the new location and time for Joey's unsheltered support group. Shifra and Joey also attended a Fireside chat, with Kerry Morrison, project director for Heart Forward LA, which is working to "transform the American mental health system through radical hospitality, and formerly the Executive Director of the Hollywood BID for 22 years, to learn about her work in homelessness and mental health, as well as the Trieste model of community-based mental health system. Joey and Shifra participated in the inaugural meeting of a newly-formed business coalition to work on coordination, collaboration, public policy, communications and education as they relate to homelessness in Oakland. Joey and Shifra also met with Peter Radu, the new Homeless Policy Director for the Mayor to learn about the City's work to help house unsheltered Oaklanders. The first 2020 De-escalation Training is scheduled for Thursday, March 5th at 5pm. The Village of Love's next "Supper and Showers" event is scheduled for Monday, March 9th at East Bay Church for Religious Science at 4130 Telegraph Ave.

Design

Repave & Redesign of Telegraph Ave.

OakDOT staff have announced that the task order with the paving contractor is signed and the repave and redesign of Telegraph Ave will start March 2nd. This will involve **intermittent construction from March – September 2020**, to include 120 working days in the following order:

1. Concrete work (curb cuts installed on corners, 2 bus boarding islands at 45th St (northbound & southbound)
2. Rip up deteriorated roadway, then install two layers of pavement.
3. Striping of travel lanes, pedestrian refuges & bike lanes.

Throughout the repaving, one-two travel lanes will be closed at a time, but cars will always have through access along Telegraph. Pedestrian access to businesses will be prioritized and maintained. Parking will be reduced temporarily. Shifra met with OakDOT staff to discuss the construction process and the communication plan. It was determined that OakDOT will provide the BID with weekly update, which will be posted on the RepaveTelegraph.org website. Prior to March 2nd, the BID will email out the listserve and flyer all merchants between 52nd and West MacArthur to update them on the start of construction.

Due to significant cost overruns, OakDOT plans to paint white stripes in the pedestrian refuges rather than painting those areas purple. Shifra met with Dave Campbell of Bike East Bay, who agreed to try to solicit funding from scooter companies to pay for teal paint, to be installed by volunteers. OakDOT has approved of this proposal.

Pedestrian Plaza

Shifra communicated with the Program Officer for the Kenneth Rainin Open Spaces grant, which the Temescal BID is applying for with Local Artist Berkeley. She clarified that the Letter of Inquiry for the grant would be due April 6th rather than February 7th, which the previous staffer had led the BID to believe. Given the additional time, Shifra, Cynthia, Adriana and Rory met and worked on the LOI. The sub-committee will continue to work on and develop the grant application, to be presented as a draft to the DE/ED Committee in March for review.

Economic Development

Small Business Resources Open House – February 12th 2020

The Small Business Resources Open House took place on Thursday, February 12th, 5-7pm, and included Mainstreet Launch, Working Solutions, Kiva, IamLocal.io, Oakland Indie Alliance and Made in Color social media, Hack the Hood, Waste Management, For Here, Please, HEAD WEST Marketplace, and Yelp East Bay. This event was sponsored by HEAD WEST, who paid the event rental fee for Temescal Works. Despite flyering 75+ merchants, and emailing out the entire BID listserve of 4,500 multiple times, only seven merchants attended, of which only one was from Temescal (Temescal Produce Market).

MacArthur Commons Leasing Issues

Shifra met with Councilmember Kalb 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, but requested that the BID or the City provide comp rates to prove that MacArthur Commons is not offering "market rate" lease rates. City staff is now working to collect and aggregate comp rates. Shifra also met with Councilmember Gallo regarding the BID's concerns and he was very supportive. The date of the Temporary Certificate of Occupancy given to the convertible ground floor retail space was confirmed as July 2019, and so the date on which the space can be converted to live/work is September 2020.

Promotions

New Resident Welcome booklet

1500 new Welcome Booklets were printed and a portion was distributed to all new developments to be included in their new leasing packets, and also to the Temescal Library. The remainder will be given out when Skylyne at Temescal and 5110 Telegraph Ave are completed.

Taste of Temescal

The Taste of Temescal is scheduled for Tuesday, March 17th, 6-8:30pm. Media sponsorships have been secured from East Bay Express, Edible Excursions, and Yelp East Bay, and Doordash is providing a monetary sponsorship of \$1,000. 200 posters have been distributed throughout Temescal, and all of Oakland's commercial districts. 100 tickets, at \$40 each, have been sold so far; 600 tickets will be sold in total. 28 restaurants are participating this year: Artichoke Basille's Pizza, Asmara Restaurant, Aunt Mary's Cafe, Bierhaus, Bird & Buffalo, Bowl'd, Burlap Coffee, Burma Superstar, Café Colucci, Co Nam, Curbside Creamery, Daol Tofu, EZ Taqueria, Hancock, Hawking Bird, Homeroom Mac + Cheese, I Scream Donuts, Julie's, Magpie Oakland, Marufuku Ramen, MUD LAB, North Light, Pizzaiolo, Prima Materia, Red Sea Restaurant, Roses' Taproom, Saucy Oakland, and Smokin Woods BBQ. Proceeds will benefit Claremont Middle School, Emerson Elementary School, Oakland Technical High School, La Clínica de La Raza, and Studio One Art Center, who are all splitting the proceeds equally this year. The BID will take a 10% administrative fee, for the first time.

Adjourned at 7:40pm