

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

March 25th, 2020 – 6:00 to 8:00pm

Via Phone: 1-669-900-6833; 208942811# and video conference: <https://zoom.us/j/208942811>

Board Members Attending:

1. Allison Futeral – President
2. Pat Smith – Vice President
3. Tom Murphy – Secretary
4. Emil Peinert – Treasurer
5. Adriana Valencia
6. Cynthia Armour
7. Marisol Vela-Chiu

Board Members Absent:

1. Don Macleay
2. Gloria Gee
3. Lynn Howe
4. Toni Sholes

Guests: David Long, *Resident*

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

**2. CONSENT AGENDA**

**a. Approval of February Minutes – Attached**

Pat motioned to approve February minutes. Emil seconded. **Approved unanimously.**

**3. Operations Report**

*Cynthia arrived.* Joey reported that due to the COVID-19 shelter in place order, the ambassadors sent home to be on-call. However, Joey has been monitoring the district, and performed light cleaning. There is a significant decrease in trash due to less people. Joey noted that if there were a large amount of trash, he could call an ambassador to assist him in cleaning.

**4. ACTION ITEMS**

**a. Temescal Street Fair – cancel or postpone –Attachments**

Shifra received an email from event producers recommending canceling the June 14<sup>th</sup> Street Fair, rather than postponing it. The BID has already paid \$5,000 in producer fees, and the next disbursement is scheduled for April 1<sup>st</sup>, so Shifra asked that the board before more money be spent. Pat expressed support for cancelling the event; Adriana agreed. Allison agreed and asked if the BID would be able to recoup the \$5,000. Shifra answered that the \$5,000 was nonrefundable, per the signed contract with the producers. Cynthia asked if the producers had already begun fundraising. Shifra said producers have solicited sponsors, but have received money from only two sponsors. Cynthia motioned to cancel this year's Temescal Street Fair, refund all vendor and sponsor money, and split the cost of the event management software with the producers. Marisol seconded. **Approved unanimously.** Tom suggested that the event cancellation announcement assure the public that the fair will return next year. Marisol agreed and suggested the BID communicate that it will be refocusing on supporting local businesses.

**b. Car break-in prevention signage (Promo) – Attached**

Shifra presented car break-in prevention signage, using the BID's branding colors of red or teal, or black and white as recommended by the Promotions Committee. Shifra noted OPD is concerned about crime, especially with businesses closed. Allison said that she didn't like the backpack graphic or the red color. Pat expressed support for using red, but not the teal. Marisol recommended using other colors such as orange or yellow; Adriana agreed. Allison expressed

support for yellow. Emil opined that red was too jarring. **Action:** Shifra will return to the board with graphics in yellow and orange.

**c. Pedestrian Safety Issues on Upper Telegraph letter of support (DE/ED)**

Shifra reviewed DE/ED's Committee's recommendation to write a letter in support of pedestrian safety issues in the Idora Park neighborhood including issues with crossing Telegraph at 58<sup>th</sup> St. Upper Telegraph resident Mylene Vanderberg had explained the issue to DE/ED Committee and expressed frustrations with the lack of responsiveness from council members regarding these concerns. Mylene and fellow residents are asking the BID for support in their advocacy efforts. Tom recommended supporting the DE/ED Committee's recommendation. Allison agreed, and opined that safety issues are important to the BID. Cynthia asked if the City has plans to redesign Telegraph Ave in that area. Shifra said she has not seen any redesign plans, but noted the City promised various traffic calming improvements to the Idora Park community that have not yet been implemented. Tom motioned to approve a letter in support of pedestrian safety issues on Upper Telegraph. Pat seconded. **Approved unanimously.**

**5. INFO/DISCUSSION ITEMS**

**a. COVID-19 Support for Businesses & Changes to 2020 Event Schedule**

Shifra reported the BID has been supporting businesses by communicating available federal and state resources, and has created a website on how the public can support Temescal businesses. Additionally, BID staff will hold a meeting via Zoom on March 26<sup>th</sup> with business owners. Shifra announced the 40<sup>th</sup> Street Block Party is scheduled for July and asked if the Board had any thoughts on cancelling it. Adriana said that she doesn't think anything will reopen in July. Marisol agreed and said she wouldn't attend an event in July. Emil opined that there would be no repercussions in cancelling, but noted that a decision didn't need to be made immediately; Allison agreed. **General agreement** to decide at next month's board meeting. The BID's annual meeting is scheduled for late April. Shifra proposed holding the meeting on Zoom; **General agreement.**

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

**Organization**

Outreach to Stakeholders

Shifra presented at the KONO Board Meeting about donating 20 planters to them, and answered questions regarding maintenance; they voted to accept five planters. Shifra did a walkthrough with City of Oakland Public Works to demonstrate the lack of, and need for more trashcans on Telegraph Ave. Gerald Bradley III, the Public Works Supervisor agreed to add an additional trashcan on the East side of Telegraph between 49<sup>th</sup> and 51<sup>st</sup>, and found one of the BID's mosaic trashcans at the Maintenance Yard, which they will return to the BID where it was originally installed. Shifra attended the March BID Alliance meeting via video conference to talk with other BID leaders about how they are responding to COVID-19. Shifra attended the Oakland Chamber of Commerce Annual Economic Forum, to hear updated information on the status of Oakland's economy, as well as District 1's specific challenges (employment is highly concentrated in education, healthcare, hospitality and retail trade sectors) and successes (employment growth and annual wage growth outpaced Oakland's).

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

- Theresa Bale, Temescal Brewing Head of Operations & Event, regarding disruptive and sometimes dangerous interactions with mentally ill people
- Sean Aquino, owner of Fine Leatherworking, newly opened at 4691 Telegraph Ave.
- Aderaw Yeshiwas, part owner of Cafe Colucci, regarding Taste of Temescal and general BID services
- Terry McGrath, Temescal BID property owner, regarding development updates and new BID services

### Professional Development

The in-person West Coast Urban District Forum (WCUDF) was cancelled, and so Shifra's two panels were both postponed to the next conference. However, Shifra did "attend" the streaming video conference of key-note speakers and a discussion of how BIDs are responding to COVID-19. The Denver and Seattle BIDs provided key information on messaging around supporting small businesses while not promoting reckless behavior.

### **Cleaning and Hospitality**

The De-escalation Training on Thursday, March 5<sup>th</sup> was well-received and well-attended by Temescal stakeholders. The business owners and employees who attended enjoyed the in-person practice with de-escalating real situation that had occurred in their businesses. 16 of our unsheltered community members attended The Village of Love "Supper and Showers" event on Monday, March 9<sup>th</sup> at East Bay Church for Religious Science, where they shopped for clothing (donated by the community), and ate a hot meal. In response to the Shelter in Place order, the Ambassador team has been sent home and put on-call. Joey is surveying the District every couple of days, and providing cleaning services as needed.

### **Design**

#### Repave & Redesign of Telegraph Ave.

The sidewalks have been marked, and initial cuts made in preparation for the demolition and replacement of the concrete, where needed. Pending weather, and city attorney's interpretation of the state Shelter in Place order (to determine whether street repair is considered essential), the contractor will be demoing and replacing concrete on Telegraph Ave northbound (eastern) sidewalks, 38th-40<sup>th</sup> St, starting the week of March 23<sup>rd</sup>.

#### Pedestrian Plaza

The Kenneth Rainin Foundation has communicated that their Open Spaces grant program will likely not be accepting applications for 2020, and will either re-direct the funds directly to artists or dramatically change the application. They have advised that the BID not continue work on the grant, since the BID's project will likely not be eligible this year. They will issue a final decision on the 2020 Open Spaces Grant in a couple weeks.

### **Economic Development**

#### MacArthur Commons Leasing Issues

Shifra talked with Councilmember McElhane 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, and noted that developers have been leaving the ground floor retail

spaces vacant for years in Uptown Oakland. Economic Development staff sent comparative rates for signed leases in Temescal to the BID, which have been sent to Councilmembers who requested them. Councilmember Kalb has reviewed the comparative lease data, and will schedule a meeting with city staff to discuss. Hines is moving forward with leasing, and has reported that the lease with the coworking space for 10,000 square feet is imminent.

### Business Closings and Openings

Choux SF, a French pastry business, and 9 Julio Empanadas have signed leases at Idora Apartments on Claremont Ave, and hope to open this Summer/Fall. Faction Brewing has signed a lease at 4210 Telegraph Ave. Stay Gold Deli closed its Temescal location at 4935 Shattuck Ave.

## **Promotions**

### Taste of Temescal

The Taste of Temescal was postponed from Tuesday, March 17<sup>th</sup>, 6-8:30pm to either a May or Fall 2020 date. Ticket holders were offered refunds, and so far 40 out of 262 online tickets were refunded. The remaining ticket holders have chosen to commit to attend the postponed event. \$1,700 has been spent to print posters, buy advertising, etc. Approximately \$1,400 of that is non-transferable/refundable and is a sunk cost, although the \$10,480 in purchased tickets revenue will cover that amount. The media partnerships with Yelp East Bay and East Bay Express did increase the BID's Instagram followers significantly, which now total 1,400. The media tour resulted in 99+ stories and 11 grid posts in which the BID was tagged, which combined have 2,562 likes. This likely resulted in 72 tickets being sold and 59 new IG followers. Before the event was postponed, Berkeleyside included a Taste of Temescal write-up in its Bites column, and East Bay Express highlighted the event as its Staff Pick of the Week, publicized in the March 11<sup>th</sup> edition of East Bay Express.

### Promotions of Small Businesses during COVID-19 Shelter in Place mandate

The BID has created a website to promote Temescal businesses during the shelter in place order(<https://temescaldistrict.org/covid-19/>), which lists how the community can purchase giftcards, order food to-go or for delivery, and how to purchase goods and memberships online to support businesses during this difficult time. The webpage is being promoted through the eNews, three free ads in Berkeleyside online newspaper, and social media. The list is being continually updated, and businesses are encouraged to email the BID if they are not listed yet.

**Meeting adjourned at 6:56 pm.**