

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

May 27th, 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. Toni Sholes
7. Lynn Howe
8. Don Macleay
9. Cynthia Armour

Board Members Absent:

1. Marisol Vela-Chiu

Guests:

1. Warren Logan, *Policy Director of Mobility/Interagency Relations, Mayor's Office*
2. John Malick, *Property/Business Owner, Bierhaus*
3. David Long, *Resident*
4. Chris Harper, *Oakland Children's Hospital*

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:04pm

2. CONSENT AGENDA

a. Approval of April Minutes – Attached

Lynn motioned to approve the April minutes. Tom seconded. **Approved unanimously.**

3. Operations Report – Attached

Joey reported an increase in graffiti and a general decrease in trash, except for a few areas like bus shelters where unsheltered residents have been sleeping. The team is working three days, and Joey is in the District five days a week to answer stakeholder calls. The team has been increasing watering during the current heatwave. Don asked about car break-ins. Joey said car break-ins are not drastically higher than usual, but noted an increase in property crime. Chris reported two employees at Children's Hospital have had their cars burglarized in the past month.

4. ACTION ITEMS

a. Cancel 40th St block party (Promo)

Shifra reviewed Promotions Committee's recommendation to cancel the 40th Street Block Party scheduled for Saturday, July 18th. Tom motioned to cancel the 40th Street Block Party. Pat seconded. **Approved unanimously.**

b. Virtual Events (Promo)

Shifra announced that Promotions Committee recommended the BID create an online campaign promoting businesses' virtual events to increase customer engagement. Many Temescal businesses indicated they'd be willing to participate, in their responses on the BID's survey. Allison opined the term "virtual events" was misleading, and suggested rewording it to clarify the BID will not be creating events. *Cynthia arrived.* Adriana suggested using "experiences." Lynn motioned for the BID develop a coordinated campaign to market online experiences from Temescal businesses on the BID's online platforms. Pat seconded. **Approved unanimously.**

c. Expanded Seating/Retail on Telegraph Ave & 40th St (DE/ED)

Shifra reviewed DE/ED Committee’s recommendation to turn Telegraph Ave. between 38th-51st into a slow street, allowing businesses to use parking and travel lanes to expand their outdoor footprint. The BID sent a survey to Temescal businesses asking for feedback on outdoor seating. *Toni arrived.* Warren explained the City is planning ahead to implement changes as soon as the county allows for businesses to reopen. Toni said she is not in favor of reducing parking. John Malick asked for guidance on how to make customers feel comfortable dining out again. Warren responded that the City will provide design support to businesses. Allison opined that the expanded seating program wouldn’t be beneficial for retail shops that can’t safely put products on the street. Allison agreed with Toni that removing lanes would be detrimental, and expressed support for temporary loading zones, instead of parklets. Warren noted loading zones could be requested immediately by contacting 311. Shifra announced the City is working with ABC on permitting alcohol in the new outdoor seating. Cynthia raised concerns over the additional cost to businesses to purchase tables/chairs for the outdoor seating. Shifra raised concerns that if the BID doesn’t make a recommendation, Temescal might not be included in the initial implementation of the program. Warren noted that City engineers reviewed the DE/ED Committees’ unofficial recommendation, and determined that a total closure of Telegraph Ave. would be difficult. Allison recommended the BID do more outreach, especially to retail, before issuing a recommendation; Pat and Cynthia agreed. Warren noted businesses could apply for parklets individually, but that street closures would need to be approved by the City. *Tom left.* Adriana asked if the BID could submit an imperfect proposal immediately, and then iterate. Lynn motioned for the BID to support and publicize parklets, gather more data on business interest in expanding retail, and to share the loading zone application with businesses. Toni seconded. **Approved unanimously.**

d. #Strong to replace #merging

Allison recommended replacing #merging with #strong on the BID’s branding. Cynthia opined that #strong was clearer; Toni, Emil, and Lynn agreed. Cynthia motioned to use #strong rather than #merging in the BID’s branding. Toni seconded. **Approved unanimously.** *Adriana left. Tom arrived.*

5. INFO/DISCUSSION ITEMS

a. 1st Quarter 2020 Financials (Exec) – Attached

Emil presented the BID’s financials and reported that the BID was on budget for the quarter, having spend 25% of most line items. The cancellation of BID events, had a moderate negative impact on the BID’s projected budget, which the contingency and reserves absorbed. *Pat left.*

b. Merchant Support Program – Budget Projection Attachment

Shifra noted there are insufficient funds in the budget to develop matching grants for businesses and reviewed the Executive Committee’s recommendation for BID staff to perform one-on-one outreach to at-risk businesses. BID staff is currently working on that outreach.

c. Nominating Committee Report

Shifra announced the Nominating Committee expanded to include Marisol and Adriana. The committee created a list of potential board members with the goal of diversify and increasing involved property and business owners. Cynthia noted when she first joined, Randy took her out to lunch to discuss her interests and explained the BID’s history, which helped her feel more connected to the organization. *Don left.*

6. Executive Director's Report – Attached

Organization

Outreach to Stakeholders

Shifra attended the May BID Alliance meeting via video conference to learn about the City's work to create an expanded ground floor business footprint program. Also, Shifra attended the bi-monthly business leaders meeting with City of Oakland Economic Development staff to learn about updates in City resources and programs for small businesses. She also attended the Oakland 2030 Climate Action Plan Overview to learn about the City's plans for electrification, which could affect Temescal buildings and restaurants' abilities to lease vacant space. Shifra attended the Bicycle and Pedestrian Advisory Committee's Infrastructure Subcommittee meeting to learn about the City's plans to repave and redesign 51st Street, between Shattuck and MLK Jr. Way; City staff will initiate conceptual design work and community engagement in the next year, with construction expected in 2021 or 2022. Shifra presented about the BID's services and events at the May Longfellow Community Association meeting, and encouraged them to support Temescal businesses.

Shifra met with Temescal merchants and stakeholders to brief them on BID services and events and offer technical assistance and business support during the pandemic:

- Jaime Levine, owner of Dandelion Post
- Jean Walsh, resident and President of the Longfellow Community Association
- Chris Harper, Doreen Moreno, and Executives from Children's Hospital Oakland, Caltrans and City of Oakland to discuss installing a fence at the 52nd St crevice area
- Daniel Chung, co-owner of Root'd in the 510 Dispensary
- Erica Sanders, owner of 9 Julio Empanadas

Crime

Shifra has increased coordination with Temescal's CRO, Officer Ladd to provide crime prevention and follow up for businesses in Temescal. The free Crime Prevention Through Environmental Design (CPTED) Analyses by OPD have resumed, and were performed for Daol Tofu, and Temescal Plaza. There has been an increase in property crimes during COVID-19; many of Temescal's incidents are property crimes done by minors, and sometimes the same suspect multiple times. Because of the non-violent nature of the crimes, and age of the perpetrators, which are often not pursued for charges or consequences normally and especially during COVID-19, Shifra is investigating alternative strategies to prevent crime, such as partnering with Youth Diversion Organizations.

Cleaning and Hospitality

In May, there have been an increase in calls and emails for both litter removal and outreach to unsheltered community members, due to recent increased outreach and communication to stakeholders about the BID's services. The Ambassador team has been providing cleaning and sanitation services to the Temescal District: Monday, Wednesday and Friday, 7am-3:30pm. Operations Manager Joey has been working in the District Monday through Friday, in order to answer and respond personally to stakeholders' calls for cleaning and hospitality services, especially when the full Ambassador team isn't in the District on Tuesdays and Thursdays. Operations Manager Joey is also working to coordinate the extension of power and internet to the team's mobile office and storage, in order to install security cameras and motion-activated flood lights.

Community Engagement

Shifra met with Downtown Streets Team to discuss partnering with the BID to provide increased cleaning within and adjacent to the Temescal BID while providing workforce development

training to the unsheltered residents of Temescal. In response to the continuing growth in homelessness and increased requests for community engagement beyond the BID's current capabilities and geographic footprint, Gabby created a comprehensive review of BIDs' homeless policy and advocacy work in Western states with a focus on the Bay Area, which was reviewed by the Executive Committee.

Design

Expanded Outdoor Seating & Retail Footprints

The Mayor's office, in partnership with Oakland's Transportation and Economic Development Departments, is working to create an expanded ground floor business footprint program once customers are permitted to enter restaurants and businesses, since indoor capacity will be limited to ~50%. Per city staff, the proposed program will include easy and quick permitting with no or very little cost to businesses to expand onto the sidewalk and street, in order to spur economic recovery. The current options being explored are minimal sidewalk seating adjacent to businesses for free and with no permit, streamlined and cheap permitting for larger sidewalk cafes, and expanding retail/restaurant footprints with options of just using the parking lane (similar to a parklet), using a travel lane, or the entire street. City staff have communicated that they do not (yet) have capacity to process individual business' applications for expanded footprints, but rather are requesting that each commercial district submit a map of their requested street configuration with parklets, Slow Streets, closed streets that can include creative uses of parking lots.

Upper Telegraph Safety issues update

Shifra sent the BID's letter in support of pedestrian safety issues on Upper Telegraph to Oakland Director of Transportation, Councilmember Dan Kalb and the Mayor's Office. It was suggested that given OakDOT's current reduced capacity and funding, the neighbors could request Slow Streets designations to provide immediate and temporary safety improvements to the residential streets between Telegraph and Shattuck Ave that were slated to but had not yet received permanent safety improvements.

Repave & Redesign of Telegraph Ave.

The contractor has completed the concrete demolition and repair work on the entire Eastern sidewalk of Telegraph from 38th St to 51st St. Concrete demolition and repair work is underway on the Western sidewalk of Telegraph Ave, working Southbound from 51st St; the Western sidewalk from 51st to 46th St is completed. The City requested that the BID to revise the curbside management plan completed for Telegraph Ave from 52nd St to West MacArthur, due to a finalized base map that accurately depicts the curb space needed for sight-lines, and the remaining available space for vehicle loading/parking. Shifra is working to update the curbside management plan with additional input from merchants where the number of parking spaces has changed.

Pedestrian Plaza

Shifra determined that smaller intermediary grants and funding are not available this year due to COVID-19, and is working with the DE/ED Committee to price out potential priority improvements to the plaza, to be funded by the BID, in case the BID doesn't receive major grant funding. BID staff will start work soon on the National Endowment for the Arts Our Town Grant, with the plan to submit an application in August.

Economic Development

MacArthur Commons Leasing

Shifra talked with Councilmember Reid's Special Assistant, Brandon Baranco office 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's staff agreed with the BID's concerns, and said that if the Community and Economic Development Committee meetings were occurring, then he would be amendable (after checking with Councilmember Reid) to agendaizing the item. Councilmember Kalb met with the City Attorney, and the City Attorney determined that the City Council legally could not issue a binding resolution to block the conversion of the ground floor retail space into live/work units. Rather, the decision would solely be made by City staff. Shifra has scheduled a meeting with Economic Development staff to discuss. Hines has reported that the lease with the coworking space for 10,000 square feet has paused due to COVID-19. Leasing activity is occurring, though lessened, due to COVID-19, and Hines is re-engaging with prospective grocery tenants, since Temescal Produce has communicated that they are not interested in moving forward with the current lease negotiations.

Business Closings and Openings

Von's Chicken opened inside Bowl'd BBQ at 4869 Telegraph Ave, increasing the delivery-friendly offerings from the original business. FYE Collective, an art collective from Omni Commons has signed a sublease to pop up inside the Concept 47 space at 4727 Telegraph Ave, to exhibit art and do workshops for the community. Mariposa announced their July expansion into Marshall Steel Dry cleaning space at 5425 Telegraph Ave to expand production capacity for their shipped baked goods and keep their workers safe. Harper Paige has announced that they are permanently closing their Oakland Salon at 5030 Telegraph Ave. MudLab is moving from 3933 Telegraph Ave to locate inside of Perch Coffee next to Lake Merritt, because of the decreased foot traffic from BART, and corresponding increase in crime at 40th and Telegraph.

Small Business Support

The Executive Committee recommended that BID staff conduct one-on-one merchant outreach to businesses at-risk of imminently closing. Gabby is compiling a list of retail businesses and also sent out a survey to businesses asking for the magnitude of the affect of COVID-19 on the business, with the option to flag that business for follow up. BID staff have started reaching out to at-risk businesses to schedule individual phone and zoom meetings and offer individualized technical support and resource referrals.

Promotions

Virtual Events

The Promotions Committee recommended the BID create an online campaign promoting a full schedule of Temescal virtual events for the Summer, from existing and newly created virtual events by Temescal businesses, with the intention to increase revenue for Temescal businesses, and support increased customer engagement with Temescal businesses through virtual events (since all revenue from the promoted classes/events would go to the business holding/producing them). The BID created and sent out a survey to businesses to gauge business interest in creating virtual events or having the BID publicize existing virtual events in classes. 16 of the 20 responding businesses indicated they would be interested in the BID publicizing an existing virtual event their business is holding already, and 14 of the responding businesses would be interested in developing a new virtual event/class the BID could promote. Businesses concerns included difficulties with monetizing virtual events, and that one-off events wouldn't save a business.

Meeting adjourned 8:16pm.