

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

April 22, 2020 – 5:00 to 6:00pm

Via phone: 1-669-900-6833; 496548991# or video conference: <https://zoom.us/j/496548991>

Board Members Attending:

1. Allison Futeral – President
2. Tom Murphy – Secretary
3. Pat Smith – Vice President
4. Lynn Howe
5. Toni Sholes
6. Don Macleay
7. Cynthia Armour

Board Members Absent:

1. Adriana Valencia
2. Marisol Vela-Chiu
3. Emil Peinert - Treasurer

Guests:

1. Chris Harper, *Children's Hospital*
2. Athan Magganas, *Property Owner*

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 5:08pm

2. CONSENT AGENDA

a. Approval of March Minutes – Attached

Pat motioned to approve the March minutes. Tom seconded. **Approved unanimously.**

3. OPERATIONS REPORT – Joey Harrison

After three weeks of the ambassadors on-call at home due to the Shelter in Place order, the full Ambassador team returned to provide cleaning and sanitation services to the Temescal District: Monday, Wednesday and Friday, 7am-3:30pm. The team also has been weeding the tree wells on Telegraph Ave, both in Zones 1 and 2. Lynn asked if there has been a decrease in graffiti. Joey said yes initially, but has since seen an increase on poles and planters. Cynthia asked about car break-ins. Joey said he's noticed a few but hasn't seen an increase. Shifra reported there has been an uptick in commercial break-ins.

4. ACTION ITEMS

a. BID Branding – replace #gritty with #merging (Promo)

Allison reviewed the Promotion Committee's recommendation to replace #gritty with #merging and noted the word could be replaced again in the future. Lynn motioned to replace #gritty with #merging. Seconded by Pat. **Approved unanimously.** *Don arrived.*

b. Car break-in prevention signage (Promo) – Draft options attached

Allison reviewed the Promotion Committee's most recent recommendation to use orange or the BID's teal branding color on the car break-in signage, after reviewing the board's suggestion of orange or yellow. Toni, Lynn, and Tom expressed support for the orange, while Cynthia and Pat expressed support for the teal. Chris opined that orange is more effective for security signage, and would take longer to fade from sun exposure. Lynn motioned to select orange as the color for the car break-in prevention signage. Toni seconded. **Approved.** Don abstained.

6. INFO/DISCUSSION ITEMS

a. 990 Tax filing – Attachment

Shifra reviewed the BID's 990's tax filing. Lynn asked if Shifra did the taxes; Shifra said she reviewed them in detail after they were done by the BID's bookkeeper who is a certified

Enrolled Agent. Cynthia asked if the tax filings would be available on the BID website; Shifra said the document would be available in the office for anyone who would like to view them.

c. Board Member Resignation

Shifra announced Gloria Gee is resigning from the board due to a medical emergency.

7. Executive Director's Report – Attached

Organization

Outreach to Stakeholders

Shifra attended the April BID Alliance meeting via video conference to talk with other BID leaders about how they are altering BID services, and supporting their businesses during COVID-19. Also Shifra attended a business leaders meeting with the Mayor and Economic Development staff to learn about City resources for small businesses. At follow-up meetings with Economic Development staff, Shifra advocated for City support for small business after Shelter in place. As a result, City staff are considering reducing the permitting costs for outdoor seating that will help for restaurants to add seats while adopting social distancing protocols post Shelter-in-Place. Shifra has increased coordination with Temescal's CRO, Officer Ladd to provide crime prevention analysis and follow up in regards to Daol Tofu's repeated commercial burglaries.

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

- Guy Byrne, the new property manager for Temescal Plaza
- Asaad Bruno, member of the FYE Collective, a creative art and events collective working out of the Omni Collective
- Anita de Asis, founder and leader of The Village, a volunteer homeless services and advocacy organization, working out of the Omni Collective
- Members of the Liberated Lens Collective, a film-making collective working out of the Omni Collective

Cleaning and Hospitality

Shifra and Joey attended the 2nd Oakland Homeless Business Coalition meeting and learned about Alameda County's mental health services for the homeless from Dr. Robert Ratner, Director of Alameda County Behavioral Health Services (ACBHS). After three weeks of the ambassadors on-call at home due to the Shelter in Place order, the full Ambassador team returned to provide cleaning and sanitation services to the Temescal District: Monday, Wednesday and Friday, 7am-3:30pm. The team also weeded tree wells on Telegraph Ave, both in Zones 1 and 2. Operations Manager Joey has installed an alarm on the truck to prevent the pressure washer and/or the truck being stolen.

Design

Repave & Redesign of Telegraph Ave.

It has been confirmed that the Repave Telegraph construction is essential and will continue, under the extended and stricter Shelter in Place orders that were enacted starting April 1st. The contractor has completed the concrete demolition and repair work on the Eastern sidewalk of Telegraph from 38th St to 42nd St. Concrete demolition and repair work is underway on the Telegraph Ave Eastern sidewalk, 42nd St, working Northbound. Shifra met with BART staff to

request changing the parking on the south side of 40th St from the BART Station to Telegraph Ave to better serve the BID's existing and future businesses, especially in light of the future reduction of parking on Telegraph Ave that will be completed in Fall 2020.

Pedestrian Plaza

The Kenneth Rainin Foundation confirmed that their Open Spaces grant program is cancelled in 2020. However, the National Endowment for the Arts has confirmed that the Our Town Grant program will be accepting application in August 2020, and will post the guidelines in May 2020. Shifra is also investigating smaller intermediary grants and funding in case the BID does not receive major grant funding.

Economic Development

Business Closings and Openings

Ruby's Garden announced it would be closing on May 31st, and is selling all its inventory online and for pickup at a discount.

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

The BID is continuing to promote Temescal's businesses through social media post and promoting the BID's webpage on how the community can support Temescal businesses during the shelter in place order (<https://temescaldistrict.org/covid-19/>). The list is being continually updated, and businesses are encouraged to email the BID if they are not listed yet.

Promotions

HEAD WEST Marketplace in Temescal

Based on current Federal, State and Local mandates to shelter in place through May, the HEAD WEST Marketplace planned for Temescal on April 11th was cancelled. The inaugural HEAD WEST Marketplace in Temescal will therefore be Saturday, August 8th. In the meantime, HEAD WEST has announced a new At-Home Instagram Live Series, 'LIVE + LOCAL', highlighting makers, designers, artists, and musicians, which the BID is promoting to encourage HEAD WEST's audience to engage with the District, and build excitement for HEAD WEST within the Temescal community.

Meeting Adjourned at 5:42pm

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION
ANNUAL MEETING MINUTES

April 22, 2020 – 6:00 to 7:30pm

Via phone: 1-669-900-6833; 496548991# or video conference: <https://zoom.us/j/496548991>

Board Members Present:

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

Board Members Absent:

1. Adriana Valencia

Attending:

Ally Hack, *Temescal Branch Library*
Anthony Guy Byrne, *Temescal Plaza*
Mae Chan, *Former owner of Ruby's Garden*
James Moe, *RabbitEARS*
Natalie Mehta, *Property Owner*
Lisa Jacobs, *Office of Dan Kalb*
Liz Epstein, *Consultant to CHO*
Chris Harper, *Children's Hospital Oakland*

Sandina Robbins and Fernando, *Muse SF*
Audrey Gilles, *Property Owner*
Pietro Buttitta, *Owner of Prima Materia*
Akili, *FYE Collective*
Asaad Bruno, *FYE Collective*
Athan Magganas, *Property Owner*
Hans Boerner, *Alcatraz Shade Shop Owner*
Beverly Potter, *Property Owner*

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

Athan, a property owner on 63rd and Telegraph, opined that his property doesn't seem to be benefitting from the BID. Additionally, Athan raised concerns over repeated break-ins and burglaries in the area. Asaad of FYE, a collective within Omni Commons, expressed gratitude for the opportunity to connect with the members of the District and noted FYE is looking for any creative opportunities and also seeking a retail space in the area. Chris offered to share information on preventive security measures. Mae announced she is offering free technical advice and support for any interested businesses. Fernando raised concerns over recurring graffiti on his building at 40th Street and expressed frustrations over the costs to repeatedly paint over the graffiti and OPD's lack of response, despite him providing security footage. Allison noted per the BID bylaws, the BID is only allowed to remove graffiti on public property. Shifra offered to speak with Sandina and Fernando offline to discuss prevention measures and to follow up with OPD. Asaad suggested installing a mural on their building to help prevent graffiti and tagging. Sandina noted it was their mural that got tagged.

3. ACTION ITEMS

- a. **Current Board Member Re-election (2 year term): Cynthia Armour - Community Member at Large, Allison Futeral - Business Owner: Crimson Horticulture Rarities, Tom Murphy - Property Owner, Pat Smith - Property Owner**

Allison reviewed that Cynthia, Allison, Tom and Pat and Gloria's seats were expiring. Lynn motioned to elect Cynthia, Allison, Tom, and Pat to the board. Seconded by Toni. **Approved unanimously.**

b. Re-election of Officers (2 year term): Allison Futeral – President, Pat Smith – Vice President

Cynthia motioned to re-elect Allison and Pat in their roles as President and Vice President, respectively. Seconded by Toni. **Approved unanimously.**

4. PRESENTATION: BID 2019 Annual Report & 2020 Plans/Projects

Shifra and Joey presented the BID's 2019 Accomplishments, and 2020 Plans and Projects in the BID's Annual Report (available on the BID website). Emil Peinert presented the BID's 2019 Financial reports, also included in the BID 2019 Annual Report.

a. BID Board Recruitment

Allison announced that the BID was actively recruiting new people to get involved on committees and the board, with the goal of filling 5-6 vacant board seats. She explained the BID's committees and requirements for involvement.

b. Other

Athan questioned what the BID's boundaries were. Shifra explained that the District ended at the intersection of Telegraph Ave and Woolsey Street.

5. Adjournment/Reception – Meeting adjourned at 7:19pm