

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

June 24th, 2020 – 6:00 to 8:00pm

Via Phone: 1-669-900-6833; 89968416717# and video conference:

<https://zoom.us/j/89968416717>

Board Members Attending:

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

Board Members Absent:

1. Emil Peinert – Treasurer

Guests:

1. Jean Paul, *PR Director for Visit Oakland*
2. Den Stephens, *North Light*

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

2. CONSENT AGENDA

a. Approval of May Minutes – Attached

Pat motioned to approve May minutes. Lynn seconded. **Approved unanimously**

3. Operations Report – Attached

Joey reported the team removed graffiti throughout the District, especially on bus shelters. The team has also been pressure washing the bus shelters. *Tom arrived.* Joey has been answering increased requests for service from stakeholders, and establishing positive relationships with the unsheltered community in the District, as part of the BID's Community Engagement Program. Shifra added that the positive relationships aren't created immediately, but occurred as Joey repetitively and positively engaged with people over time. Lynn expressed gratitude for Joey's work and asked if the BID has publicized the program publicly. Shifra said the Program began as a pilot and so was intentionally not publicized, but since the program was deemed successful, she has initiated more publicity. Don asked if there has been an increase in graffiti on private buildings. Shifra said the BID only addresses graffiti on public property, and so didn't have those statistics. *Toni arrived.*

4. PRESENTATION: Public Relations for the BID – Jean Paul, Visit Oakland's PR Director

Jean Paul, Visit Oakland's PR Director, presented on how Visit Oakland could be a resource to the BID and local businesses. Jean urged businesses to send press releases to Visit Oakland and tag @visit oakland on social media. Shifra asked how the BID's events could be featured on television. Jean said that television coverage depends on whether the event is interesting, as well as the news cycle, and recommended highlighting the most newsworthy elements of the event when pitching to outlets. Allison asked how the BID could best publicize Temescal businesses, with limited staff time. Jean advised that social media was one of the best avenues, and to be effective, the content should highlight stories rather than products. He suggested the BID publicize and tag multiple business accounts in one post to reach their large social media

followings, create more personalized posts, and check metrics afterwards, to evaluate effectiveness.

5. ACTION ITEMS

a. Expanded Outdoor Seating/Retail (PROMO & DE/ED) – Attachments

Shifra reviewed Promo Committee's recommendation to convert Telegraph Ave from 38th -55th St to a Flex street, with one car travel lane in each direction, to allow restaurants expanded space for outdoor seating, and maintaining perpendicular parking for other businesses. The DE/ED Committee recommended the same proposal, with the added notes recognizing that the bike lane would be blocked, the design was temporary and could be altered. Shifra noted the BID received 60 responses to the Outdoor Seating/Virtual Event survey, and that 65% of respondents indicated interest in extending their business footprint into the travel/bike lane. Shifra already sent the BID's unofficial recommendation to the City, and the engineers were reviewing the proposed design. City engineers had also suggested another option of one car travel lane in each direction, eliminating the center turn lane, and creating a temporary buffered bike lane between the car travel lane and the outdoor seating/parking. Allison asked if business deliveries were considered, and if other store owners were in attendance at these committee meetings when the recommendations were made. Lynn said deliveries would be an issue for all businesses and opined a center turn lane was necessary. Den noted the North Light space is very small and narrow, and with no indoor seating permitted, their occupancy dropped by 75%. Toni suggested that expanded street seating would work on blocks with many restaurants. *Tom left.* Allison said agreed that some parking spaces could be used for outdoor seating, but opined that all types of businesses needed to be considered, not just restaurants. Lynn suggested that if the initial design plan didn't work, the BID could change it. She opined that if the BID didn't implement the design now, many restaurants could close permanently. Toni expressed support for the BID implementing the proposed design and altering it, in the future, if needed. Lynn motioned to recommend the expanded seating plan as recommended by Promotion and DE/ED Committees, while maintaining parking spaces for retail, and a center turn lane, with one lane in each direction. Adriana seconded. Allison abstained. **Approved.** Don asked who would review and make changes to the design. Shifra said the BID would modify the design, if needed.

6. INFO/DISCUSSION ITEMS

a. Protests and Vandalism in Temescal

Shifra reported Temescal was looted twice in the last month including multiple break-ins at Temescal Plaza, vandalism on the streets, and fires inside a retail space at 4700 Telegraph and at Import Motors. OPD responded to calls and made a handful of arrests. Shifra referred businesses to the Oakland Independent Business Repair Fund, and send lists of available board up services. Shifra noted these incidents highlighted the need to know cell phone numbers for every business owner in order to contact them in an emergency. All businesses will rebuild and reopen.

b. July Meeting Schedule Changes

Shifra announced she will be out of town the last weekend of July. **General agreement** to reschedule the July board meeting to July 29th and reschedule Promotions Committee to July 8th.

c. HEADWEST Marketplace in Temescal – August 8th

HEAD WEST will host its inaugural outdoor market in Temescal on August 8, 2020 on Shattuck Avenue between 45th and 46th Street.

d. Executive Director's Report

Organization

Outreach to Stakeholders

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. Shifra met with Councilmember Kalb to communicate Temescal businesses' needs during the pandemic especially in regards to the mid-cycle budget revisions, and their requested support from the City. Shifra organized and facilitated a zoom meeting with Temescal's fitness businesses to offer support and resources, and facilitate business owners sharing industry-specific regulatory challenges, and solutions. Shifra attended the Small Business Relief and Equitable Gross Receipts Taxes Discussion organized by Councilmembers Fortunato Bas, Thao and Kalb to learn about their ideas to revise Oakland's business tax structure as a way to provide relief to small businesses.

Shifra met with Temescal merchants to brief them on BID services and offer technical assistance and support:

- Alex Gomez, the new manager of Burma Superstar
- Paul Rosky, manager of Economy Lumber
- Den Stephens, manager of Northlight Bar
- Shayla Dopp, owner of DOPP
- Tam Operario, owner of 9 Round Fitness
- Julia Hollas, owner of Corpo Kinetic Pilates & Rehab
- Mamie Asrat, owner of Albo African Gift Shop
- Brandi Dulce, co-owner of FOB Kitchen
- Toni Sholes, owner of Universal Beauty Supply & Salon
- Caitlyn Schleifer, owner of Leading the Pack Pet Grooming & Boutique

Crime

In the past month, looting and vandalism of Temescal properties and businesses occurred on two separate occasions: the weekend of Friday, May 29th-Monday June 1st, and Friday, June 12th – Sunday, June 14th. The first weekend, T-Mobile and Walgreens in Temescal Plaza, and Shoe Palace were looted, other nearby businesses vandalized, and someone attempted to set the Temescal Plaza property on fire. OPD responded to calls for service due to the looting in Temescal. On the second occurrence, twenty-three businesses sustained damage including: Import Motors at 4000 Telegraph Ave broken into and a car set on fire, break-ins at McDonalds, MacArthur Commons and The Depot, windows were broken at the vacant commercial space at 4700 Telegraph and a fire started inside, and a break-in at 4801 Shattuck Ave development that caused \$10,000 in damages/stolen items. OPD responded to calls for service regarding the looting, vandalism and arson, and detained and arrested a handful of suspects. The next week, a free Crime Prevention Through Environmental Design (CPTED) Analyses by OPD was performed for 4801 Shattuck Ave development.

Cleaning and Hospitality

In June, the Ambassador team returned to provide their normal five days per week schedule of cleaning and maintenance services to the Temescal District: Monday - Friday, 7am-3:30pm. Due to Shelter in Place, there have been an increase in unsheltered community members in the District, and an increase in calls and emails for de-escalation and outreach services. While maintaining social distancing protocols, the team distributed masks and resources to unsheltered

residents, and the services within the Community Engagement Program have begun again, on a restricted basis, to ensure the team's safety. The team helped to clean up the glass and graffiti on public property after the looting and vandalism in the District.

Community Engagement

Joey and Shifra attended the June BID Alliance meeting to organize interested business leaders into a Steering Committee for the nascent Business Coalition on Homelessness, to lead the effort to advocate for improved policies and services regarding the unsheltered residents in Oakland. Joey and Shifra volunteered to be on the Steering Committee, which will meet for the first time on July 2nd. Funding for Downtown Streets Team from the City of Oakland budget has been confirmed to create five programs in Oakland. Shifra is working with Downtown Streets Team East Bay Director to determine the additional costs and logistical requirements in order to secure a program that provides cleaning and outreach in and adjacent to the Temescal BID.

Design

Expanded Outdoor Seating & Retail Footprints

After working with Oakland's business community, including the Temescal BID, Oakland's Transportation and Economic Development Departments launched their Flex Streets Program, which includes five requirements in addition to a one-page permit application to be submitted with no fee to the City, to be completed by businesses that want to use the sidewalk and parking lane for their business. The City has communicated that once all the required application materials and signed standard Conditional Agreement are submitted by businesses, they will automatically receive their permit. However, the City has not yet provided detailed directions nor templates, for the creation of the required outdoor Site Plan in regards to ADA access, barriers between patrons and moving cars, and overall allowable space.

The Oakland Department of Transportation is evaluating the BID's Committees' proposal to use the parking lane, plus a travel lane/ future bike lane area for outdoor seating in front of restaurants, with perpendicular parking interspersed on Telegraph Ave between 38th St and 55th St. The options that OakDOT staff are considering as viable for Telegraph include temporary outdoor seating encompassing the future bike lane, pedestrian refuges and parking lane, with parallel parking interspersed, and either 1) a travel lane in each direction for cars and bikes, with a center turn lane in the middle, or 2) a travel lane in each direction for cars, and an adjacent bike lane in each direction, marked with bollards to be likely funded by the BID.

Upper Telegraph Safety issues update

The City suggested a temporary fix to the Upper Telegraph safety issues and directed neighbors to request that their residential streets be designated as Slow Streets. The neighbors organized to request that designation on the City's interactive map application, but the City canceled the expansion of the Slow Streets Program (thus not designating Idora Park's streets as slow streets), to concentrate on their Essential Places Program, and to determine the long-term plan for already designated Slow Streets. Thus, the City has declined to install any temporary improvements, and hasn't installed any additional permanent improvements.

Repave & Redesign of Telegraph Ave.

The final top coat of asphalt is being installed on Telegraph Avenue, with expected completion of this Phase 2 of 3 in the repaving construction plan, by June 26th. At the completion of Phase 2, temporary lane markers will be installed on the street (delineating the current lanes, not the finalized street design). After the completion of the new asphalt installation, the contractors will

construct the eight bus boarding islands along Telegraph, at West MacArthur, 40th St, 45th St., and 51st St. Then the finalized car and bike lanes will be striped, bollards installed, and the curb colors will be painted to mark the different types of parking.

Pedestrian Plaza

After reviewing the National Endowment for the Arts Our Town Grant guidelines and attending the grant workshop, Shifra is working to secure a new art and design focused non-profit that reflects and celebrates the diversity of Oakland, to be a lead partner on the grant application.

Economic Development

Small Business Support

To help support Temescal businesses during the pandemic and Shelter in Place orders, BID staff created an online merchant survey, which was promoted multiple times via email and social media to Temescal businesses. Also, Gabby identified 58 at-risk businesses, and initiated emails to all of them, requesting that they respond to the BID's survey, which included questions on whether they had applied to PPP, Kiva, EIDL, and the general effect of COVID-19 on their business. Shifra followed up with additional emails, calls, messages on social media, and in person visits to at-risk businesses to offer individualized support. Twenty-two of the at-risk businesses responded to the survey, and Shifra met with twelve of the at-risk businesses on individual phone and zoom calls. In total, 60 Temescal businesses responded to the BID's survey, and Shifra is working to respond to those businesses via email to answer questions and schedule individualized business support meetings via phone and zoom with the remaining 45 businesses.

Business Closings

Flying Studios has closed their 43rd St location and consolidated their business at their location at 4834 Telegraph Ave. Black Squirrel Yarn Shop and Julie's each closed their Temescal locations; both have one other location elsewhere. Berkshire Hathaway Real Estate closed their Temescal office at 6040 Telegraph Ave.

Promotions

HEAD WEST Marketplace

Jimmy Brower has confirmed plans to hold the Inaugural HEAD WEST Marketplace in Temescal on Saturday, August 8th. Jimmy is working to submit an application for the outdoor retail marketplace, and creating a layout and protocols to maintain safe social distancing for shoppers and retailers. The BID is coordinating with Jimmy regarding the timing of the repaving, since the outdoor Marketplace will be located on the pedestrian plaza on Shattuck Ave between 45th and 46th Streets, and the adjacent sidewalk.

Virtual Experiences

Gabby contacted the 38 businesses that indicated interest in participating in the Temescal BID's Virtual Experiences Summer promotional campaign on the BID's survey, to request details on the virtual experiences each business wanted to promote or create. So far, seven businesses have provided the details of their experiences and successfully confirmed their participation.

Adjourned 8pm.