

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

August 26, 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. Emil Peinert – Treasurer
5. Don Macleay
6. Cynthia Armour
7. Toni Sholes
8. Lynn Howe
9. Adriana Valencia

Board Members Absent:

1. Marisol Vela-Chiu

Guests:

1. Noadiah Eckman
2. Daniel Chung, *Root'd*
3. Al, *Resident*
4. Chris Harper, *Children's Hospital*

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

**2. CONSENT AGENDA**

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

Lynn motioned to approve June Minutes. Pat seconded. Emil abstained. **Approved.**

**3. Operations Report – Attached**

Joey reported there was an attempted theft of the pressure washer/watering truck causing severe damage to the car ignition which took three weeks to fix. The team has started watering again, but has split the work into two mornings due to limited access caused by the bike lanes. *Adriana arrived.* Tom asked about the encampment growing under the Highway 24 overpass; Joey said the team has made contact with the unsheltered community there. Toni raised concerns about the street cleaning and noted leaves were accumulating in the bike lane. Shifra noted the City is working on acquiring smaller equipment to sweep the bike lane. She has requested the City fix the issue, and invited others to elevate the issue by reporting it to OAK311. *Noahdiah left.*

**Action:** Shifra will add this item to the DE/ED agenda next month.

**5. ACTION/DISCUSSION ITEMS**

**a. 2021 Budget (Promo, Exec & DE/ED) – Attached**

Emil presented the revised draft of the 2021 budget which included a \$17,909 surplus. The draft included all committee recommendations that were noncontroversial and basic maintenance items. The committees recommended \$7,000 to further increase Gabby's hours above 32 hours per week, \$5,000 to support Village of Love's Temescal Day Center, \$2,000 for an additional Executive Director raise, and \$1,500 for pedestrian plaza improvements. Toni opined pedestrian plaza improvements and the additional Executive Director raise were unnecessary. Emil noted multiple committees were uninterested in pedestrian plaza improvements but others were passionate about the project and found common ground by allotting \$1,500. Lynn noted she doesn't support the plaza improvements, but felt \$1,500 wasn't a large amount. Tom proposed allocating funding for online marketing support. Cynthia expressed support for budgeting \$1,200 for online marketing and ads for local businesses. Tom agreed. Emil motioned to approve the

2021 budget as recommended by DE/ED Committee with the addition of \$1,200 for Online Marketing Support. Cynthia seconded. Toni abstained. **Approved.** Tom raised concerns the Day Center would attract more unsheltered individuals.

**b. 2021/2022 Assessment Increase (Exec recommended no increase)**

Emil announced the BID board needs to decide whether or not to increase assessments for the 2021/2022 tax year, and reviewed Executive Committee’s recommendation to not increase assessments, due to the challenging times property and business owners are facing; Toni and Pat agreed. Emil motioned to not increase property taxes for the 2021/2022 tax year. Adriana seconded. **Approved unanimously.**

**c. Print new X-Telegraph Banner (Promo)**

Shifra presented designs for a new pedestrian banner recommended by Promotions Committee. Lynn expressed opposition to the use of “Welcome Back.” Pat opined the repave/redesign may not be viewed as “New and Improved.” Allison agreed and suggested the banner say “Welcome to Temescal” instead. Allison said she liked the yellow background, but not the icons; Toni and Adriana agreed. Lynn proposed the new banner have photos. **Action:** Shifra will present new designs to Promo Committee next month.

**d. Picnic on Telegraph (Promo) – Proposal Attached**

Shifra reviewed Promo Committee’s recommendation to have a one-time full closure of Telegraph Ave from 39<sup>th</sup>-55<sup>th</sup> St to allow for extended outdoor seating and retail. Shifra received an estimate of \$1,200 for the equipment needed to close the street. Lynn asked if there was a date set. Shifra said the earliest would be late September or early October. Allison opined the closure would only help food businesses and would cut access to retail/service businesses. Shifra noted in the BID’s Outdoor Seating Survey some retail businesses indicated interest in a one-time full closure. Allison suggested the closure be held on a Saturday; Tom agreed. Toni suggested it be held on Sunday. Toni motioned for the BID to spend \$1,200 to host a one-time full closure of Telegraph Ave from 39<sup>th</sup>-55<sup>th</sup>. Lynn seconded. Pat abstained. **Approved.**

**e. Cancel Taste of Temescal (Promo)**

Shifra reviewed Promotion Committee’s recommendation to cancel this year’s Taste of Temescal and to refund ticket sales. Tom suggested holding ticket sales revenue until next year, to which Allison expressed objections. Shifra opined retaining ticket revenue may give the BID a bad reputation, and proposed giving the option to receive a full refund or donate the ticket revenue to the originally designated school/nonprofits; Allison and Pat agreed. Pat motioned to cancel Taste of Temescal for 2020 and to give ticket holders the option to receive a full refund or to donate the proceeds to the school/nonprofits. Tom seconded. **Approved unanimously.**

**6. INFO/DISCUSSION ITEMS**

**a. 2nd Quarter 2020 financials – Attachments**

Emil reported the BID was under budget for 2020, since the BID has saved money by not hosting some of its events. Additionally, the \$20,000 PPP loan is likely to be forgiven. Cynthia proposed distributing the surplus to local businesses. Allison disagreed, and suggesting it would be unfair to choose some businesses over others to receive financial support. Shifra suggested discussing façade improvements and other direct merchant support funding ideas at the next DE/ED

Committee meeting. Lynn expressed support for using any extra money to install pedestrian lights. **Action:** Shifra will add item to DE/ED Committee agenda once PPP loan is forgiven.

### **b. Planter Update**

Shifra reported the BID has given away 20 planters and noted DE/ED recommended to keep the remaining 81 with a newly formed volunteer group donating labor and materials to refresh the planters that the BID could not afford to do. Allison asked recommended the volunteer group use new plants similar to what the BID already has been using. Toni asked if the planters would be moved or painted. Shifra clarified DE/ED Committee didn't recommend allocating money to move the planters, and so the volunteer group would only install new dirt and plants.

### **c. Board Director participation on Committees**

Allison reported on the lack of engagement and participation in recent committee and board meetings. Allison recognized the difficult nature of the pandemic and online meetings, but asked attendees to be present, to turn on their video, and participate fully. Allison announced the BID is working to recruit new board members but noted the difficulty of that endeavor.

### **d. Executive Director's Report – Attached**

#### **Organization**

##### Outreach to Stakeholders

Shifra attended the Beat 8x Neighborhood meeting on zoom, to increase outreach and visibility to the Mosswood neighborhood, and listened to feedback on the KONO bikelanes. Shifra then met with Shari Godinez, Executive Director of the KONO BID to learn about KONO's negative experience with DOT and their street design, and discuss the Temescal BID's past success in convincing the City to repave Telegraph and increase community input on those improvements. She also attended a community meeting with Councilmember Kalb and City staff, focused on the encampment on Manila St from 40<sup>th</sup> to 38<sup>th</sup> St, to learn about the City's outreach efforts and regular trash pickup planned for that block. Shifra and Gabby met with Visit Oakland staff to amplify the BID's promotion and marketing of Virtual Experiences, individual businesses, and future events. Shifra attended the July BID Alliance meeting and learned about the details of the new business tax changes proposed by Councilmembers Bas, Kalb and Thao, and meet Daryel Dunston, the new City of Oakland Homeless Administrator. Shifra attended the quarterly meeting with Area 2 Commander, Captain Bolton, and learned about a new pilot program in Alameda County that dispatches a Community Assessment and Transport Team (CATT) of a licensed behavioral health clinician and an EMT to mental health-related 911 calls, available 7am-11pm. Gabby and Shifra met with Oakland Pride about Temescal businesses participating in the 2020 Virtual Pride celebration.

Shifra met with Temescal merchants:

- Den, Manager of Northlight regarding outdoor seating, in July and again in August
- Yuki, owner of Marufuku regarding outdoor seating
- Sharon, owner of Mixed Pickles Antiques regarding applying PPP and other city resources
- Dannielle and Ocean, co-owners of Marquee Salon, regarding the effects of County regulations on their business, and who to contact at the City and County about their concerns.

- Katie, owner of I Scream Donut regarding outdoor seating permitting
- Patti, owner of Mariposa Baking Co. regarding outdoor seating and new BID services and programs
- Sue, co-owner of East Bay Community Space regarding their new programs, and new BID services
- Whitney at Keller Plaza regarding BID program and services and the whether residents would benefit from an expanded Flex Streets on Telegraph between 52<sup>nd</sup> and 55<sup>th</sup>
- Ally Hack, new Library Director for the Temescal Branch library to introduce her to BID services

## **Cleaning and Hospitality**

In June and July, the Ambassador team removed 21 and 19 instances of broken glass in the District, representing a steady decrease each month, since the spike in 99 incidents of glass in March. The car break-in prevention stickers were installed by the ambassador team on parking meters in the District in the beginning of June. The last of the Hygiene Kits donated by Simply the Basics were distributed in March, after which they communicated that no additional free kits were available for the BID, due to a low number of donation drives in Oakland. Due to service changes during Shelter in Place, the information on the BID's resource cards became inaccurate, and so remaining cards were not distributed. The resource card is being updated for renewed distribution, and work is underway to find a new source for hygiene kits.

## Community Engagement

Shifra and Joey attended the first Steering Committee meeting for the nascent Business Coalition on Homelessness on July 2<sup>nd</sup> and helped identify gaps in knowledge of county and city resources for housing, mental health and outreach services. Committee members were assigned areas of investigation, to be documented and reported back to the Steering Committee at the August meeting. At the August meeting, the City's Encampment Management Policy discussions were identified as an opportunity where the Business Coalition could provide valuable perspective. Research to create a complete description and organizational map of county and city resources for housing, mental health and outreach services is ongoing. Downtown Streets Team communicated that City staff determined a contract in Temescal was not needed in comparison to higher needs in other areas. Funding from the Temescal BID was deemed to not be a deciding factor in securing a program, since the Temescal BID could not afford to completely fund a DST contract (~\$100,000). Joey led a quarterly De-escalation Training for Temescal Stakeholders on August 19<sup>th</sup> via zoom, which was attended by 18 attendees.

## **Design**

### Expanded Outdoor Seating

On July 29<sup>th</sup>, after six weeks of no communication, the Oakland Department of Transportation communicated that the Temescal BID's proposal to use the parking lanes, plus either the bike lanes (38<sup>th</sup> to 51<sup>st</sup>) or the adjacent travel lanes (51<sup>st</sup> to 55<sup>th</sup>) for outdoor seating in front of restaurants with perpendicular parking interspersed on Telegraph Ave between 38<sup>th</sup> St and 55<sup>th</sup> St, was feasible, if the BID fulfilled OakDOT's requirements. To implement the expanded Flex Streets proposal, the BID would need to submit a description of the programmatic use for the street, a site specific protection plan for the entire area, a Traffic Control Plan, and description of the implementation of the traffic control plan. To create a detailed plan for the street, Shifra

conducted outreach to every restaurant along Telegraph Ave from 38<sup>th</sup> to 55<sup>th</sup> St to confirm interest in the expanded seating program, determine their space needs, and ability to implement their site specific protection plan for their outdoor area. Out of the 45 potential participating restaurants, 12 restaurants confirmed interested in outdoor seating in the parking lane as well as the pedestrian refuge area. Only one restaurant requested use of the bike lane, and so use of the bike lane isn't necessary for the BID's Flex Street Plan, so submitting an application for 51<sup>st</sup> to 55<sup>th</sup> is not necessary to implement the requested outdoor seating. Rather, Shifra is working with individual restaurants to help them complete and submit their applications, and create site plans for blocks where individual restaurant needs are greater than the capacity for outdoor seating. For Telegraph Ave, 51<sup>st</sup> to 55<sup>th</sup>, Shifra is still confirming with businesses on the West side of Telegraph to determine if use of the southbound travel lane would be beneficial for them, or if restaurant needs for expanded outdoor seating could be accommodated within the parking lane.

### Repave & Redesign of Telegraph Ave.

The permanent striping and K-71 bollards have been installed on Telegraph from 37th to 51st St. Rubber speed bumps have been installed at corner intersections, and green paint has been applied in conflict zones to delineate the bike lane. The cat tracking on Telegraph from 51st to above 52nd is still being reviewed by the city. Once approved, the permanent striping will extend to just North of the 52nd and Telegraph intersection, to mark how traffic should transition between the two street designs. The components of the street design still to be implemented include: the retiming of signals along Telegraph Ave, cement bus boarding islands at West MacArthur Blvd., 40<sup>th</sup>, 45<sup>th</sup>, and 51<sup>st</sup> Streets, signage and paint demarcating parking types (metered, loading zones, green zones), installation of metered parking on commercial areas of some side streets to replace parking spaces illuminated from Telegraph Ave, and the delineation of the pedestrian plaza area on Shattuck between 45<sup>th</sup> and 46<sup>th</sup> St with striping, bollards, and signage.

### Pedestrian Plaza

Shifra attended a second grant workshop for the National Endowment for the Arts Our Town Grant, which clarified that nonprofits needed to submit their registration to grants.gov in mid-July, to allow processing time, prior to the August 6th application deadline. Significant hours were then dedicated to securing the required nonprofit partner, and revising the project proposal. Shifra met with a couple potential nonprofit partners, and secured Alena Museum, an Oakland 501(c)3 nonprofit with the mission of providing critical safe spaces for the African Diaspora to express and cultivate their cultural identity, with interactive public art experience. Unfortunately, the time needed to find and secure Alena Museum as the nonprofit partner delayed the registration of Alena as the lead organization on the grant, and so the full grant application could not be submitted for this year's NEA Our Town grant cycle. However, Shifra is working with Alena Museum to strengthen the partnership, refine the project proposal and submit more thoughtful and competitive grant application to upcoming grant opportunities.

## **Economic Development**

### Small Business Support

Shifra attended the monthly business leaders meeting with City of Oakland Economic Development staff and requested that businesses not yet permitted to open like salons and fitness businesses be considered in the next round of small business emergency grants. As a result, City staff will be prioritizing business that are not yet permitted to open, when they award \$4 million

in Cares Act funding to Oakland small businesses through \$10,000 emergency grants. Shifra organized and facilitated a zoom meeting with Temescal's salon businesses to offer support and resources, and facilitate business owners sharing industry-specific regulatory challenges, and solutions. Shifra organized and facilitated three zoom meetings with Temescal's food businesses, offering support and resources, and facilitating the sharing of industry-specific regulatory solutions: one focused on outdoor seating permitting, the second on new ABC regulations during COVID-19 in partnership with The ABC License Company, and the third on participating in the BID's expanded Flex Street Plan for Telegraph Ave.

### Business Closings & Openings

In July, Birthland, a midwifery practice, opened in Temescal Alley in the space previously occupied by Homestead Apothecary. Pony Salon signed a lease to open at 5030 Telegraph Ave in the former Harper Paige Salon space. Marigold Indian Eats began build-out at 4868 Telegraph Ave, which has been vacant since 2015. Magpie Restaurant at 375 40<sup>th</sup> St. ceased operations, with plans to reopen when business improves. After 38 years of business, Says Who/Seams to Fit closed its shop at 6527 Telegraph Ave in August. Dandelion Post announced that its shop at 421 40<sup>th</sup> St would close at the end of August, to transition to online sales only. Deluxe Barbershop vacated the space at 4679 Telegraph Ave, and Red Oak Realty closed its new office at 6363 Telegraph Ave. AT&T store cleared out their space at 4750 Telegraph Ave, but has not communicated whether the closure is temporary or permanent.

### **Promotions**

#### HEAD WEST Marketplace

Due to the spike of COVID-19 cases within Oakland in late July, and the delay of the pedestrian plaza installation, the HEAD WEST Marketplace planned for Saturday, August 8<sup>th</sup> in Temescal was cancelled. HEAD WEST still plans to hold its inaugural marketplace in Temescal on Saturday, December 12, 2020.

#### Virtual Experiences

Temescal businesses submitted 15 virtual experiences to be included in the BID's Virtual Experiences promotional campaign. These workshops and classes have been promoted via online event calendars, the BID's eNews, facebook and social media, a specially designed page on the BID's website, and in partnership with Visit Oakland. The campaign is ongoing through September, and Temescal businesses are still being encouraged to participate, and include their virtual experiences in the campaign's last month.

#### Picnic on Telegraph via Flex Streets

The Oakland Department of Transportation communicated the Temescal BID would be able to close Telegraph Ave, from 38<sup>th</sup> to 55th by submitting a free Flex Street permit application, a description of the programmatic use for the street, a site specific protection plan for the entire area, a Traffic Control Plan, and description of the implementation of the traffic control plan. This idea was supported by 35 Telegraph Ave merchants that responded to the BID's outdoor seating survey, and recommended by the Promotions Committee for a one-day implementation in late September or early October. *Chris Harper left.*

**Adjourned 6:09pm**