

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

Wednesday, September 23, 2020 – 6:00 to 8:00pm

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

<https://zoom.us/j/89968416717> Passcode:210644

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. Marisol Vela-Chiu

Board Members Absent:

1. Adriana Valencia

Guests:

1. Chris Harper, *Children's Hospital*
2. Emily Wick, *Resident*

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

3. CONSENT AGENDA

a. Approval of August Minutes – Attached

Lynn motioned to approved the August minutes. Emil seconded. **Approved unanimously.**

4. Operations Report – Attached

Joey reported an increase in illegal dumping, which the team reported to OAK311. Additionally, many filled trash bags are being dumped in the District. Joey noted an unsheltered man has taken residence at the bus shelter at 40th and Telegraph, who permitted the team to power wash the bus stop and dispose of his old tent and other garbage. The team is still determining how to work around the bollards and parklets to water the planters. They are currently watering early in the morning, completing the watering over two days. Lynn thanked Joey and the team for their work.

5. ACTION/DISCUSSION ITEMS

a. Print new X-Telegraph Banner (Promo) – Attachments

Shifra presented new drafts of the cross-Telegraph banner recommended by Promo Committee. Allison said she preferred the cream background; Lynn and Emil agreed. Marisol suggested the BID's website URL be added to the banner; Tom, Lynn, and Toni agreed. Lynn motioned to approve the Telegraph banner with the cream background with the addition of the BID's website in black and bold at the bottom. Tom proposed adding the BID's logo. Emil noted Promo Committee felt photos and less text worked best. Toni seconded. Cynthia abstained. **Approved.**

b. Picnic on Telegraph – additional funding needed for safety measures – Budget Attached

Shifra spoke to Jimmy Brower, founder of HEAD WEST Marketplace, to discuss safety protocols for Picnic on Telegraph including signage, masks, and sanitation stations. Shifra requested an additional \$800 in BID funding to purchase sanitation equipment for Picnic on Telegraph that can be reused for future events. The BID acquired multiple sponsors for the event but would still need additional funding to ensure public safety. Allison asked what the sanitation stations would be comprised of. Shifra said she is planning to purchase sanitizer dispenser

bottles, large signs, and orange stands. Allison opined that \$1,000 was too expensive for sanitizers and stands. Marisol suggested taping the sanitizer bottles and signage onto the BID's existing A-frames instead. Shifra confirmed that could be done and would save the BID \$200. **General agreement** to use A-frames for sanitation stations. Cynthia motioned to approve an additional \$600 for signage, sanitizers, and any other additional safety measures for Picnic on Telegraph. Don seconded. Tom asked if there was a way to raise money. Shifra noted the BID already raised \$1500 in sponsorships from local merchants and developers. **Approved unanimously.**

c. Socially distanced Temescal Trick or Treat (Promo)

Shifra said she spoke with many merchants between 40th and 51st, 20 of whom indicated interest in distributing candy on Halloween. Shifra reviewed Promo Committee's recommendation for the BID to produce a safe Temescal Trick or Treat event for adults and kids, and potentially closing the street to allow for social distancing. Allison asked how BID would ensure that kids don't gather together. Shifra said some merchants suggested creating marks on the sidewalks to ensure social distancing. Marisol opined kids reaching into a bowl for candy would be unsanitary and suggested merchants create a tube mechanism to slide candy into baskets. Shifra proposed scheduling the ambassadors to be present at the event to ensure safety protocols are followed. Cynthia noted that county guidance on Halloween would be released soon. Allison opined it would be too challenging for her store to participate, and recommended waiting to see what other neighborhoods are doing. Toni agreed and opined that even if the BID closed the street, it still may be too difficult to manage. Cynthia proposed waiting to decide after Picnic on Telegraph. Shifra clarified that a decision was needed at the September board meeting, to give staff sufficient time to plan. Pat suggested not closing the street might minimize the crowd. Lynn motioned to produce socially distanced a Temescal Trick or Treat event for kids and adults with no street closure, pending city/state/local guidelines, information on the decisions from other neighborhood groups, and based on the outcome of Picnic of Telegraph. Tom seconded. Toni abstained. **Approved.**

6. INFO ITEMS

a. Volunteer Planter Program

Shifra announced DE/ED Committee members Jordie and Audrey have started a volunteer program to improve the BID's planters at no additional cost to the BID.

b. Executive Director's Report – Attached

Organization

Outreach to Stakeholders

Shifra attended the September BID Alliance meeting and learned about implementation of Flex Streets in other BIDs, and how they achieved compliance with ABC, City and Alameda County health regulations and policies. Shifra met with Alexa Jeffress and Micah Hinkle, the Director and Deputy Director respectively for City of Oakland Economic & Workforce Development Department, to discuss how to effectively escalate and find solutions to Temescal business challenges with other City departments, and strengthening the partnership with the Temescal BID. Shifra met with Oakland Art Murrmur to discuss initiating a new and free Street Art Initiative for vacant ground floor spaces in Temescal.

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

- Keri Sotak, owner of Athletic Training Room, recently co-located inside of Game Changer Fitness at 5427 Telegraph Ave.
- Ryan Schmeer, new Property Manager for 4700 Telegraph Ave residential development
- Toni Sholes, owner of Universal Beauty Supply & Salon, regarding online listings and social media
- Gerry Blake, owner of Bierhaus regarding outdoor seating
- Oumi Bagaga, owner of Djama Hair Braiding
- Lisa Eve, owner of The Reflection Studio
- Ellen Kim, one of the owners of Temescal Works
- Edie, co-owner of Lucky Florist regarding social media and applying for grants
- Jerri Forriest and Joey Harrison, management team for Village of Love's Temescal Day Center

Cleaning and Hospitality

The instances of broken glass and removal of graffiti and stickers/posters remained steady from July to August, while trash increase. Simply the Basics donated more Hygiene Kits, and so the team began distributing them again in August. The resource card information was updated and reprinted in September, and the Ambassadors renewed distribution to the unsheltered community members in the District.

Community Engagement

The Steering Committee for the Coalition of Oakland Businesses for Homelessness Solutions reviewed the City's draft Encampment Management Policy and synthesized feedback and suggestions into a letter. The letter was sent to City Council members to be considered in the discussion of the policy at the September 21st Life Enrichment Committee. Shifra spoke at the Committee meeting explaining the Temescal BID's Community Engagement Program, and urging increased focus on compassionate and effective maintenance standards at all the City's encampments. The City's draft Encampment Management Policy was forwarded for approval onto full City Council meeting on October 20th, with requests for additional information.

Design

Expanded Outdoor Seating

Shifra helped restaurants complete and submit their individual Flex Street applications, and created site plans for blocks as needed. As a result, Azit, Roses' Taproom, Northlight Bar, and Aunt Mary's have implemented their outdoor seating, and six additional applications are in process.

Pedestrian Light Installation, East side of Telegraph Ave, 51st to Aileen

The BID's permit application for the installation of ten pedestrian lights on the East side of Telegraph Ave from 51st to Aileen Street is being reviewed by the City of Oakland Department of Transportation. City of Oakland Electrical Services have communicated concerns regards compliance with the City's new design criteria of installing lights farther than 20 feet from street trees. Shifra is working with Wlad Wlassowsky to request and exception to the rule for four of the proposed pedestrian lights.

Repave & Redesign of Telegraph Ave.

The striping on Telegraph from 51st to above 52nd has been approved and combined into one “package” along with the delineation of the pedestrian plaza on Shattuck between 45th and 46th St, and the installation of paint to mark different kinds of parking spaces along Telegraph and the adjacent streets. The contractor will begin work to implement this “package” in two to three weeks. The meters along Telegraph are being moved to align with the locations of the new parking spaces. The installation of additional meters around the corners (in front of commercial areas only) to replace lost parking will start, after work on the Telegraph Ave meters has been completed, in three to five weeks. The plans for the seven bus boarding islands are being finalized, and construction to install seven concrete bus boarding islands along Telegraph at West MacArthur, 40th, 45th, and one at 51st will begin in two to three weeks. The contract is being finalized to retime the signals all along Telegraph Ave, the length of the project (37th to 52nd St.), and will occur in 4 to six weeks.

Economic Development

Small Business Support

Shifra attended the monthly business leaders meeting with City of Oakland Economic Development staff where City staff reported that the applications for the \$10,000 small business grants would open in mid-September. Shifra completed outreach to the 60 at-risk businesses identified by BID staff, and had one-on-one phone calls and zoom meetings, as well as industry-specific zoom meetings with 35 of them, and with the 20 additional businesses who requested follow up via the BID’s online survey. Outreach is ongoing with the focus pivoting to facilitating business participation in the BID’s Picnic on Telegraph, and will widen to all eligible Temescal businesses to when applications open for the City’s emergency small business grants.

Promotions

Virtual Experiences

Temescal businesses submitted over 30 virtual experiences in the BID’s promotional campaign which will run until the end of September. Staff will report detailed analytics about attendance, business feedback, and online reach via social media, enews, and the website in October.

Picnic on Telegraph via Flex Streets

The Flex Streets Traffic Control and Implementation Plans have been submitted to the Oakland Department of Transportation for Picnic on Telegraph on Sunday, October 4th 11am-8pm on Telegraph Ave, 39th St to 55th St. The required Detailed Site Plan of activities will be submitted, once BID staff confirmed with all businesses along the route whether and how they plan to participate. No outside vendors will be permitted, but Temescal business outside the footprint will be permitted to relocate within the event. Additional safety measures have been advised including printed signage, sanitation stations, mask distribution, necessitating additional funding.

7. OTHER

Emily reported that Jay from Maya Motel expressed concerns about their driveway constantly being blocked. **Action:** Shifra will talk with Jay and work to resolve the issue.

Meeting adjourned at 7:12pm