

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

October 28th, 2020 – 6:00 to 8:00pm

Via Phone: 1-669-900-6833; 89968416717# & video: <https://zoom.us/j/89968416717> Passcode: 210644

Board Members Attending:

1. Allison Futeral – President
2. Pat Smith – Vice President
3. Emil Peinert – Treasurer
4. Don Macleay
5. Toni Sholes
6. Lynne Howe
7. Marisol Vela-Chiu
8. Adriana Valencia

Board Members Absent:

1. Tom Murphy – Secretary
2. Cynthia Armour

Guests:

1. Chris Harper, *Children's Hospital*
2. David Long, *Resident*
3. Anthony Guy Byrne, *Temescal Plaza*
4. Daniel Chung, *Root'd*
5. Ismael Ahmed, *Temescal Produce*
6. Jenni Nguyen, *Saucy Oakland*

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

David reported he really enjoyed Picnic on Telegraph, and encouraged the BID to host another similar event.

3. CONSENT AGENDA

a. Approval of September Minutes – Attached

Lynn motioned to approve the September minutes. Adriana seconded. **Approved unanimously.**

4. Operations Report

Jenny and Pat arrived. Joey reported trash bags have dumped throughout the District, some of which have been torn open with trash spilling. The team has been picking them up and putting them in the dumpster. The ambassadors have been repainting the tops of the trash receptacles, and pressure washing the bus shelters and other hot spots. Don asked why the number of resource referrals have increased. Shifra explained that the resources cards were recently updated and the ambassadors began to distribute them again last month. Additionally, the team has seen more new unsheltered individuals in the District. Don asked if they arrived when the Harrison encampment was cleared; Shifra said she will ask Joey.

5. ACTION/DISCUSSION ITEMS

a. Create new BID Merchant Support/Outreach Committee – Revise Bylaws (DE/ED)

Don reviewed DE/ED Committee's discussion and recommendation to create a new BID Merchant Support Committee. Don noted the Temescal Merchants Association has been inactive and businesses need a forum to discuss issues. He opined on the need for a group focused only on businesses, since the BID also represents landlords and residents. Shifra noted she received feedback that merchants want the BID to be more reflective of them, and they want to be more involved in the BID's decision-making processes. Allison expressed support for anything that builds the merchant community, but expressed confusion as to why the TMA was ever separate from the BID. Additionally, Allison expressed concerns about forming a new committee, with the BID's current difficulties in achieving quorum at committee meetings, and securing board member attendance at committee meetings. Guy expressed support for a new BID merchant committee, but noted regular attendance by merchants could be difficult. Lynn asked Don what he envisioned for the new

committee. Don suggested that a new committee could discuss merchant concerns including homelessness, and grant and loan applications. Shifra noted that while TMA leadership was unable to attend prior meetings on this topic, Carlo had communicated via email that he doesn't have the energy to do outreach. Allison expressed support for the idea of a new committee, but raised concerns over a BID committee with the majority of members not being on the board could cause a disconnect between it and the BID's mission and budgetary constraints. Emil recommended at least one board member participate in the new committee, but also raised concerns over a board member leaving a committee they're currently on. Don and Toni volunteered to attend the new committee and remain on their current Committees. Marisol motioned to revise the BID bylaws to create a new Merchant Outreach and Support Committee, to meet monthly and be led by Don and Toni. Toni seconded. Ismael volunteered to help with the committee. **Approved unanimously.** Shifra asked merchants to contact her if they have ideas on days/times to meet. Don noted November and December is not a good time to organize as merchants are busy, but will help get things set up to hopefully begin meeting regularly in January.

b. Rescheduling November and December Committee and Board meetings

Shifra noted due to the holidays, some committee meetings would need to be rescheduled. Allison suggested moving the board meeting to November 18th. Lynn asked if a December board meeting was necessary. Lynn motioned to hold the November DE/ED meeting on November 12th, the board meeting on November 18th, and to cancel the December board meeting. Adriana seconded. **Approved unanimously.**

6. INFO ITEMS

a. Picnic on Telegraph Recap

Shifra reported Picnic on Telegraph was held on Sunday, October 25th on Telegraph Ave from 39th-51st St with over 50 participating businesses. The BID had an information booth hosted by Studio One Art Center to distribute t-shirts to Taste of Temescal ticket holders; the remaining \$8,000 in ticket sales will be distributed to non-profits. Shifra estimated that 3,000-5,000 people attended throughout the day. Picnic on Telegraph was featured in an Oaklandside article and was mentioned in 7x7, Diablo Magazine, and Streetsblog. Additionally, the BID coordinated advertising on Oaklandside, a media partnership with Yelp East Bay, and sponsorships from Skylyne and Square One Yoga for a total of \$3,500 raised in non-BID funding. Shifra reported the BID spent \$2,000 on the event. Lynn said it felt like a nice neighborhood event, and noted it wasn't super crowded, and people were wearing masks; Overall it was exactly what she envisioned. Shifra said the BID distributed a merchant survey, and the 14 responses so far, showed that merchants liked the event, felt it increased their visibility, and the majority wanted the BID to hold another similar event. Allison said the event significantly decreased her revenue that day. Lynn said cross traffic at 45th St and the McDonald's entrance was confusing, and suggested altering them next time.

b. Temescal Trick or Treat Cancellation per Alameda County Guidelines (Promo)

Shifra announced Temescal Trick or Treat was cancelled by the Promotions Committee, after considering Alameda County's guidelines. Shifra noted Temescal Brewing was hosting an online Spooky Puppy Contest, and The Avenue would show movies outdoors. Additionally, a costume contest was held at It's Your Move Games on Picnic on Telegraph, but didn't have a lot of participants as the contest may have gotten lost in the mix of all the Picnic promotion.

c. BID Strategic Plan Update

Shifra reported that Executive Committee was starting to update the BID's Strategic Plan, as the current one is dated 2015-2020. Shifra said the plan will discuss what the BID wants to accomplish in the next five year, and invited any interested parties to attend the Executive Committee meeting.

d. Executive Director Report

Organization

Professional Development

Shifra attended the Virtual International Downtown Association Conference, and learned about best practices and case studies in place-keeping, equitable economic development, and supporting retail during the pandemic from Business Improvement Districts across the country. Shifra and Gabby will attend, and report back on the remaining pertinent webinars in the coming month. Shifra also attended two free sessions at SPUR's Virtual Annual Conference to learn about inclusive public outreach techniques and processes from equity-focused non-profits and government agencies.

Outreach to Stakeholders

BID staff conducted in-person visits, to distributing paper flyers to businesses on Telegraph from 39th to 51st, and on Upper Telegraph, in addition to social media and email campaigns to increase applications for the City's \$10,000 small business grants. Temescal BID Welcome booklets, Dining and Shopping Guides, and Art Maps have been delivered to new residents at 4700 Telegraph and Idora Apartments. Shifra introduced Temescal property owners with vacant ground floor spaces to Oakland Art Murmur leadership to consider installation of temporary exhibits by professional local artists via the new and free Street Art Initiative.

Shifra met with Temescal merchants and stakeholders to brief them on BID services and events, offer technical assistance and business support, and invite them to increase their involvement with the BID:

- Janina Roberts, owner of J Posh Designs, at 3824 Telegraph Ave.
- Richard Kha, owner Pho Sho Dough, a new business that opened in March at 6601 Telegraph Ave.
- Ismael Ahmed, son of the owner of Temescal Produce
- Estella Mack, a stylist and representative from Vanity Lounge at 6536 Telegraph Ave.

Community Engagement

Shifra and Joey had meetings with the Lakeshore BID and Councilmember Fortunato-Bas, and with members of [The Community Policing Advisory Board](#) to talk about the Temescal BID's Community Engagement Program and The Village of Love. Joey was a featured speaker at the Mayor's Townhall on October 1st and talked about the Temescal BID's Community Engagement Program, and the Village of Love, and the planned Temescal Day Center. The Mayor and the community provided positive feedback on the Temescal BID and Village of Love.

The Oakland Cross-Sector Coalition on Homelessness hosted a virtual Townhall, with 38 Oakland businesses attending, about the City's draft Encampment Management Policy. In response to the Coalition's previous request for compassionate implementation of the policy, Daryel Dunston explained that the City would add a social service outreach team, and another Public Works team to serve encampments, and allocate \$600,000 to fund the co-governing of encampments. The draft policy was discussed at City Council on October 20th where Shifra spoke about the Temescal BID's Community Engagement Program, and requested a policy be adopted with increased services for every encampment. The Policy was unanimously approved by City Council.

Design

Expanded Outdoor Seating

Shifra supported Temescal restaurants in submitting complete and compliant applications for individual Flex Street permits. Burma Superstar's application was approved, and after negative feedback from neighboring

businesses, the City mandated major revisions. Shifra has requested clarification on Flex Streets guidelines from OakDOT, to help Burma Superstar bring their outdoor seating into compliance, and to provide improved guidance to Temescal restaurants on future Flex Street applications. Thirteen Temescal businesses have implemented outdoor dining via Flex Streets, and applications from three additional businesses are in process.

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

City of Oakland Electrical Services has issued an approval of the locations of the BID's proposed pedestrian lights, including four exceptions to the City's design criteria. The BID's permit application for the installation of ten pedestrian lights on Telegraph can now continue in the approval process.

Repave & Redesign of Telegraph Ave.

Installation of the striping on Telegraph from 51st to above 52nd has begun. The contract is signed and consultants have begun work to retime all signals on Telegraph from West MacArthur Blvd to 52nd St. Work hasn't started to delineate the pedestrian plaza on Shattuck between 45th and 46th St, construct bus boarding islands, mark yellow/green/blue parking spaces on Telegraph, and install additional metered spaces on adjacent streets. The previously estimated start dates of those project components have already passed by.

40th Street Safety Issues

Shifra was subpoenaed to appear at a deposition via zoom in regards to two lawsuits brought against the City from the collision at Manila and 40th Street. At the deposition, Shifra answered questions regarding the BID's past work to urge the City to fix the safety issues on 40th Street.

Economic Development

Small Business Support Group

All Temescal businesses, and Temescal Merchant Association (TMA) leadership were invited to attend the October DE/ED Committee meeting discuss creating a Temescal Merchant Support group. Eight merchants participated in the discussion, and several more who couldn't attend requested a Merchant Support Group be created. Carlo, TMA President, communicated via email that because the TMA was volunteer-run, it was challenging to meet regularly, and conduct outreach to expand the membership. He noted that the TMA formed the BID precisely to address this need for reliable staffing and organization, but views the Temescal BID's property-based funding structure as an obstacle to that goal. The DE/ED Committee considered both an ad-hoc BID merchant working group and a formal BID committee, and ultimately recommended the latter.

Promotions

Picnic on Telegraph via Flex Streets

Picnic on Telegraph was postponed due to poor air quality from Sunday, October 4th to Sunday, October 26th. The street closure was shortened to 39 to 51st, due to decreased interest from businesses 51st St-55th St. Over fifty Temescal businesses, developments, and non-profits participated with free outdoor fitness classes, sidewalk sales, outdoor seating, and informational booths. The Temescal BID had an information booth and distributed t-shirts to Taste of Temescal ticket holders who donated their ticket purchase to the local schools and non-profits. Attendance is estimated at 5,000 people, 11am-8pm. The Oaklandside wrote a feature article about Picnic on Telegraph, and 7x7, Diablo Magazine, and StreetsBlog SF also recommended the event. Shifra secured marketing partnerships with Yelp East Bay and The Oaklandside, and sponsorship from Skylyne at Temescal and Square One Yoga, which raised \$1,500 in additional funding for Picnic on Telegraph.

Meeting adjourned at 7:32pm.