

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES
January 27, 2021 – 6:00 to 8:00pm

Board Members Attending:

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

Board Members Absent:

1. Marisol Vela-Chiu
2. Adriana Valencia

Guests:

1. Daniel Chung, *Root'd*
2. Abby Ellis, *Children's Hospital*
3. Elizabeth Epstein, *Children's Hospital*
4. Julia Lang, *Downtown Streets Team*
5. Gregory Nottage, *Downtown Streets Team*

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

2. CONSENT AGENDA

a. Approval of November Minutes

Cynthia motioned to approve the November minutes. Lynn seconded. **Approved unanimously.**

3. OPERATIONS REPORT

Joey reported the team has been sanitizing frequently touched surfaces in the District and has been removing graffiti. Additionally, Joey was able to provide James a motel room for five days. Allison noted James had been struggling lately and expressed gratitude to Joey for providing him accommodations; Cynthia agreed. Shifra noted Joey has been working on engagement with James for over a year. Cynthia asked if the Ambassadors have been the ones cleaning the fallen branches in the bike lane. Joey said temporarily yes; Shifra noted the City is working on purchasing equipment to sweep the new bike lanes on a weekly basis. *Toni arrived.*

4. ACTION/DISCUSSION ITEMS

a. Elect Daniel Chung to the BID Board of Directors (Nom)

Allison reported the Nominating Committee recommended nominating Daniel to the Board.

Lynn motioned to elect Daniel to the Board. Pat seconded. **Approved unanimously.**

b. 2021 Block by Block Maintenance Contract (Exec)

Shifra reported Executive Committee recommended approval of the 2021 BBB contract, which includes a 3% raise for the Ambassadors and a 5% raise for Joey. The BID will pay for the rest of the new floodlights in 2021, rather than amortizing the cost over three years, to save money for possible additional services in 2022. Emil motioned to approve the Block by Block contract. Pat seconded. **Approved unanimously.**

c. Downtown Streets Team MOU for Fellows Program in Temescal (Exec)

Shifra announced Downtown Street Team (DST), a non-profit organization engaged in providing work experience, case management, and employment coaching to people affected by homelessness, had received City funding to partner with the Temescal BID. Traditionally, DST team members receive non-cash stipends to cover basic needs; however, under this pilot program called Team Work Oakland, DST would pay their fellows a living wage to work 20 hours a

week. Two fellows would work as Ambassadors-in-training in Temescal 16 hours a week, for three months, and then a second cohort of two fellows would replace them. The program would end after six months, and the City would fund the entire program. *Julia Lang* arrived. Allison expressed support for the proposed program. Tom asked what would happen after the funding ended. Julia Lang, from DST, explained that after the pilot was complete, DST hoped to procure more funding. Tom motioned to approve the MOU for DST. Toni seconded. **Approved unanimously.** Jordie asked if the Fellows would be able to do outreach at the encampments at 45th St. Julia explained DST has hired part-time outreach specialists who have graduated from DST and are performing outreach all over Oakland. Although they cannot be in the District regularly, they are willing to trial outreach services in Temescal, while looking for more funding.

5. INFO ITEMS

a. Board & Committee Attendance Report 2020

Allison reported Committee and Board attendance in 2020 was good overall, but that Committees attendance needed to be improved; Shifra agreed. Allison noted if Zoom made it easier for folks to attend, she would like to keep the virtual meeting format.

b. Pedestrian Plaza Update

Shifra reported the City has installed signage and barriers to delineate the plaza. Shifra will bring the pedestrian plaza item to DE/ED Committee to get feedback on next steps, since most grants have been canceled in 2021, due to COVID-19. Additionally, the City has allowed the use of a Flex Street permit to organize programming at the plaza for free. Allison asked that Shifra communicate with the City to better block off the area, as cars have been driving around the barricades; Lynn agreed. Shifra said she has been working with the City to improve the signage.

c. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra met with TaShon Thomas, the new Policy Director for the Chamber of Commerce. Shifra also met with Luigi, the owner of Cro Café, and Joey to discuss resources for mental health crisis response options for ongoing issues in Temescal Alley. Shifra met with Temescal stakeholders to brief them on BID services, offer technical assistance and support, and invite increased involvement with the BID:

- Ona Afae from East Bay Church of Religious Science
- Sarita Waite, BID property owner of 4926-5006 Telegraph Ave and Temescal Alley
- Hassen Mossen, property owner of 4001 Broadway
- Jacob Bino, new owner of Clove & Hoof Restaurant at 4001 Broadway, to explain how to apply for outdoor seating via OakDOT's Flex Streets permit
- Abigail Ellis, Assistant Director of Community Relations, and Elizabeth Epstein, Special Projects Consultant at UCSF Children's Hospital Oakland
- Kiki, one of the co-owners of Birthland at 486 49th St. in Temescal Alley
- Marguerite Bachand and Tomika Perkins, from Operation Dignity, which is operating the new permanent SRO-type housing at Inn at Temescal for homeless Veterans

Cleaning and Maintenance

The ambassador team cleaned the tops and sides of all the trashcan receptacles in the District, and restored the Temescal BID branding and paint on the doors. Seven trash cans were identified as needing a new top, new door, or both. Oakland Public Works reattached three new doors, but couldn't repair the trashcan at 4930 Telegraph Ave. The BID hired a contractor to fix the mosaic trashcan at 4930 Telegraph Ave, who patched the cement, bend the door frame back, and reattached a door and top. A Public Works contractor plans to repair and reattach the remaining trash can tops in February.

Eleven utility boxes were identified as needing art work touch ups, since the cleaning ambassadors have worn through the three coats of clear graffiti protectant by repetitively removing graffiti. Alan Leon was contracted to restore artwork on four columns of the Temescal Flows mural, three murals on the PG&E building, and eleven utility boxes; work is ongoing.

Community Engagement

Shifra attended Councilmember Fortunato-Bas' Townhall on co-governed encampments to learn how and where they could possibly be established in or near Temescal. The Steering Committee for the Oakland Cross-Sector Coalition on Homelessness met to review the research completed in 2020, on the mental health and housing resources in Oakland. The Committee decided to shift focus to identifying the highest needs individuals in each District, and to work together to connect them with permanent housing and health care services. At the second reading of the Encampment Management Policy at City Council in January, Shifra spoke about the Temescal BID's Community Engagement Program, and requested the policy be adopted with the staff-recommended definitely of alternate shelter. The City's Encampment Management Policy was referred back to the Life Enrichment Committee and Homeless Commission for further review. Operations Manager Joey Harrison held a De-escalation Training for Temescal stakeholders on zoom, with 15 attendees, who provided very positive feedback.

Safety

Shifra met with Officer Triana, the new Community Resources Officer (CRO) for the area south of 40th Street in Beat 8x, Sergeant Manguy, who supervises all the CROs, and Angela Moore, the Neighborhood Services Coordinator to discuss crime trends in Temescal. Shifra also met with Captain Bolton, Commander for Area 2, which includes all of Temescal, to discuss OPD staff changes due to the budget deficit. Starting mid-January, all Walking Officer positions were eliminated, although Temescal will retain its CROs. In January, 40 OPD officers were transferred to patrol, so OPD presence will increase in Temescal, although the assigned staff won't be consistent. To maintain some of the Walking Officer services, Captain Bolton has mandated that 30% of CRO shifts will be spent walking their beat.

Design

Expanded Outdoor Seating

After clarifying the current Flex Streets permitting guidelines, Shifra worked with Burma Superstar to revise their parklet to meet safety standards. Shifra helped White Horse Bar and Pyeong Chang Tofu navigate the two month-long permitting process, and receive approvals for their requested outdoor seating. Shifra also worked with CM Kalb's office to clarify with the

City Attorney's Office that a restaurant's outdoor seating could be installed in front of another adjacent business, if permission was granted by the other business.

Planters

The Volunteer Adopt-a-Planter program, led by BID Committee members Audrey and Jordie, has coordinated the adoption of 15 planters by Temescal businesses and residents. A landscaping company was contracted to remove African Irises from seven planters, and refill with cactus dirt, to help prepare the planters to be easily adopted by the volunteers.

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

The Temescal BID's permits to install 10 pedestrian lights on the sidewalks on the East side of Telegraph Ave, between 51st and Aileen Streets were approved by the City of Oakland Department of Transportation in late December. The BID's contractor, Ray's Electric, started construction on Monday, December 28th. The construction was estimated to last one month, but is extended due to COVID, weather, and challenges with drawing power to the lights on the block between 51st and Claremont Ave. During construction, there has been no disruption to vehicle traffic, and disruptions to sidewalk use are minimized. After significant discussions with the City and the developer of 5110 Telegraph Ave to review the history of the lien fund contribution, the developer paid the full \$133,000 of the lien funds designated for this project.

Repave & Redesign of Telegraph Ave.

The pedestrian plaza on Shattuck between 45th and 46th St was delineated with paint, planters and signs was delineated on January 12th. The installation of paint to mark yellow loading, green 12-minute and blue ADA parking spaces along Telegraph has been completed. While the City initially planned to require restaurants to move the parklets to mark the parking types or not install the parking types at all, Shifra worked with City staff to install the parking types without moving the parklets. Neither the temporary markings nor permanent striping has been installed to mark the parking types on the adjacent side streets. Construction of the seven bus boarding islands started the week of January 4th, and is ongoing.

Economic Development

Small Business Support

The new Temescal Merchant Support and Outreach Committee met in November, December and January. At those meetings, staff explained the current BID projects and budget, and listened to feedback on merchant goals for the group and future meetings. As a result, a Temescal Merchant Slack Channel was created to facilitate the BID sharing resources with merchants and encourage communication among merchants. A presentation on 2020 PPP forgiveness & applying for the 2021 PPP at the January meeting, was recorded for sharing on social media and the Slack Channel.

Outside Resources

Shifra met with Renaissance Center to learn about their business bootcamp and other free technical services for businesses. Shifra partnered with volunteer MBA students from UC Berkeley Business School, to research and create a report on for solutions for small businesses to help them survive during the pandemic. The students conducted academic and industry research, and surveyed Temescal businesses, focusing on fitness businesses. They issued a final report,

which was presented to the Temescal BID Merchant Committee, and sent to all the Temescal fitness businesses.

A 2021 Business survey was created to follow up with a Temescal businesses, on the challenges identified, and grant opportunities in the BID's April 2020 survey. Gabby and Shifra have created a revised list of at-risk business for 2021 that are most affected by COVID-19 and currently at-risk of closing, and following up with them to respond to the survey. Shifra is conducting one-on-one meetings with merchants that requested help, and answering questions about apply to the 2021 PPP, especially for those that struggled with applying and receiving loans/grants in 2020.

Promotions

Temescal BID Holiday Promotion with Oakland Indie Alliance

Ten Temescal businesses participated in the Oakland Indie Alliance's 2020 Holiday Gift Baskets for the Temescal neighborhood. Only 15 bags were sold, since Oakland Indie Alliance (OIA) didn't begin promotion until December 9th; the bags are still available to purchase on the OIA website.

Holiday Lights Program

Twenty Temescal merchants participated in the 2020 holiday lights program, a significant decrease from the 45 participating merchants in 2019. This decrease was due to many businesses being short staffed because of the pandemic and were not decorating for the holidays. Additionally, several businesses that participated in 2019 have permanently closed.

Don and Toni Left. Lynn asked how many merchants attend the Merchant Committee. Shifra noted the Committee has had low attendance but is testing different meeting days/times to increase attendance. Abby said Children's Hospital is trying to reengage with the community and asked for suggestions for any neighborhood meetings she should attend.

Meeting adjourned at 7:04pm.