

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES  
November 18th, 2020 – 6:00 to 8:00pm

Board Members Attending:

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

Guests:

1. Chris Harper, *Children's Hospital*
2. Daniel Chung, *Root'd*
3. Jordie Bornstein, *Resident*
4. Audrey Gilles, *Resident*
5. Ismael Ahmed, *Temescal Produce*

**1. INTRODUCTIONS – Call to Order: Allison Futeral, President, 6:03pm**

**2. CONSENT AGENDA**

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

Emil motioned to approved the October minutes. Adriana seconded. **Approved unanimously.**

**3. Operations Report – Attached**

Joey reported the team has been removing trash from piles of fallen leaves, and painting the tops and doors of the trash receptacles. There has also been an increase in unsheltered folks sleeping in the District and leaving nightly trash, which the team cleans up in the mornings. The team has been pressure washing the bus shelters, especially at 40<sup>th</sup> and Telegraph which is often used as a restroom. *Toni arrived.* Allison asked if there has been an increase in car thefts. Joey noted there was an attempted theft of someone's car, while they were in their vehicle at 43<sup>rd</sup> St recently. *Pat arrived.* Lynn said she called 311 to remove a mattress at 48<sup>th</sup> St and asked how long it would take to be removed. Shifra estimated two days but noted it might be longer if the City was busy.

**5. ACTION/DISCUSSION ITEMS**

**a. Nominate/Elect Lynn Howe to Executive Committee as Second Vice President (Exec)**

Allison announced Executive Committee's recommendation to nominate Lynn as Second Vice President. Emil motioned to nominate Lynn to Executive Committee as Second Vice President. Toni Seconded. Lynn abstained. **Approved.** Pat motioned to elect Lynn to Executive Committee as Second Vice President. Toni seconded. Lynn abstained. **Approved.**

**b. Letter of Support for Temescal Produce's ABC license application (DE/ED)**

Ismael announced Temescal Produce has received an ABC license to add alcohol to their store inventory and requested the BID write a letter of support to the City. Shifra reviewed DE/ED Committee recommendation to write a letter of support, mentioning that an ABC license would ensure the viability of the only fresh grocery store in the District. Ismael noted the City was concerned with the proximity of the Kingfish Pub, but explained the license would be different from Kingfish's. Emil offered to write an additional letter of support if needed. Tom motioned for the BID write Temescal Produce a letter for support for their ABC license. Emil seconded. **Approved unanimously.**

**c. New Database system for BID - \$2,000 set up+ \$25 monthly fee (Exec)**

Allison reported that Executive Committee recommended the BID purchase a new database as staff has been struggling to work with the existing outdated Filemaker system. Additionally, Shifra doesn't have access to the current database, since it cannot be shared online. Executive Committee recommended switching to Salesforce, which is accessible for multiple users, online and on the phone. Allison opined that a functional database is especially important during COVID to help the BID stay in contact with businesses. Tom asked if there was money in the budget for a new database. Shifra said the BID would use the money in the Admin category saved from less printing and not purchasing food for board meetings. Lynn motioned for the BID to purchase a new Salesforce database. Tom seconded. Adriana abstained. **Approved.**

**d. New Computer for Exec Director - \$3,000 (Exec)**

Allison reviewed Executive Committee's recommendation to purchase a new computer for Shifra, as hers has run out of memory and space. Marisol motioned to purchase a new computer for the Executive Director. Adriana seconded. **Approved unanimously.**

**6. INFO ITEMS**

**a. Temescal HEAD WEST Holiday Marketplace – Canceled**

Promotions Committee recommended using holiday fair funds to support a HEAD WEST Holiday Marketplace in Temescal. However, the City rejected the street closure permit because HEAD WEST includes non-Oakland artists. Shifra noted the BID doesn't have the funds or staff to independently produce a similar event, and suggested it was probably unadvisable to hold an event in December, due to increasing COVID rates. *Don left.* Cynthia asked if there is an online holiday campaign to encourage folks to support Temescal merchants. Shifra said Visit Oakland and the City of Oakland were promoting a Spend. Stay. Love. campaign, and Oakland Indie Alliance was promoting its Keep it Oakland Campaign. Shifra reported the BID would promote those campaigns and continue the #DiscoverTemescal campaign.

**b. Third Quarter Financials – Attached**

Emil announced that more BID assessments were received than expected, while event income and expenses decreased due to COVID. Overall, he said the BID's financials were better than expected. Shifra noted the pedestrian lights budget had not been spent yet, but the money would be used soon. Emil noted continuing concerns over BID assessments for the next year.

**c. Repave/Redesign Telegraph Construction Update**

Shifra reported Sarah Fine from OakDOT attended DE/ED Committee and provided an update on the repave Telegraph project. Sarah said the yellow loading zones would be painted starting Monday, November 30<sup>th</sup>, after which the City would install new metered parking spaces. Infrastructure work on the signals would begin Monday November 30<sup>th</sup> and take 2-3 weeks to complete. The whole project is estimated to be completed by mid-January. Allison opined that the City doesn't seem to care about the impact the redesign has had on businesses. Shifra asked if anyone noticed components that were left undone, to email her to report it to the City. Toni asked if KONO was still attempting to remove their bike lanes. Shifra said KONO discussed their options with OakDOT, but noted a final decision will not be made until February.

**e. Pedestrian Lights Construction Update.**

Shifra reported the BID is in the final steps of the permit process and has been required to take out a bond. The construction would be completed in 4-6 weeks, weather pending.

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

### **Organization**

#### Professional Development

Gabby attended webinars from the Virtual International Downtown Association Conference, and learned how other BIDs are leveraging user-generated content on social media during the pandemic, in addition to other marketing and promotions ideas.

#### Outreach to Stakeholders

Shifra attended the monthly check-in meeting with Department of Economic Development to learn about new Alameda County Guidelines for Restaurants, as well the City's new free legal consultation appointments for commercial leaseholders. Temescal BID Welcome booklets, Dining and Shopping Guides, and Art Maps have been delivered to new residents at The Logan at 5100 Telegraph. Shifra introduced additional 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:

- Amanda Velez, the new Community Manager for The Logan development at 5100 Telegraph Ave.
- Carrie and Lelia, co-owners of Tha Spot health and wellness pop up at 4727 Telegraph Ave.
- Brett, owner of Pony Salon at 5030 Telegraph Ave.

### **Community Engagement**

The Steering Committee for the Oakland Cross-Sector Coalition on Homelessness met for the fourth time, and identified permanent housing options and County mental health resources as subjects for additional research. The City's Encampment Management Policy was approved, and the City plans to start issuing notices of the new standards to encampments in November, with enforcement to start in January.

### **Design**

#### Expanded Outdoor Seating

Shifra met with the Director of Transportation to clarify Flex Streets permitting guidelines, and the requested revisions to Burma Superstar's parklet. City staff said that Disabled parking spaces could never be used, that the quick start parklet guide communicated the required specifications for all parklets, and that ADA access to raised platform seating could be achieved with a bike lane ramp that included reflective tape. In addition, the City clarified that any Flex Street application approval could be rescinded or revisions requested, based on neighboring business complaints. The city is issuing Flex Street application approvals in 6-8 weeks, due to staffing shortages in October.

#### Pedestrian Light Installation, East side of Telegraph Ave, 51<sup>st</sup> to Aileen

Shifra is coordinating the few remaining steps to secure approval of the permit application for the installation of ten pedestrian lights on Telegraph. The developer has been invoiced for the full \$133,000 of the lien funds designated for this project. The light poles are shipping from Pennsylvania on November 17<sup>th</sup>, and the contractor plans to start work the week of Thanksgiving, (assuming the permit is approved by the City before then). The construction work is estimated to be completed in four weeks.

#### Repave & Redesign of Telegraph Ave.

Installation of the striping and bollards to mark the new street design on Telegraph from 51st to above 52nd is completed. Sarah Fine presented to the DE/ED Committee and reported that the painting of yellow loadings, green and disabled parking spaces on Telegraph Ave. will start Monday, November 30th. When the work to mark the types of parking is completed, the City will then start work to install new metered parking spaces on adjacent commercial streets. Infrastructure work on signals will begin Monday, November 30 and will take 2-3 weeks to complete, after which the signals will be retimed. Construction on the bus boarding islands will begin December 16th and is scheduled to be completed by January 20. The contractor will construct the bus boarding islands at Telegraph and West MacArthur Blvd first, and then work their way northbound on Telegraph to complete a total of seven bus stops. The City has received a quote for the pedestrian plaza on Shattuck Ave and the contractor will commence work after Thanksgiving.

## **Economic Development**

### Small Business Support Group

All Temescal businesses, and Temescal Merchant Association (TMA) leadership were invited to attend the first meeting of the new Temescal Merchant Support and Outreach Committee on Wednesday, November 18<sup>th</sup> at 4pm via zoom. The announcement was sent out via email, and also paper flyers to all ground floor merchants on Telegraph and 40<sup>th</sup> St in Temescal. An agenda was drafted to include: 1. Temescal Holiday promotion with Oakland Indie Alliance (holiday grab bags); 2. Free holiday lights in Temescal business windows program; 3. Keep Oakland Alive, an Oakland-only shopping website & free delivery service to Oaklanders; 4. Flex Street Program – updated regulations. Meeting invitations also encouraged merchants to attend to voice their goals for the group, and ideas for future agenda topics.

## **Promotions**

### Temescal BID Holiday Promotion with Oakland Indie Alliance

Promotions Committee approved partnering with Oakland Indie Alliance on their 2020 Holiday Promotion of Oakland neighborhood-specific small business "surprise gift baskets" of five \$10 gift cards. These packages of five \$10 gift cards, all for businesses in a specific neighborhood, will be marketed and sold to the Oakland community to give as fun Holiday gifts that support independent Oakland businesses. Oakland Indie Alliance will purchase the gift cards from small businesses at value, and all Temescal businesses have been invited to participate in the Temescal "Giftcard Basket." The Promotions Committee allocated the BID's Holiday decorations funding of \$500 to purchase an additional \$10 giftcard for every Temescal gift basket, meaning customers who purchase the Temescal basket will pay \$50, but receive \$60 in gift cards to participating Temescal businesses, and thus incentivize purchases of the Temescal "giftcard basket."

### Holiday Lights Program

With the goal of creating a lively and festive holiday atmosphere and to encourage shoppers to visit Temescal during the Holiday season, the 2020 BID Holiday Lights Program is offering free strands of lights to businesses with the requirement of displaying them in their windows for all of December. In 2019, 45 Temescal businesses participated in the BID's Holiday Lights program. Since the BID had unused lights in 2019, and additional businesses have closed since then, the Promotions Committee approved continuing the Holiday Lights program using existing lights.

## **7. OTHER**

Allison reviewed the December board meeting was cancelled.

**Adjourned 7:07pm**