

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES
April 28, 2021 – 6:00 to 7:00pm

Board Members Attending:

1. Allison Futeral – President
2. Lynn Howe – 2nd Vice President
3. Tom Murphy – Secretary
4. Don Macleay
5. Emil Peinert – Treasurer
6. Daniel Chung
7. Pat Smith – Vice President
8. Marisol Vela-Chiu

Board Members Absent:

1. Cynthia Armour
2. Toni Sholes
3. Adriana Valencia

Guests:

1. Jordie Bornstein, resident
2. Audrey Gilles, resident
3. Abby Ellis, UCSF Benioff Children’s Hospital

1. INTRODUCTIONS – Call to Order: Allison Futeral, President 6:02pm

2. CONSENT AGENDA:

Approval of March Minutes – Attached

Lynn motioned to approve the March minutes. Don seconded. **Minutes approved unanimously.**

3. Operations Report – Attached

Joey reported that the Ambassadors completed weeding on Telegraph from 40th to 51st St and would start work weeding on Upper Telegraph soon. The team significantly increased pressure washing of the parklet behind the Post Office and was also focusing on graffiti abatement. Joey reviewed the persistent trash issues with the area under Highway 24 on 52nd Street and shared that the Ambassadors partnered with Vincent at Urban Park Cleanup, to remove the trash and pressure wash the area. Abby said that the Children’s Hospital leadership was overjoyed with their work. Shifra noted the magnitude of Joey and Vincent’s work, since the 52nd St area had been an ongoing problem for more than five years. Allison thanked Joey for his work.

4. ACTION ITEMS:

Permanent Flex Streets Program (DE/ED)

Shifra explained that the Flex Streets program was established under an emergency order and would expire one month after the emergency ended. The DE/ED Committee recommended the extension of the program through June 2022, as well as the development of a permanent plan in the meantime. Lynn motioned to recommend supporting extension of the temporary program. Shifra noted that the Flex Streets program had allowed the BID to apply for free permits to close the street for special events. Don opined that the District’s recommendation for the future of the Flex Street program could change dramatically during the upcoming year. Allison agreed and cited a need to support all businesses, including non-restaurants who may be negatively affected by the extension of the program. Allison suggested that the demand for outdoor dining could dwindle or cease during fire season. Emil proposed a friendly amendment to Lynn’s motion – to extend the temporary program for six months beyond the end of the emergency, to evaluate the program’s impact, and decide if it should become a permanent program and if so, in what form. Marisol seconded the amended motion. **Approved Unanimously.**

INFO/DISCUSSION ITEMS:

Taste of Temescal – Tuesday, May 18th

Shifra reported that the event will feature paperless ticketing and 23 participating restaurants. The Flex Streets Permit for the event has been submitted, and the BID has agreed to provide \$350 in food reimbursement costs to

restaurants. Shifra said that two-thirds of the volunteer positions for the event have been filled, and more than 230 tickets have been sold. She also reported that the team is working on promotional videos with Jordan Park, who was recommended by Visit Oakland, and was planning a socially-distanced media tour. Abby asked if there is collateral for the event. **Action:** Shifra will share the event collateral with Abby. Jordie asked what the maximum number of tickets the BID could sell for the event. Shifra responded that sales were capped at 500, and that she would potentially raise the limit, depending on the amount of ticket sales and to accommodate for the 70 tickets given for free to volunteers.

Department of Transportation Parking Policy Update

Shifra reported that 10 Temescal merchants had taken the survey so far, and that the BID would work to increase that number. She also reported that the City planned to present the policy to the Public Works Committee on June 8th, and then to Council thereafter.

Executive Director's Report - Attached

Organization

Outreach to Stakeholders

Shifra met with Joon, the owner of Azit, with translation help from Daniel Chung, to help resolve noise complaint issues from their parklet. Shifra and Joey did a walkthrough of 52nd St under Highway 24 with Vanessa Stacks, CHO's new Vice President of Support and Ancillary Services and Caltrans representatives to discuss the abilities of each entity to address the ongoing trash problems, and next steps to more effectively address those issues. Shifra met with Oakland Economic & Workforce Development Fuse Fellow to discuss Oakland Economic Recovery Plan and attended the Oakland Chamber's 2021 Economic Summit. Shifra met with Temescal stakeholders to brief them on BID services and offer technical assistance:

- Edie Davis, co-owner of Lucky Florist regarding parking
- Amber Parker, Whole Foods' Senior Marketing Specialist for Northern California
- Angela Moore, Temescal's Neighborhood Services Coordinator, City Administrator's Office

Community Engagement

The Village of Love and LavaMaeX, supported by the Temescal BID, started weekly pop-up care villages at Kasper's Plaza in mid-April, providing showers, clothing, and food to Temescal's unsheltered residents. Joey held a tour of the Village of Love Day Center in Alameda for Oakland business leaders. All attendees were very impressed with the Day Center and impromptu testimonials from clients at the Day Center, several of whom had entered transitional housing with Joey's help.

Design

Proposed Revision to Oakland's Parking Policy

In response to the DE/ED Committee concerns and requests for additional information, the Oakland Department of Transportation's Parking Division initiated additional outreach and data collection to inform their proposed Parking Policy Revision. Their parking survey for businesses has now been finalized and emailed out to Temescal businesses. OakDOT's parking division will report on the business survey responses, and the data collected on parking availability in Temescal on the weekends, to the BID in May. The DE/ED Committee and BID Board can then provide feedback on the proposed parking policy, before the policy is brought to City Council for approval in June.

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

Work on nine of the planned ten lights has been completed and the lights are connected to electricity. Work on the tenth light, located on the East side Telegraph between 51st St and Claremont Ave, was started the week of April 19th, and is scheduled to be completed in a couple weeks, since the concrete base requires time to cure.

Repave & Redesign of Telegraph Ave.

The permanent painting of the loading, 12-minute, ADA and metered parking spaces on commercial side streets adjacent to Telegraph was completed. Shifra submitted the finalized plan for metering and requests for adjustments to side street parking, from merchants. The bus stop island at the North East corner of West MacArthur and Telegraph Ave was completed, and all the signals along Telegraph Ave, from 52nd to West MacArthur Blvd have been retimed. The material needed to finish construction of the bus stops is expected to be delivered on Wednesday, April 26th, with bus stop construction restarting the week of May 3rd.

Claremont & Shattuck Ave Ped/Bike Improvement Project

The City of Oakland has started constructing street and sidewalk improvements on Claremont Ave and Shattuck Ave, funded by a federal Highway Safety Improvement Program (HSIP) grant. The City will install traffic signage and striping road diet with buffered bike lanes on Claremont Avenue, and Rectangular Rapid Flashing Beacons (RRFB) on Shattuck Ave at 49th, 51st, 59th and 61st Streets. On both Shattuck and Claremont, the City will install enhanced crosswalks at uncontrolled intersections, raised concrete bulb-outs and median refuges, and ADA curb ramps.

Economic Development

Flex Street Permanent Program

The City of Oakland Flex Streets program is set to expire one month after the State of Emergency ends, and the city is considering extending the temporary program to in order to develop a permanent program. The DE/ED Committee discussed the benefits and challenges of the Flex Street program and recommended the temporary Flex Streets program be continued through June 2022 until staff developed a permanent program.

Business Openings

Kaari Braid Studio has opened at 3810 Telegraph, replacing the Tax Preparation business at that location. Tailor it! by Gabriel Escobar has opened at 4691 Telegraph and is co-located with Fine Leatherworking. The space previously occupied by Deluxe Barbershop has been leased by Bleu Honey Beauty Bar. Jus La Eats has signed a lease for 375 40th St, at Opal St, and La Dolce Vita bakery & Deli at 40th and Telegraph is finishing their buildout to open soon.

Promotions

Taste of Temescal

The socially distanced Taste of Temescal is scheduled for Tuesday, May 18th, 5-9pm with tickets on sale for \$50 each. Twenty-two Temescal restaurants will participate, and be compensated for some of their food costs, in addition to ticket sales raising funds for: Oakland Tech, Emerson Elementary, Claremont Middle School, Sankofa United Elementary, and La Clínica de La Raza. The BID applied for a Flex Street permit to close Telegraph Ave to cars, to allow sufficient social distancing. Strict COVID safety protocols will be enforced, including eating/drinking only in designated areas, timed ticketing, paperless tickets, and mask wearing at all times (except when in designated areas) and sneeze guards at each sample table. Almost 2/3 of the needed 70 volunteers have been recruited to help at the event. The BID has secured a \$2,500 sponsorship from Square, and so far sold over 200 tickets via a new online ticketing website, Ticketspice.com. Media partnerships with Berkeleyside NOSH/Oaklandside, and Yelp Bay Area are confirmed. A local videographer has been hired to create a promotional video. A socially distanced Taste of Temescal media tour is scheduled for Sunday, May 2nd, organized and led by Jena Dominique of Street Salad Postcards. Katie is building an improved event webpage in Eventhub, featuring visuals of Taste of Temescal restaurants and menu items.

Allison adjourned the meeting at 7:09pm.