

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

Wednesday, May 26th, 2021 - 6pm-8pm

Board Members Attending:

1. Cynthia Armour
2. Jordie Bornstein
3. Daniel Chung
4. Allison Futeral - President
5. Lynn Howe – 2nd Vice President
6. Tom Murphy
7. Emil Peinert – Treasurer
8. Pat Smith – Vice President
9. Marisol Vela-Chiu

Board Members Absent:

1. Don Macleay
2. Toni Sholes
3. Adriana Valencia

Guests:

1. Audrey Gilles, DE/ED Committee
2. Kevin Diep, OakDOT
3. Quinn Wallace, OakDOT
4. Jared Spencer, Supervisor Keith Carson's Office

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

Cynthia announced that she is moving and so has submitted her resignation from the board of directors, effective in 60 days.

3. CONSENT AGENDA

a. Approval of April Minutes – Attached

Pat motioned to approve the April minutes. Jordie seconded. **Unanimously approved.**

4. Operations Report

Joey reported that the team has finished weeding all the tree wells in the District and was working to remove trash on the 40th Street medians.

5. PRESENTATION: Department of Transportation Parking Policy – Quinn Wallace & Kevin Diep

Shifra explained that OakDOT first brought the proposals to the DE/ED Committee two months ago and have since conducted a parking study and an ongoing merchant parking survey and presented updated proposals to DE/ED Committee this past month. Quinn detailed OakDOT's recent outreach efforts, including 15 meetings with BIDs and a merchant parking survey. Quinn presented the proposed suite of parking reforms which included on- and off-street parking operation integration, and cashless/pay-by-plate metering. The transition to cashless meters would be phased and the City would continue to maintain some cash meters in areas with high rates of cash payment. Kevin added that the proposed reforms included metering on Sundays and shifting metered hours to 10am-8pm on weekends, to reflect demand. Kevin reported that OakDOT collected Temescal parking occupancy data in April over two weekends, comparing Saturdays and Sundays, and found that overall, parking is 65% occupied on Saturdays and 73% occupied on Sundays. He explained that 34% of Temescal's blocks are too full (over 85% capacity) on Saturdays versus 46% of Temescal's blocks are too full on Sundays. Kevin said OakDOT is considering special programs for houses of worship. Quinn added that the proposals included consolidating all parking operation functions within OakDOT. Parking Benefit Districts were also included, which would allow commercial districts to change parking hours and rates, and then receive 50% of incremental parking revenues to be used for local improvements. Each proposed parking change would be implemented via a phased approach, except for enforcing Sunday meters and shifting weekend meter hours, which would be available via an opt-in approach. Daniel expressed concerns about privacy issues with the proposal to enforce parking with License Plate Readers (LPRs) and asked if police could access that data. Quinn said police can make requests, but have not yet done so. Kevin added that data from LPRs is only retained a certain number of days. Shifra shared that the DE/ED Committee recommended supporting OakDOT's proposals, with the caveat that the proposals should include equitable access to parking for Temescal employees. Shifra asked if the revenue from the Parking Benefit District was legally required to go through Council offices, or if it could go directly to BIDs and organizations. Quinn said there is flexibility.

Cynthia noted that in past instances, it has taken the neighborhood years to access funds coming from a council office. Quinn said she will pass this information to OakDOT.

6. ACTION ITEMS

a. Department of Transportation Parking Policy (DE/ED)

Cynthia motioned to approve the DE/ED Committee's recommendation. Allison voiced her opposition to supporting any of OakDOT's proposals, citing major issues with OakDOT's implementation of the Repave Telegraph project. Cynthia reiterated her support of the proposals, recommending the BID act on historical parking inequities. Jordie seconded Cynthia's motion. Lynn asked if the BID's recommendation was critical. Shifra said that the BID's position on these policies was not necessary but could be influential, and support the BID's work to help merchants in the District. Lynn, Jordie, Marisol, Cynthia, and Daniel voted in favor of the motion. Allison, Emil, and Tom opposed, and Pat abstained. **Motion passed with 5 in favor, 3 opposed, and 1 abstention.** *Quinn and Kevin left the meeting.*

b. Freedom Farmers' Market at Kasper Plaza (DE/ED)

Shifra explained that Freedom Farmers Market was proposing moving their weekly farmers market to the plaza in Temescal. The market asked the BID to sign an MOU and help secure an ADA accessible portable restroom for their entire 5 month season. Shifra reported that the portable toilet would cost \$1800, and that the DE/ED Committee recommended signing the MOU and fully funding the restroom. Allison asked about the construction at the plaza. Shifra said she has been working with the City, to consolidate their footprint from 50% to 30% of the plaza, since they can't remove the construction equipment entirely. Shifra is also working to relocate the bikeshare rack away from the center of the plaza. Emil expressed concern with the BID signing a two-year agreement promising access to the space surrounding Kasper's to the market. Shifra noted that the MOU could be revised to a one-year contract and asked if a new business opening at Kasper's would need the entire sidewalk. Emil answered that the sidewalk was in contract to be sold to a potential new business at that location. Shifra noted that the farmers market is small and does not necessarily need to use the sidewalk at all. Emil advised against any programming that could prevent a potential new business opening. Emil proposed drafting an MOU that can be revoked in the case of a business trying to open inside Kasper's. Audrey asked if a new business and the farmers market could co-exist in the plaza. Daniel opined that the two coexisting would be ideal, but if that were not possible, then a new business at Kasper's should take precedence. Shifra asked Emil what an ideal addendum to the MOU would be. Emil suggested revising the agreement so that it could be revoked with 30 day notice, given the change of ownership of the Kasper's building. Cynthia suggested including language in the MOU about not encroaching on any business's footprint. Allison proposed a one-year MOU that clarifies that the programming will not use any of Kasper's sidewalk. Lynn motioned to approve the one-year, street-only agreement with Freedom Farmers Market, and for the BID to pay for the ADA accessible portable restroom and servicing. Jordie seconded Lynn's motion. Audrey asked for assurance that this agreement will be made in full transparency with the Freedom Farmers Market. Shifra said yes. All but Emil voted in favor of the motion. Emil Abstained. **Motion passed.**

7. INFO/DISCUSSION ITEMS

a. BID Strategic Plan Update (Exec)

Allison instructed the Board to read the draft plan and prepare to discuss it at next month's Board meeting.

b. Taste of Temescal Recap

Shifra reported that Taste of Temescal sold out, the BID recruited the necessary 70 volunteers, and she received good feedback from attendees and participating restaurants, particularly about the street closure. She reported that the event cost about \$20,000 and total revenue was \$35,000. She noted that this year was significantly more costly because of the street closure and the BID reimbursement to participating restaurants. After splitting the net revenue between the five benefiting organizations, each entity will receive about \$2,500 from the fundraiser.

c. Pedestrian Light Project Update

Shifra reported that construction was complete on the new pedestrian lights from 51st to Aileen, on the East

side of Telegraph.

d. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra met with Nick Harvey from East Bay Redwood & Jasmine Fallstich from The Depot regarding their newly-received CalFire Grant to open a furniture store from re-purposed redwood in Temescal. Shifra also briefed her on BID services and offer technical assistance She also met with Farms to Grow, about moving their seasonal farmers' market showcasing Black farmers to Kasper's Plaza. Joey and Shifra met with LavamaeX about The Village of Love applying for a \$25,000 Packard Foundation Grant. Shifra met with Ray's Electric and OakDOT staff to discuss removing their construction equipment storage from the pedestrian plaza to allow for BID programming; they agreed to condense their equipment to use one third of the plaza rather than half.

Cleaning and Maintenance

One of the Downtown Streets Team Fellows quit in late April, while the remaining Fellow has demonstrated workforce readiness, and received a job offer from Block by Block with another BID, starting in June. In addition to the second cohort of two new Fellows starting in June, Downtown Streets Team is providing two more Fellows (for a total of four), to provide maintenance services in Temescal. For detailed cleaning and maintenance statistics, see the Operations Report.

Community Engagement

The Exec Committee directed Shifra to recommend that the City fund weekly cleanup crews, outreach teams, portable toilets & waste bins at all encampments in Oakland in the upcoming two-year budget, rather than only providing services to a limited number. Joey presented on an Oakland Chamber of Commerce's Homelessness panel and talked about his work with the Temescal BID and The Village of Love. Another tour of the Village of Love Day Center in Alameda for Oakland stakeholders is scheduled for July and interested Temescal BID stakeholders are invited to attend.

Design

Proposed Revision to Oakland's Parking Policy

The Oakland Department of Transportation's Parking Division report the findings from their merchant survey and weekend parking data collection to the DE/ED Committee. The data showed that on-street parking was above the ideal capacity (85% of the parking spots filled) on 34% of the blocks in Temescal on Saturdays, and on 46% of the blocks in Temescal on Sundays, on average. The Merchant Survey responses demonstrated that 60% of Temescal merchants perceive that ease of parking is similar on Sundays and Saturdays, versus 38% of merchants throughout Oakland. The parking policy that OakDOT staff will bring to City Council on June 1st has been revised from the initial proposal so that Sunday enforcement of meters and shifting meter hours to 10am-8am will not be mandated City-wide, but rather commercial districts will be able to "opt-in" as part of becoming a Parking Benefit District, and those Districts will then be given 50% of the increase in parking revenue. The transition to a cashless system is proposed to be City-wide, with pre-paid no-fee debit cards to be made available to drivers without access to banks, phased-in over time, and with pro-active community engagement to include collaborating with community-based organization and tabling at community events.

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

The construction of all ten planned pedestrian lights on the East side of Telegraph, from 51st to Aileen, has been completed and the lights are connected to electricity. The construction cost \$183,115, including \$15,000 in contingency costs spent on the complicated electrical connections for two lights at 5110 Telegraph Ave.

Repave & Redesign of Telegraph Ave.

The material needed to continue construction on the bus stops was delivered the week of May 10th. On May 17th, the contractor restarted work on the unfinished bus stop at the Southwest corner of West MacArthur and

Telegraph and is continuing work on the bus stops on the East side of Telegraph, from 40th St, working northbound until 51st. The contractor will then work on the bus stops on the West side of Telegraph, going South from 51st St, to 40th St.

Claremont, Shattuck & Telegraph Ave HSIP Ped/Bike Improvement Project

The City of Oakland has started constructing street and sidewalk improvements on the Telegraph Ave, 29th – 45th St portion of the Highway Safety Improvement Program (HSIP) grant project. The City will install traffic signage and stripe a road diet with buffered bike lanes on Telegraph Ave, from 29th St to West MacArthur Blvd, Rectangular Rapid Flashing Beacons (RRFB) on Telegraph Ave at 41st, 43rd, and 44th, and a raised concrete median refuge on Telegraph at 43rd and 44th. The project also includes the construction of a raised concrete plaza area on the southern part of the new Shattuck Ave pedestrian plaza, to start in late June.

Economic Development

Temescal BID Merchant Committee

The new Temescal BID Merchant Committee Chairs are initiating new outreach efforts to increase meeting attendance by distributing a general outreach flyer about the committee and the BID and starting an in-person listening campaign with merchants and business owners.

Business Openings

Bleu Honey Beauty Bar has opened at 4697 Telegraph Ave. La Dolce Vita Bakery & Deli has opened at 3931 Telegraph, serving Italian-style baked goods and deli items with Eritrean roots, as well as injera, Eritrean spices, and breakfast foods. Telegraph Mini Mart has opened at 3933 Telegraph Ave, offering groceries, dairy, and household items, with fresh produce arriving soon at the Southwest corner of Telegraph and 40th St.

Promotions

Taste of Temescal

The socially distanced Taste of Temescal on Tuesday, May 18th, 5-9pm, sold out the 600 available tickets and filled all 70 volunteer slots. The event cost ~\$20,000 and raised over \$30,000 in revenue from ticket sales and \$5,000 in outside sponsorship. With the BID's contribution of \$5,000 for enhanced promotional videos and interactive online content, the 2021 Taste of Temescal raised over \$15,000 to be donated to the designated schools and nonprofit partners. Taste of Temescal was featured in 7x7 Magazine, Diablo Magazine, and Berkeleyside Nosh before the event. KPIX Channel 5 Evening News covered Taste of Temescal on May 18th with live segments at 5:30pm and 6:30pm: <https://cbsloc.al/3yvZPSJ>. BID staff are gathering post-event feedback from participating restaurants and attendees, as well as conducting analyses of marketing efforts ROI and the costs/benefits of new event elements that could be repeated in future years.

Meeting adjourned 8:06pm.