

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MINUTES

October 27, 2021 – 6:00 to 8:00pm

Board Members Attending:

1. Pat Smith – 1st Vice President
2. Jordie Bornstein
3. Daniel Chung – Secretary
4. Abby Ellis
5. Lynn Howe – 2nd Vice President
6. Don Macleay
7. Tom Murphy

8. Emil Peinert – Treasurer

9. Marisol Vela-Chiu

Board Members Absent:

1. Allison Futeral – President

Guests:

1. Sarah Fine, *OakDOT*

1. INTRODUCTIONS – Call to Order: Pat Smith, 1st Vice President at 6:05pm.

2. PUBLIC COMMENT/ANNOUNCEMENTS

Don acknowledged the passing of board member Toni Sholes, and said that the board should send flowers to her family. He also explained that Toni was his co-chair for the informal Merchant committee, and requested support leading the effort in her absence.

3. CONSENT AGENDA

a. Approval of September Minutes - Attached

Tom motioned to approve the September minutes. Don seconded the motion. Adriana abstained since she was absent from the September meeting. Everyone else voted in favor.. **Motion passed.**

4. Operations Report

Joey noted an increase in graffiti, stickers, and posters throughout the district, and said the team was diligently working to remove them. He added that several tree branches fell during Sunday's storm, which he reported to OAK311. *Joey left the meeting.*

5. PRESENTATION: Oakland DOT 5-Year Paving Plan – Sarah Fine

Sarah presented OakDOT's 2019 3-Year Paving Plan. She explained that as of 2021, 40% of Oakland's major streets are in excellent condition, and only 12% are in poor condition. OakDOT is averaging more than thirty miles paved per year, and that they anticipate reaching their 3-year goal of 125 miles paved. Sarah then presented the proposed 2022 5-Year Paving Plan, which includes \$300 million in capital improvements, with 25% for major streets and 75% for local streets, which includes 5% dedicated to neighborhood bikeways. Temescal is part of the North Oakland/Adams Point Planning Area, which has a \$28.4 million allocation. Sarah added that an extension of measure KK (or a new, similar bond) would be necessary to fund the complete implementation of the 5-year plan, and that OakDOT planned to bring this plan to City Council for approval at the end of 2021, and begin paving in July 2022. Abby asked if the unfinished streets under the 3-year paving plan would be included in the 5-year plan. Sarah clarified that those streets would then be completed under the 5-year plan. Adriana asked if OakDOT worked to prevent newly paved streets being damaged by construction or utility projects. Sarah said that OakDOT communicates with utility companies to coordinate paving timelines, and the city requires construction projects on newly paved streets to fully restore the street after completion. Don how the Paving plans were funded. Sarah explained that no funding was provided via the City's General Fund, but rather paving is funded by Measure KK, B, and BB revenue, as well as a modest amount from parking revenue, which is only used to pay staff. *Sarah left the meeting.*

6. ACTION ITEMS

a. Freedom Farmers Market – Extend December - June once a month

Lynn explained that the Freedom Farmers Market (FFM) has occurred weekly since July 2021, and would like to maintain continuity through the winter by hosting a monthly market December 2021 - June 2022. FFM requested \$1,000 from the BID to help fund the required portable restroom, with the remaining \$700 cost paid by FFM. The Promotion Committee recommended approving their funding request. Lynn motioned to approve the BID providing \$1,000 to help fund the restroom for FFM's winter markets. Marisol seconded the motion. **Motion passed unanimously.** Adriana expressed concern that FFM vendors were parking in the plaza during the market, and detracting from BID's placemaking efforts. **ACTION:** Shifra will follow up with FFM to ensure that their vendors not park on-site, and bring the market into compliance with the approved Flex Street permit.

b. BID Assessment FY 22-23 (Exec recommended 5% increase)

Pat said that the Executive Committee recommended the BID assessment be increased by 5% for FY 22-23, and noted that the board did not increase assessments in 2021-22 due to the pandemic. Lynn endorsed the 5% increase. Jordie asked what other BIDs had decided for assessments this year. Shifra said most districts didn't increase assessments the previous year, but planned to increase by 5% for FY 22-23. She explained that best practice for BID assessments was to increase 3-5% per year. Adriana asked how the increase was explained to property owners. Shifra said the BID sends a letter each year explaining the reason for any increase, and what services it would fund. Adriana asked if the 5% is based on budget projections, Emil said yes. Tom said that property owners on Upper Telegraph would likely object to the increase, citing issues with cleanliness and the unsheltered community in the District. Abby said that the encampment underneath the Highway 24 overpass is a major issue for the Children's Hospital, and that they would support further BID efforts to ensure that CalTrans addresses these concerns. Don said that a 5% increase seemed high, as a property owner, and cited cleanliness concerns. Don said he would support a 5% increase if cleanliness and encampment management would be prioritized. Emil noted that without the 5% increase, services would be cut, due to the rising cost of providing services each year. Emil also noted that the BID's ability to fund increased services would likely increase significantly after renewal, since the Pedestrian Lights loan would finally be paid off. *Don left the meeting.* Emil motioned to approve a 5% increase in assessments for FY 22-23. Adriana seconded the motion. Tom abstained, all else voted in favor. **Motion passed.**

7. INFO/DISCUSSION ITEMS

a. Picnic on Telegraph – October event recap

Shifra reported that 4,000-5,000 people attended the event, and that both presenting sponsors (Whole Foods and Keep Oakland Alive) were pleased with their involvement. She noted that she would like to activate Temescal Alley more in the future to maximize benefits and foot traffic for them. Shifra said the major issue with this event was that the City revoked the BID's Flex Street permit and reclassified it as a Special Event, which led to last minute difficulties for staff and ~\$2,000 in additional costs for permitting and required security guards. the BID wouldn't lose money on the event, , since sponsorship revenue raised for the first Picnic event could offset the extra expenses for the second event.. Shifra noted that she and Joey planned to coordinating Security Guard training for the Ambassadors to avoid the need to hire private security again. Lynn, Tom, and Jordie said they attended the event. Lynn said she enjoyed the live music. Tom said the event was very well attended. Jordie said she thought it felt very safe and was an overall success.

b. Temescal Trick or Treat 2021 cancelled

Pat announced that this year's Trick-or-Treat event was cancelled and postponed to next year. Shifra cited staff time on the October Picnic on Telegraph was the reason for postponing.

c. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra met with City of Oakland Recycling Services and Economic Development staff to discuss City Funded Workforce Development Program to Support Event Waste Sorting. She also met with Economic Development Department to discuss the process and approximate timeline needed to successfully renew the Temescal BID. Shifra met with Catherine Macken, real estate agent, regarding potential tenants for vacancies in Temescal. Shifra and Joey met with Community Resource Officers Gichki and Lorenzo, as well as Patrol Officer Marin for a three-hour walkthrough of Temescal, to meet business owners, hear their concerns related to crime, and distribute OPD contact information, as well as information on the BID's Ambassador hotline and community engagement program. The first walkthrough included businesses along Telegraph Ave, 43rd to 52nd St, and two more are planned for outreach to businesses on 40th St and Upper Telegraph.

Cleaning and Maintenance

Joey and Shifra have a standing meeting with Downtown Streets team every two weeks to enhance communication and provide feedback on the program and Fellow(s). Downtown Streets team has assign only one Fellow to Temescal for the current cohort of three months, to focus on improving the quality of the partnership and work provided. Virgil, the one Downtown Street Team Fellow assigned to Temescal, has collected 40 bags of trash over the past four weeks, including 25 auto glass incidents. For detailed cleaning and maintenance statistics, see the Operations Report.

Community Engagement

Joey and Shifra met with Board members from East Bay Church of Religious Science for a Tour of the Village of Love Day Center in Alameda, and to discuss partnering with EBCRS on a Day Center for Homeless in Temescal. Shifra met with Seth Seward, Councilmember Kalb's Chief of Staff to talk about encampment management in North Oakland. Shifra and Joey met with the Blasé Bova, Executive Director of St. Vincent de Paul and did a walkthrough of their shelter and community center near Downtown Oakland.

Design

Repave & Redesign of Telegraph Ave.

The City finalized the official "punchlist" of elements still not completed or installed incorrectly, and sent it to the Contractor on October 13th. The work is scheduled to be completed in early November.

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

The city is finalizing an additional painting work order for Claremont Ave, will direct the contractor to paint the parking types (green, yellow, metered, etc). The RRFBs (rectangular rapid flashing beacons) Shattuck at 49th, 51st, 59th and 61st have been completed, and are fully functional. The City's contractor has finished construction of the Rectangular Rapid Flashing Beacons (RRFB) on Telegraph Ave at 41st, 43rd, and 44th. Those RRFBs are mostly functional, except for the audio prompts. The segment between 44th-45th also needs some attention with striping that The City is working to schedule the contractor to close the old left turn pocket and stripe the new one for Northbound Telegraph traffic at 45th St, and install the final signal and electrical work at the 45th St intersection in November.

Kasper's Plaza

The Kenneth Rainin Foundation communicated that the BID's Letter of Inquiry application was accepted into the second round of Open Spaces Grant application for the art development track, and invited the BID to submit a full application due Friday, October 29th. Shifra is working with Tion Torrence, the Lead Artist and the Huey P Newton Foundation to create a robust project budget, submit financial documents, and submit answers and revisions to the BID's application for \$15,000 to support art development activities that include panel

discussions, outreach activities engaging with diverse artists and community leaders, artist stipends for creating and then developing concepts for public art on the plaza.

Economic Development

Business Openings and Closings

Don Blanc Korean BBQ Restaurant opened in September 2021 at 4390 Telegraph Ave. Ziggy's Delectables in Temescal Alley announced that they will close at the end of November. Creep Mustache Shop in Temescal Alley closed in September 2021. Reaction Pilates closed their studio at 5095 Telegraph, and the space is now available for lease. The owner of Game Changer Fitness moved out of state; Temescal Fitness & Movement has taken over the lease at 5427 Telegraph Ave, and offers personal training and small group classes.

Promotions

Picnic on Telegraph – Sunday, October 17th

Picnic on Telegraph was held on Sunday, October 17th, 11am-7pm, on Telegraph from 40th to 51st and had 4,000-5,000 attendees. Over forty Temescal businesses, developments, and non-profits participated with expanded outdoor dining, sidewalk sales, entertainment, live music, and informational booths. The Temescal BID hired additional DJs and musicians to provide music and draw attendees to walk the entire event footprint. Unfortunately, on October 14th, the City of Oakland informed BID staff that their already approved Flex Street permit was no longer valid, and required the BID to apply for a special event permit and temporary encroachment permit through Oakland Police Department, and Fire Department Public Assembly permit, as well as requiring 4-6 licenses security guards during the event. The additional permits cost \$500 and the security guards cost \$1,120 permit. The Temescal BID rented additional tables and chairs for restaurants to expand their outdoor seating and had an information booth staffed by volunteers. Jean Paul Zapata, former PR Director for Visit Oakland wrote and sent out a press release for Picnic on Telegraph, and followed up with TV and radio outlets to increase media coverage; the event received little coverage due to delayed publishing of the press release and many competing events that same weekend. 7x7 and ACB 7 news online featured Picnic on Telegraph as a recommended event for the weekend. Shifra secured marketing partnerships with The Oaklandside, and raised \$9,250 in sponsorship revenue from Whole Foods Market, Keep Oakland Alive/Nearby, UCSF Benioff Children's Hospital Oakland, Root'd in the 510, MacArthur Commons, Leukolab, and The Logan.

HeadWest Holiday Marketplace in Temescal – Saturday, December 4th

The HeadWest Temescal Holiday Marketplace is scheduled for Saturday, December 4th 10am-4pm, on 49th Street from Telegraph to Clarke St. The BID is in the process of applying for the special event and street encroachment permit. Vendor applications have opened and HeadWest has already received over 50 applications. Circus Bella has been contracted to provide children-focused entertainment during the event.

8. OTHER -- November and December Meeting Dates

Shifra said that the BID usually reschedules or cancels certain meetings during the holiday season and proposed rescheduling the November Board and DEED meetings each one week earlier, to the 24th and 11th respectively; **General agreement**. Emil requested that the BID also decide on the rescheduled dates for the December meetings ahead of time. Shifra proposed the December meetings be rescheduled for the following dates: Executive Committee on 12/7, DEED on 12/9, and Board on 12/15; **General agreement**. She noted that Exec could be rescheduled to an alternative date/time if needed. Emil requested rescheduling the November and December 2022 meetings early in 2022; **General agreement**.

Meeting adjourned at 7:32pm.