

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

September 22, 2021 – 6:00 to 8:00pm

Board Members Attending:

1. Allison Futeral - President
2. Pat Smith – 1st Vice President
3. Lynn Howe – 2nd Vice President
4. Emil Peinart - Treasurer
5. Daniel Chung
6. Tom Murphy
7. Marisol Vela-Chiu
8. Toni Sholes
9. Jordie Bornstein
10. Don Macleay

Board Members Absent:

1. Adriana Valencia

Guests:

1. Abby Ellis
2. Audrey Gilles

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

3. CONSENT AGENDA

a. Approval of August Minutes - Attached

Pat motioned to approve the August minutes. Daniel seconded the motion. Emil abstained. All others voted in favor. **Motion passed.**

4. Operations Report - Attached

Joey said that only one Downtown Streets Team fellow has been working in Temescal; the other fellows have been removed from the Temescal contract due to a personal emergency, and repetitive performance issues. Randy from Reed Security was able to fix the BID truck in less than a day, and so Joey didn't need to drive to Modesto for truck maintenance. Joey reported that one of the ambassadors was exposed to COVID, and so is not at work for 10-14 days, in accordance with Alameda County guidelines. Joey is contacting other Oakland BIDs to ask about borrowing any part-time to provide temporary cleaning support in the meantime. Shifra said the BID may message out to stakeholders to notify them of the situation, if no temporary cleaning support can be found. Lynn agreed that notifying stakeholders would be prudent. **ACTION:** Shifra will message stakeholders notifying them of the current Ambassador staff shortage.

5. ACTION ITEMS

a. 2022 Budget – Attached (Exec)

Emil noted changes to the budget made after he left the Executive Committee special meeting, and asked why staff salary numbers were different. Allison explained that no amounts were changed, but rather employer taxes, and a potential raise for Katie were each separated into a different line item from compensation to enhance transparency of staff compensation. Shifra noted that the Block by Block budget was reduced to reflect the actual estimates from BBB; those funds were then reallocated to Pedestrian Lights savings line item. Emil explained that the

budget document also projected annual budgets through the BID's renewal in 2024, to allow for large expenses to be spread over multiple years and prepare the BID for a successful renewal. Emil noted that the 2022 budget will be tight, since the BID did not raise assessments while costs did increase, but said that by 2023 the BID should have sufficient savings to install the planned pedestrian lights on Shattuck Ave, assuming contingency funds are not spent elsewhere. Emil added that the budget lacks flexibility until the end of this BID term, due to the annual \$120,000 pedestrian lighting loan payment. He said that after renewal, the \$120,000 could fund other things, like weekend and evening ambassador service. Shifra noted that the portable toilet for Freedom Farmers Market funded by the BID in 2021 was not included in the 2022 budget. She added that the portable toilet for a monthly market December-June and a weekly market July-November would cost \$4300, which could be split with Farms to Grow. Lynn asked if the BID has committed to funding anything for the Farmers Market in 2022; Shifra said no. Allison suggested splitting the costs with Farms to Grow in 2022. Emil said the funds could be pulled from the contingency fund, but suggested that the money would be better spent to directly benefit Temescal businesses. Allison proposed approving the budget without changes, and moving the portable toilet funding discussion to committee. Lynn agreed and said the Promotion/Safety committee could potentially reallocate other marketing line items to fund the restroom. Emil motioned to approve the 2022 budget as recommended by the Exec Committee. Lynn seconded. **Unanimously approved.**

b. New Board Member Election (2 year term)

- **Abigail Ellis, UCSF Children's Hospital Oakland (Nominated by Exec)**

Allison said that Abby has met the requirements to be eligible for board membership, and was nominated for consideration as a new Board Director by the Executive Committee. Tom motioned to elect Abby Ellis to the Board. Pat seconded. **Unanimously approved.**

c. Board Secretary Election (2 year term)

- **Daniel Chung (Nominated by Exec)**

Emil motioned to elect Daniel as Board Secretary. Tom seconded. **Unanimously approved.**

6. INFO/DISCUSSION ITEMS

a. VOL Pop-up Day Center – Attachment (Exec)

Shifra explained that the \$5,000 that the BID had budgeted to support the Village of Love Day Center had not yet been spent, due to challenges with finding a location. In the meantime, Village of Love has been holding a pop-up day center every Tuesday at Kasper's Plaza. LavaMaex was providing shower services, but decided to stop service in Temescal due to low shower usage. Shifra said that the Executive Committee approved using the allocated \$5,000 to fund the VOL pop-up care village through the end of 2022. *Don left.*

b. 2020 BID Taxes – Attached (Exec)

Shifra reported that the Executive Committee reviewed and approved the BID 2020 taxes. Allison noted that on Page 40, “rent of office space owned by a board member” was listed, despite being outdated a few years. **ACTION:** Shifra will remove that portion before filing.

c. **Executive Director’s Report - Attached**

Organization

Outreach to Stakeholders

Shifra met with Jean Paul Zapata, former PR Director for Visit Oakland about providing freelance marketing and PR support for Picnic on Telegraph, as well as the BID’s 2021 holiday promotions. Shifra met with Jamaica Moon, Clean Community Supervisor for Keep Oakland Clean and Beautiful Division in Public Works, regarding enforcement of the City’s illegal dumping ordinances and scheduling a “zone walk” to educate businesses on the requirements for waste and recycling services. Shifra met with Temescal stakeholders about BID services and to offer technical assistance:

- Benjamin Zappin, owner of Five Flavors Herbs at 344 40th St. regarding vandalism, crime and marketing
- Jocelyn, pastor of Telegraph Ministry at 5316 Telegraph Ave, regarding partnering with VOL and the BID on services for Temescal’s unsheltered residents
- Dr. Rupa Marya, Executive Director of Deep Medicine Circle that runs the roof top farm in partnership with Top Leaf Farms at 5110 Telegraph Ave.

Cleaning and Maintenance

Downtown Street Team has started providing mandatory employment skills training for the Fellows four hours a week. The new Program Manager Ricky Ramos has committed to dramatically improving recruitment and vetting of their new-hires, so that Fellows that start work in the District are ready for employment and have all the equipment and training to help them succeed. For detailed cleaning and maintenance statistics, see the Operations Report.

Community Engagement

Joey and Shifra attended a Community Conversation to Address Homelessness organized by Oakland Chamber of Commerce’s Community Impact Committee, and facilitated a break out session on how businesses could support the development of successful strategies to address homelessness in Oakland.

Design

Repave & Redesign of Telegraph Ave.

The City is still finalizing the official “punchlist,” of elements still not completed or installed incorrectly to the Contractor, and plans to send it to the contractor the week of September 20th.

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

The city is compiling a punchlist for Claremont Ave, since that section of the project has been completed. The RRFBs (rectangular rapid flashing beacons) Shattuck at 49th, 51st, 59th and 61st

have not yet been completed, since the pushbuttons to activate the lights were backordered. The push buttons are scheduled to arrive in October and those RRFBs will then be completed.

The City's contractor has installed poles and signage for the RRFB on Telegraph Ave at 41st, 43rd, and 44th. The contractor plans to complete the above-ground electrical work for the RRFBs soon, which will then make the RRFBs functional. The raised plaza area at 45th and Shattuck Ave has been completed, and the construction equipment storage area removed, so the entire Shattuck Ave pedestrian plaza from 45th to 46th St is usable. Work is ongoing to finish installing the new car traffic and pedestrian crossing signals at the 45th and Telegraph intersection.

Economic Development

Business Openings and Closings

EZ Taqueria at 4013 Telegraph has permanently closed and the space is available to be leased. After 11 months of building out their space, and submitting/receiving city permits, Marigold Indian Eats at 4868 Telegraph Ave is waiting on their final Fire Department inspection in order to open the restaurant. The property owner for the building at 4202 Telegraph Ave, which burned down the weekend of July 4th, is building a 12 unit residential development with retail on the ground floor. Big House Beans opened at 4770 Telegraph Ave.

Promotions

Picnic on Telegraph – Sunday, October 17th

The final Picnic on Telegraph event of 2021 is scheduled for Sunday, October 17th, 11am-7pm, on Telegraph from 40th to 51st. Thirty Temescal businesses, developments, and non-profits have signed up so far to participate with expanded outdoor dining, sidewalk sales, live music and DJs, extended opening hours, and informational booths. 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

City of Oakland has re-opened special event permits, and so the HeadWest Marketplace has agreed to pilot a marketplace in Temescal, as originally approved and conceived in 2020. The Holiday Marketplace is scheduled for Saturday, December 4th on 49th Street from Telegraph to Clarke St. The BID will be responsible for the special event and street encroachment permit process and costs (~\$200), and HeadWest will be responsible for producing and programming the event, liability insurance, and promotion.

Meeting Adjourned at 7:15pm.