

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES
Wednesday, Aug 25, 2021, 6:00 - 8:00pm

Board Members Attending:

1. Allison Futeral - President
2. Tom Murphy
3. Don Macleay
4. Jordie Bornstein
5. Audrey Gilles
6. Marisol Vela-Chiu
7. Adriana Valencia
8. Lynn Howe - 2nd Vice President

9. Toni Sholes
10. Daniel Chung

Board Members Absent:

1. Emil Peinart - Treasurer
2. Pat Smith - Vice President

Guests:

1. Abby Ellis, *USCF CHO*

1. INTRODUCTIONS -- Call to Order, Allison Futeral, President 6:06pm.

2. CONSENT AGENDA

a. Approval of June Minutes

Lynn said that Cynthia should be removed from the Absent list on the June minutes, since she is no longer on the Board, and motioned to approve the June minutes with that revision. Tom seconded. Don abstained because he was not present at the June meeting. Motion passed.

3. OPERATIONS REPORT

Joey said that the team has doubled watering to twice a week, given the recent lack of rain. He explained that the bed of the BID truck was damaged due to the weight of the pressure washer on it, over time. The truck is scheduled to be serviced down in Modesto, so the team is working to pressure wash as much as possible before then. Joey is also requesting to borrow a pressure washer from a neighboring district, while the BID's truck is out of service. Lynn asked what the pressure washing is most often used for. Joey answered that the team pressure washed hotspots for waste and graffiti on the sidewalk and bus shelters. Tom asked about the status of the encampment below the 24. Joey said that the team cannot throw away the unsheltered resident's possessions. Tom asked if there were updates on other nearby encampments. Shifra said that that she and Joey would be hearing an update from the City's Encampment Management team in September, and would report back to the Board.

4. ACTION ITEMS

a. BID Strategic Plan Update

Shifra reported that the Strategic Plan update draft been reviewed by each BID committee and approved with no revisions. Lynn motioned to approve the BID Strategic Plan update for 2021-2024. Tom seconded the motion. Don abstained. **Motion passed. ACTION:** Shifra and Katie will share the Strategic Plan Update in an upcoming eNews to the public.

b. Banner Installation

Shifra explained that the All Signs, the contractor the BID has previously used to install street pole banners in the District, has since doubled his prices, citing a need for additional staff and

equipment given the added complications of the new bike lanes. She said that the BID had two competing quotes that were significantly cheaper than Allsigns, and that Sierra Display's estimate was the cheapest. Katie added that KONO and Montclair both use Sierra as their banner installer. Don asked if each company will provide proof of insurance. Shifra confirmed. She clarified that the BID budget included \$10,000 for new street pole banners, with \$7,000 of that designated for printing the new banners,. All three of the quotes would cost more than the remaining \$3,000 , so additional funding authorization by the Board was needed. Allison recommended choosing the cheapest option. Tom recommended checking references and reviews. Adriana motioned to choose the cheapest option, pending a positive reference and quality check. Marisol seconded the motion. **Motion passed unanimously.**

5. INFORMATION/DISCUSSION ITEMS

a. Q1 BID Financials

Shifra shared the first and second quarter financial summaries, and explained that she would be focusing Q2 financials, since they included data from both quarters.

b. Q2 BID Financials

Shifra said that the BID has received about 90% of its income for 2021, with the final 10% coming in August. Only 25% of the Art Support budget has been spent so far, and had funded the maintenance of existing artwork. Don asked why the Village of Love Day Center funding had't been spent at all. Shifra said that the BID's \$5,000 budget would only minimally contribute towards the Center opening, and that she and VOL had been contributing significant staff time rather than money to secure the additional funding and a location, needed to open the Center. Don asked about the Pedestrian Light Capital Reserves category. Shifra clarified that the BID budgeted that category in order to save those funds for additional pedestrian lights on the East side of Shattuck Ave. Shifra also noted that spending was over 100% of the budget on Office Programs, due to the costs of the BID's new District 360 Salesforce database.

c. Picnic on Telegraph Recap

Shifra reported that the City's Special Event staff notified the BID the night before the event that city staff had neglected to submit the internal order for the 66 steel barricades necessary to close the street from Public Works, and so the barricades could only be available if the BID transported them from East Oakland. Katie and Shifra rented two U-Haul vans and drove to East Oakland to pick up and haul the steel barricades the morning of the event. Lynn said that she attended the event from 4:30 to 5:30, and that it had not been very crowded but she had a nice time and positive experience. Abby noted that event attendance increased around 5pm and had been a great experience for UCSF Children's Hospital. Allison said that the amount of work these events required was not a good use of staff's time, and opined that it was unfair to overwork them for the sake of programming. Lynn agreed but added that the event provided great benefits to residents and local businesses. Shifra noted that the Board's decided not to hire any event producers for the 2021 events, and so increased staff time was spent on to produce them in-house. Lynn asserted that the BID should plan and budget for events with staffing needs and costs in mind, and not schedule events that the BID cannot afford to adequately staff. Shifra suggested that the Promo Committee discuss hiring a better/pricier

street closure team and/or renting bicycle barricades to save a significant amount of staff time the day-of the event; **General agreement.**

d. Board of Directors Attendance Requirements

Allison reiterated the attendance requirements for Board members at Committee and Board meetings. She requested that board members attend meetings as much as possible, and actively participate when in attendance. Allison stressed the necessity of attendance at committee meetings to ensure a quorum. She added that anyone unable to commit to Board member requirements should step down. Shifra requested that advance notice when Board members are unable to attend meetings. Allison clarified that anyone who does not notify Shifra otherwise will be expected to be in attendance.

e. Executive Directors Report

Organization

Advocacy

Shifra met with Darleen Flynn, Director of Oakland's Department of Race and Equity, and communicated the BID's concerns regarding the development of the permanent flex Streets program, especially in consideration of businesses that rely upon parking for their customers. Shifra spoke at the Cultural Affairs Commission regarding the need to continue providing the City's Festival fund support for Temescal Street Fair, and the need for reduced special event permitting fees. Shifra met with Jean Walsh, the AC Transit Director, to learn about AC Transit Board's upcoming discussion of the maintenance contract with Clear Channel. She then attended the AC Transit Board meeting and communicated the current poor quality of maintenance services provided by Clear channel for the bus shelters in Temescal. Shifra met with AC Transit staff to better understand the responsibilities of maintenance under the current contract and discuss the staff recommendation to split the current bus shelter contract into three (installation, maintenance and advertising). Shifra and Joey then met with OakDOT, Clear Channel and AC Transit representatives to improve the reporting of maintenance issues, and clarify responsibilities for each agency over bus shelter maintenance.

Outreach to Stakeholders

Katie and Shifra met with Visit Oakland about providing marketing support for the BID's upcoming promotions and events for 2021. The Temescal BID lent barricades to both Albo African Gift Shop and Down at Lulus's so they could safely utilize the parking lanes outside of their businesses for their one-day anniversary celebrations (30 years and 15 years respectively). Shifra and Joey met with Captain Rosin and Temescal CRO Gichki regarding crime trends in Temescal, and reiterated the request for increased communication after larger criminal incidents in the District. Shifra met with Temescal stakeholders about BID services and to offer technical assistance:

- Stella and Finn, owners of Daytrip, a new wine bar and restaurant opening soon at 4316 Telegraph Ave.
- Tim Lanningham, owner of Myofascial Release of Berkeley, located at 510 49th St. #213
- Arleen King, Board President of East Bay Church of Religious Science

Professional Development

Shifra attended the three virtual sessions of International Downtown Association's Emerging Leader Fellowship Program, in July and August. These sessions focused on utilizing adaptive problem-solving strategies to consult on other BID leaders' challenges. Shifra presented the Temescal BID's struggles with recruiting Temescal merchants to a BID committee to better support them and enhance input on BID projects. The peer consultancy group suggested working towards organizing merchants into smaller groups, perhaps by business type, rather than continuing to attempt to recruit over 250 diverse businesses to be part of one merchant-focused committee.

Cleaning and Maintenance

The metrics for the first Downtown Street Team Fellows cohort were collected by only one of the fellows. In the first three months of the program, working 16 hours per week in the District, that fellow removed 51.5 bags of trash, 10 posters, and 21 instances of auto glass. Joey and Shifra met with Downtown Streets team to resolve ongoing issues with DST's lack of management of the program and their fellows. Shara and Tu, the new Program Manager, committed to increasing communication with Joey, starting weekly meetings with him, and starting employment skills training for the Fellows. For detailed cleaning and maintenance statistics, see the Operations Report.

Community Engagement

Joey and Shifra met with staff from Councilmember Niki Fortunato-Bas's office and Barb Leslie, CEO of the Oakland Chamber of Commerce to discuss potential collaboration on homeless services. Joey explained about the Alameda Day Center and the search to find a location for a Day Center in Oakland. Joey and Shifra also met with Councilmember Kaplan to explain the BID's community engagement program and ask for support in opening a Day Center for the homeless in Temescal. The Chamber of Commerce has offered support to help fundraise for an Oakland Day Center run by The Village of Love. The planned fundraiser event was postponed until the fall. On August 18th, Joey held the first in-person de-escalation training for stakeholders in over a year, at Critical Resistance's outdoor space.

Design

Kasper's Plaza

The Kenneth Rainin Foundation communicated that they were restarting their Open Spaces Grant in 2021, with two grant tracks of up to \$15,000 for development of a public art project, and up to \$100,000 for production of a public art project. To meet the grant application deadline of Friday, August 20th, Shifra restarted work on the grant application started the previous year (the 2020 Open Spaces grant was canceled due to COVID). Shifra met with the Huey P Newton Foundation to request their partnership and fiscal sponsorship of the grant. She also met with The Alena Museum, Tion Torrence, Dania Cabello, and Jena Pruitt to solicit interest in the project, and determine if and how they might be involved as artists and potential grant collaborators. Tion Torrence agreed to be Lead Artist and the Huey P Newton Foundation

agreed to be the fiscal sponsor on the grant. Shifra worked with Tion to finalize the application for the development track grant, and submitted the BID's application for "Temescal Illumination Project: Exploring the legacy of the Black Panther Party in Temescal" that requested \$15,000 for 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, and creation of a temporary art piece bringing the best of those concepts together to create a plaza design grounded in the people, culture and history of Temescal.

Repave & Redesign of Telegraph Ave.

The contractor installed mid-block curb cuts for loading zones, additional signage to direct car traffic to the freeway via Shattuck Ave, and striped additional parking spaces along Telegraph Ave in areas that served as temporary bus stops during the bus boarding island construction work. Shifra submitted a list of project elements still not completed or installed incorrectly to the City. The City is reviewing the BID list and developing the official "punchlist," to be sent to the Contractor the week of August 23rd.

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

The street at Claremont & Vicente Way has been ground down and repaved to make the transition from the sidewalk to the street ADA compliant. The contractor installed the final striping the week of August 17th to delineate the new street design of a bike lane and one car travel lane in each direction, and a center turn lane. The contractor is currently installing poles and signage, as well as the above-ground electrical for the RRFBs (rectangular rapid flashing beacons) on Shattuck at 49th, 51st, 59th and 61st to complete the enhanced safety measure and high visibility crosswalks at those locations.

The City's contractor finished the concrete and underground electrical work for the Rectangular Rapid Flashing Beacons (RRFB) on Telegraph Ave at 41st, 43rd, and 44th. The concrete islands on Telegraph at 43rd and 44th have been completed as well. Work is ongoing to install the poles, signage, and above-ground electrical work at those locations. All the concrete work for the raised plaza area at 45th and Shattuck Ave has been completed, and work is ongoing to finish installing the new signals at the 45th and Telegraph intersection.

Economic Development

Business Openings and Closings

Aperture Optix, a new eyeglasses retail boutique and optometrist signed a lease for 5026 Telegraph Ave, and completing their build out. The ER Group Real Estate office has opened at 6040 Telegraph Ave, in the space previously occupied by Berkshire Hathaway Real Estate. The closure of Oakland Floats was confirmed with a "for lease" sign in their space; they ceased operations in January 2021. Tannery on Telegraph held their Grand Opening on the weekend of August 12th.

Promotions

Treat Yourself in Temescal Social Media Promotion

The Treat Yourself in Temescal hashtag-based social media campaign included plans for weekly giveaways to contest entrants that purchased a self-care service or product in Temescal and posted a photo on Instagram featuring the #TreatYourselfTemescal in July. However only one person entered the first weekly contest. The campaign included 12 Instagram posts, with each post focused on a specific personal care business in the district, and 25 stories that were viewed a total of 9,061 times. Businesses featured in the posts didn't tend to engage with the posts or the contest, although some reposted the stories. The campaign posters were distributed to all participating businesses; however most salons didn't display the them. Midway through the month, when low participation was evident, the BID partnered with Yelp Bay Area on a giveaway that didn't require a purchase, but rather asked contest entrants to follow both the BID and Yelp on Instagram, like the post and tag a friend in the comments. The Yelp contest was significantly more successful than the BID's original promotion, resulting in 355 post likes, and 419 contest entrants.

Picnic on Telegraph – Friday, August 20th

Picnic on Telegraph was held on Friday, August 20th, 4-8pm on Telegraph from 40th to 51st. and had about 2,000 attendees. Over forty Temescal businesses, developments, and non-profits participated with expanded outdoor dining, sidewalk sales, live music and DJs, extended opening hours, and informational booths. The Temescal BID rented additional tables and chairs for restaurants to expand their outdoor seating and had an information booth staffed by volunteers. The Oaklandside featured Picnic on Telegraph as a recommended event for the weekend, and 510 Families, SF Funcheap, 7x7, Broke Ass Stuart and BARTable also recommended the event. Shifra secured marketing partnerships with Yelp East Bay and The Oaklandside, and raised \$7,500 in sponsorship revenue from Whole Foods Market, UCSF Benioff Children's Hospital Oakland, Root'd in the 510, Skylyne at Temescal, MacArthur Commons, Spin, 4801 Shattuck, Baxter on Broadway and The Logan.

d. Other

Adriana asked if the BID should have a "user guide" on its website to communicate what does and does not fall under the BID's responsibilities, and how to report issues beyond the BID's scope, such as being able to call 3-1-1 to request a bus shelter be power washed;. Shifra recommended that the website be thoroughly reviewed and the "About" page be revised to be more clear and informative. Toni asked when the Temescal Street Fair would return, and if it would be possible, given the Telegraph Ave redesign. Shifra said the event would return in 2022, and that the redesign does not significantly impact street fair logistics. Toni expressed concern that the new bollards used space needed for booths. Shifra assured Toni that there is plenty of room despite the bollards.

Meeting adjourned at 7:35pm.