

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES  
Wednesday, June 23, 2021 – 6:00 to 8:00pm

Board Members Attending:

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

Board Members Absent:

1. Don Macleay
2. Adriana Valencia
3. Cynthia Armour

Guests:

1. Mika Miyasato, *AC Transit*
2. Ryan Lau, *AC Transit*
3. Will Buller, *AC Transit*
4. Abby Ellis, *UCSF Children's Hospital*
5. Sharon Hoyle, *Mixed Pickles Antiques*

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

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Emil reported that Harry signed a sale agreement with Emil for Kasper's Hot Dogs property, which has been vacant for more than 20 years.

**3. CONSENT AGENDA**

**a. Approval of May Minutes - Attached**

Pat motioned to approve the May minutes. Lynn seconded. **Unanimously approved.**

**4. Operations Report - Attached**

Shifra presented the Operations Report and announced that Joey was absent from the meeting due to a family emergency. Shifra reported that many trash receptacle doors are not locking, and so the doors and liners are often stolen, causing ongoing issues of overflowing trash. Shifra and Joey are working with city staff to fix the locks.

**5. PRESENTATION: AC Transit Rapid Corridors - Mika Miyasato**

Mika, the project manager for the AC Transit Rapid Corridors Project, reviewed the project goals of improving speed and reliability for lines 6 and 800. She explained that the project would invest \$650,000 in Temescal to repair the sidewalk, coordinate signal timing, and relocate and consolidate bus stops. Mika noted two problem areas along this route: the southbound stop at Telegraph and 55<sup>th</sup>, and the southbound stop at Telegraph and Alcatraz. Mika presented three options AC Transit was considering for the stop at 55<sup>th</sup>. Option 1 would move the existing bus stop to the far side of the intersection, just past The Well Organic Kitchen. Option 2 would move the stop to the same proposed location, and build a bus boarding bulb-out, to minimize parking loss and create an opportunity for an adjacent parklet. Option 3 would keep the stop at its current location and extend it by 40 feet to accommodate 60 foot busses. Mika also presented three options for the southbound stop at Alcatraz and Telegraph. Option 1 would relocate the stop to the far side of the intersection, in front of Tannery on Telegraph and Mixed Pickles

Antiques. Option 2 would relocate the stop farther mid-block, minimizing visibility impacts on businesses, but increasing parking loss. Option 3 would keep the stop at its current location and extend it by 20 feet. Lynn asked how much the proposed changes would improve bus service. Will answered that the project would ideally achieve a 5-10% increase in speed of service. Tom asked what feedback has been received regarding the stop at 55th. Shifra answered that The Well requested that AC Transit not relocate the stop in front of their business, but preferred the boarding island (option 2) if the stop relocation was ultimately approved. Shifra asked if the removed parking spaces could be recouped at either intersection. Ryan said that OakDOT would make that decision but noted that a bus stop located around the corner at Alcatraz was only used on weekday mornings, and so the space could be available for parking at other times. Ryan also noted that a parking space could be gained around the corner at 55th.

## **6. ACTION ITEMS**

### **a. AC Transit Rapid Corridors Project – Attachment (DE/ED)**

Allison voiced concern about reduction in visibility for businesses, due to busses idling at stops in front of them; Lynn and Marisol agreed. Shifra asked if a queue jump was an option at either intersection. Will answered that installing a queue jump at Alcatraz wouldn't provide any significant service benefits, but that installing a queue jump at 55<sup>th</sup> could provide significant service improvements. Sharon said that losing the parking in front of Mixed Pickles wouldn't allow necessary loading for her and her customers, causing harm to her business. Will noted that the bus stop just around the corner was only used on weekday mornings and is otherwise available to be a new loading zone during all other hours. Allison said she wasn't comfortable supporting the project, due to potential harm to local businesses. Emil motioned to support the project as proposed, with the exception of the two contested stops, that the BID would propose to remain at their current locations, and support the installation of queue jumps, if needed. Tom seconded the motion. Sharon voiced appreciation for the BID's support of her business's concerns. All but Toni voted in favor of the motion. **Motion passed.** *Mika, Will, and Ryan left the meeting.*

## **7. INFO/DISCUSSION ITEMS**

### **a. BID Strategic Plan Update – First Draft Attached (Exec)**

Allison explained that the Executive Committee created a first draft, to be reviewed and potentially revised at committees and brought back to the board for approval. Allison advised the board to review it in detail and bring their comments to committee.

### **b. Executive Director's Report - Attached**

## **Organization**

### Outreach to Stakeholders

Shifra met with Keep Oakland Alive to discuss participating in BID events, and outreach strategies to increase Temescal merchants' utilization of KOA services. Shifra also met with City of Oakland Environmental Services to discuss decreasing trash in Temescal by facilitating reusable alternatives to disposable take-out containers for restaurants. Shifra attended the quarterly OPD Area 2 meeting with the new Captain Robert Rosin, and learned about OPD's response to sideshows, as well as recent crime trends. Shifra also attended the June BID

Alliance meeting to discuss re-opening challenges, 2021 event permitting regulations, and Council approvals of BID assessments. Shifra met with Temescal stakeholders about BID services and to offer technical assistance:

- Nick Van Eyck, the new manager for East Bay Community Space
- Natalie, the new General Manager of East Bay Depot for Creative Reuse
- Whole Foods Market regional marketing team
- Vincent Traverso, a partner at King Fish Pub & Café
- Duffer, owner of Telegraph Mini-Mart, recently opened at 3933 Telegraph Ave.

### Professional Development

Shifra attended the first three sessions of International Downtown Association's Emerging Leader Fellowship Program, held virtually on June 1, 8, and 15<sup>th</sup>. This three-day series included learning about Interpersonal Leadership Styles, developing adaptive problem-solving skills, and networking with 30 other professionals on the forefront of the BID industry.

## **Cleaning and Maintenance**

The second cohort of Downtown Street Team Fellows started work in June. This cohort will provide additional maintenance services in Temescal, June- September 2021. The floodlights at 4300 Telegraph Ave were installed on Friday, June 11<sup>th</sup>, and are now operational to help deter crime and other negative behavior next to the BID's Ambassador mobile office and equipment storage. For detailed cleaning and maintenance statistics, see the Operations Report.

## **Community Engagement**

The City of Oakland budget negotiations are ongoing; elected officials have proposed increasing support for homeless services to fund: 1) An interdepartmental task force on homeless issues, 2) Additional interventions implemented by the City's Homeless Administrator and 3) 10-20% increase in sanitation services at encampments. Joey and Shifra participated in a meeting with neighbors, County Mental Health, OPD and CM Kalb to contribute towards finding long-term care solutions for an individual in the neighborhood experiencing severe mental illness. Shifra also met with the Director of Alameda Healthcare for the Homeless to learn how to coordinate with and utilize County services for Temescal's unsheltered residents. A tour of the Village of Love Day Center in Alameda for Oakland stakeholders is scheduled for July 14<sup>th</sup>, and Village of Love is planning a fundraiser event on Saturday, July 24<sup>th</sup> for prospective supporters and funders of an Oakland Day Center.

## **Design**

### Repave & Redesign of Telegraph Ave.

On Friday, June 11<sup>th</sup>, construction of the seven bus boarding islands on Telegraph between 51st Street and West MacArthur Blvd was completed, and the bus stops are all operational. Remaining work includes installing mid-block curb cuts for loading zones, additional signage, and the striping of parking spaces along Telegraph of areas that served as temporary bus stops during the bus boarding island construction work. Shifra is compiling a list of project elements still not completed or installed incorrectly, and small adjustments to improve traffic flow and safety, to be included in the City's "punchlist" for completion before the Repave contract ends.

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

The City's contractor started demolition and underground work on June 13<sup>th</sup> to construct the Rectangular Rapid Flashing Beacons (RRFB) on Telegraph Ave at 41<sup>st</sup>, 43<sup>rd</sup>, and 44<sup>th</sup>. The demolition work will last three weeks and will include the demolition of the southern part of the Shattuck Ave pedestrian plaza, in order to build a new raised concrete plaza area. Starting the week of June 21<sup>st</sup>, the contractor will begin grading areas and constructing forms to pour concrete islands on Telegraph at 43<sup>rd</sup> and 44<sup>th</sup> Streets.

## **Economic Development**

### Business Openings

Understory and Old Salt Merchants have signed leases to open in Temescal Alley. The Shot Shop has relocated to West Oakland from Temescal Alley. Tannery on Telegraph has almost completed their buildout and plans to open in July. Whole Foods has started their buildout at 5110 Telegraph Ave and plans to open in Fall 2021.

## **Promotions**

### Temescal Wellness Week

Temescal Wellness Week included four in-person events, five social media engagement contests, and highlighted 15 fitness and wellness businesses throughout the week. June 12-20, Katie created 12 Instagram posts and 20 stories, in addition to 12 facebook posts, which focused on dynamic videos and photos to market each business's services to new potential clients. In total, Temescal Wellness Week resulted in 9,038 Story views, and 288 likes and 86 comments on Instagram posts. The Facebook posts reached 1,154 people and the Instagram campaign reached 3,880 people. Initial feedback from participating businesses has been positive, although events and contests for businesses with small social media followings attracted significantly less engagement and attendance than those involving businesses more active on social media. In addition to introducing a wider audience to Temescal's fitness and wellness businesses, this promotion notably established and grew positive relationships with many Temescal businesses that had not previously participated in BID events or promotions.

### Treat Yourself in Temescal Social Media Promotion

BID staff, with input from the Promotions Committee, has created a new social media promotion for Temescal self-care services that showcases these businesses, and incentivizes patronizing them in July. This hashtag-based social media campaign encourages people to treat themselves to self-care services at participating businesses and post a photo using the hashtag, to enter to win weekly prizes. This promotion will run for the entire month of July and will include a grand prize at the end of the month, which participants can enter by visiting three different self-care services during the month and posting three photos with hashtags. The campaign will be publicized via the BID eNews, social media, and posters in participating businesses' windows.

**Meeting adjourned at 7:37pm.**