

# TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES

March 24<sup>th</sup>, 2021 – 6:00 to 8:00pm

## Board Member Attending:

1. Allison Futeral – President
2. Pat Smith – Vice President
3. Tom Murphy – Secretary
4. Emil Peinert – Treasurer
5. Cynthia Armour
6. Lynn Howe – 2nd Vice President
7. Don Macleay
8. Adriana Valencia

9. Toni Sholes

10. Marisol Vela-Chiu

## Board Members Absent:

1. Daniel Chung

## Guests:

1. Jordie Bornstein, *Resident*
2. Audrey Gilles, *Resident*

### **1. INTRODUCTIONS – Call to Order: Allison Futeral, President, 6:06pm**

### **2. CONSENT AGENDA**

#### **a. Approval of February Minutes – Attached**

Lynn motioned to approve the February minutes. Tom seconded. **Approved unanimously.**

### **3. Operations Report**

Joey reported that Downtown Streets Team Fellows, Victor and Andre, had started work in the District. Allison asked about the experience so far, and if he felt overwhelmed. Joey reported that the new Fellow were excited to work, and that the added responsibility was fine. Joey reported that as part of his work with Village of Love, he was working to bring weekly showers and vaccines for unhoused residents, to the District .

### **4. ACTION/DISCUSSION ITEMS**

#### **a. Socially Distanced Taste of Temescal w/ Virtual Component (Promo)**

Shifra explained the revised plan for a socially distanced Taste of Temescal that would follow previous year's event model, with social distancing measures added, such as designated eating areas, shutting the street to cars, and increased volunteer staffing to ensure regular sanitizing of the seating areas. Shifra reported that restaurants had responded positively to the proposed event concept, and noted that the primary challenge would be volunteer recruitment. Claremont, Emerson, and La Clinica contacts had confirmed interest to be partner organizations for the event. Shifra suggested scheduling Taste of Temescal on May 18th, to ensure sufficient time to recruit volunteers. Allison asked if restaurants had expressed any hesitations with participating this year. Shifra answered that restaurants had concerns regarding the takeout version of the event, but preferred the more traditional event model which the Promo Committee recommended. Allison asked if Shifra has a contingency plan for volunteer recruitment. Shifra said she could hire event staff for the day, if needed. Katie offered to connect Shifra with Jack Beck from TurnOut, a local nonprofit that matches volunteers with organizations that need them. Toni asked about volunteers duties, and if these roles would change due to COVID-19. Shifra explained that volunteer duties would be expanded to help enforce COVID safety rules and sanitize eating area. Lynn suggested the BID asking for volunteers as part of the event promotion. Cynthia suggested writing out the different roles available for volunteers to aid with recruitment. Shifra shared that Visit Oakland recommended steering away from virtual programming, citing Zoom fatigue and a desire for in-person events. Therefore, the BID would produce a promotional video for the event rather than a virtual component. Don motioned to approve the socially distanced Taste of Temescal event as proposed. Emil seconded. **Approved unanimously.**

#### **b. 2020 Financials – Attached (Exec)**

Emil presented the 2020 Budget vs Actual report, noting increased income from assessments and significantly decreased income from events. Emil noted that a significant decrease in expenses meant that the BID was in a

better financial position than the previous year. Shifra shared the 2020 Balance Sheet and noted that the BID's PPP loan would be forgiven in 2021. Shifra explained that the majority of the work for the Pedestrian Light installation had not yet been billed, and so the budgeted funds were now earmarked in reserves and would be spent in 2021. Emil motioned to approve the 2020 Financials. Adrianna seconded the motion. **Motion passed unanimously.**

## 6. INFO ITEMS

### a. New Marketing & Program Assistant – Katie Larson

Allison and Shifra introduced Katie as the new Marketing and Program Assistant.

### b. 2021 Events Schedule

Shifra shared the proposed 2021 Events Schedule. The BID's annual meeting is scheduled for April 28, in conjunction with the monthly board meeting. Taste of Temescal is scheduled for the evening of May 18, and Temescal Wellness Week is scheduled for June 12-20th. The Summer Spa Package promotion is scheduled for the full month of July, but may be shortened to be three weeks long. The first of two Picnics of Telegraph is scheduled for the evening of August 20 to allow for maximum daylight. The second Picnic on Telegraph is scheduled for October 17, during the daytime. Small event scheduled for Halloween, October 31. Adriana asked if there is a contingency plan for the Summer Spa promotion in case indoor businesses are shut down again. Shifra said that the plan in that case would be to postpone. Don asked if Shifra can compile a list of events and dates for board members to reference. Shifra confirmed. Lynn supports the proposed events and events schedule, and noted that it reaches various key groups.

### c. 2021 Annual Meeting – April 28<sup>th</sup>

Shifra announced that the annual meeting is scheduled for April 28, and noted that the board meeting usually takes place before the annual meeting. Shifra asked if the board would prefer splitting them into two separate meetings. Allison expressed support for separate meetings. Pat and Emil expressed support for scheduling the meetings together back-to-back; **general agreement. ACTION:** the annual meeting presentation will be shortened, and Allison will moderate public comment to ensure the meeting ends on time. Allison suggested minimizing the amount of charts and graphs presented during the meeting.

### d. Executive Director's Report – Attached

#### Organization

##### Outreach to Stakeholders

The 2021 Stakeholder survey has been sent out via email and social media, garnering responses from 135 stakeholders, including 31 BID property owners, and only 16 business owners. Additional outreach is being conducted to increase the percentage of responses from BID assessees. Shifra attended the monthly BID Alliance meeting, and connected with new scooter operators in Oakland. Shifra met with Vanessa Stacks, the new Vice President of Support and Ancillary Services for UCSF Benioff Children's Hospital Oakland, Assistant Director of Community Relations Abby Ellis, and Paul Takayama, their Assistant Vice Chancellor of Community & Government Relations, to discuss the ongoing trash problems under Highway 24, and next steps to install a fence on the top of the embankment. She attended the UCSF Benioff Children's Hospital Community Meeting and learned about their current and planned services in Oakland. Shifra met with Warren Logan, the Mayor's Mobility and Inter-Agency Relations Policy Director, to discuss the proposed fence, and the future of Flex Streets. Shifra met with Temescal stakeholders to brief them on BID services and offer technical assistance:

- Ju Hong, co-owner of Daol Tofu
- Dania Cabello, a new partnerships contact for Critical Resistance, and producer of their new outdoor/indoor art exhibit in partnership with Kindred Arts
- Jared Walters, owner of Ziggy's Delectables at 470 49th St, Ste F, in Temescal Alley

### Hiring a new Marketing & Program Assistant

The Marketing & Program Assistant job was posted on February 10<sup>th</sup>, and the BID received 54 applicants via email, LinkedIn, and Indeed. Approximately 24 of those applicants had the required qualifications for the job, and nine applicants were invited for a first interview. Katie Larson was hired, and started work on Monday, March 8<sup>th</sup>, so there was no period of reduced staffing for the BID. (Gabby's last day was Friday, March 5<sup>th</sup>).

### **Cleaning and Maintenance**

The Downtown Streets Team Fellows started work in early March, providing 16 hours per week of additional maintenance hours to the BID, at no cost. The Fellows were trained by the Operations Manager, and initially worked alongside the Temescal Ambassadors, after which they have been able to work independently.

### **Community Engagement**

Oakland's Encampment Management Policy was approved by City Council in October, but implementation did not begin until February. Weekly trash removal and hygiene services are scheduled for 45 encampments throughout Oakland. As part of this list, the encampments at 45<sup>th</sup> and MLK, and 38<sup>th</sup> & Manila receive weekly trash pile removal, garbage cart service, and servicing and maintenance of City-provided porta-potties and wash stations, whereas the encampments at West MacArthur and Webster and Mosswood Park receive only weekly trash pile removal and garbage cart services. The City has also scheduled the closure of, or deep cleaning for five encampments in March, none of which are located in District 1. *Pat asked if there were any plans to address the encampment at the 24 offramp. Shifra said that it is less of a priority than the significantly larger encampments, such as Mosswood. Toni asked where the residents of these encampments are intended to go when camps are cleared. Shifra answered that the city is required to provide alternative shelters to everyone forced to relocate. Don noted that these alternative shelters are often not as feasible, accessible, or safe as they are said to be.*

### **Design**

#### Proposed Revision to Oakland's Parking Policy

The Oakland Department of Transportation's Parking Division presented the proposed Parking Policy Revision to the DE/ED Committee. The proposed policy includes expanding meter enforcement days to include Sundays, and shifting weekend enforcement hours from 8am-6pm to 10am-8pm. The proposed policy would also consolidate all parking enforcement and services into OakDOT's Parking division, eliminate cash payments and create a permanent parking benefit district program, which would change parking rates to maximize parking availability in commercial areas, when funding allows (the City only has funding for Chinatown and Downtown, currently provided by a federal grant). The DE/ED Committee recommended the BID write a letter objecting to the approval of the proposed policy without additional public outreach to the general public and merchants, as well as data collection to understand the current state of parking in Temescal. Shifra then discussed the Committee's concerns and recommendations with the Manager of OakDOT's Parking Division, who agreed to conduct additional public outreach via a survey to determine the public's parking challenges, and collect data on parking availability in Temescal on the weekends. Michael Ford and his team will conduct the additional outreach and data collection, and report the findings to the BID in April. The BID Board can then review additional data, and provide feedback and recommendations on the proposed parking policy, before the policy is brought to City Council for approval in May. *Allison suggested potentially educating community members on parking policy, and how metered parking is meant to increase turnover and availability, at next week's annual meeting. Katie suggested messaging that clearly explains how metered parking enforcement prevents cars from being parked in spots long term. Toni noted similar challenges with loading zones being used for long term parking, and the negative impact this has on local businesses that depend on street parking for customers. Shifra noted that outdoor dining in parklets has amplified this issue by further limiting access to loading zones. Shifra noted that there is no staff at OakDOT's parking division that is dedicated to creating*

*green and yellow loading zones for merchants.*

#### Pedestrian Light Installation, East side of Telegraph Ave, 51<sup>st</sup> to Aileen

The underground boring for nine of the planned ten lights was completed in March, and the sidewalk around the lights was completely restored. Work on the tenth light, located on the East side Telegraph between 51<sup>st</sup> St and Claremont Ave, was delayed, but is scheduled to begin the week of March 29<sup>th</sup>.

#### Repave & Redesign of Telegraph Ave.

The cat tracking (or temporary markings) for the planned loading, 12-minute, ADA and metered parking spaces on commercial side streets adjacent to Telegraph, was approved by the City, and permanent painting of those spaces is scheduled for March 22<sup>nd</sup>-26<sup>th</sup>. The City's contractor is continuing to construct the bus stop island at the North East corner of West MacArthur and Telegraph Ave. The City is still waiting for materials to continue construction on the remaining six redesigned bus stop islands, and to retune the signals along Telegraph Ave, from 52<sup>nd</sup> to West MacArthur Blvd.

### **Economic Development**

#### Small Business Support

Thirty-one Temescal businesses responded to the BID's 2021 Business Check-in Survey. 61% of responding businesses received the 2020 PPP, and 52% received the SBA Economic Disaster Loan. Only 10% of respondents received support from the Oakland Small business Emergency Grant (April 2020), the City of Oakland CARES Act Grant (Oct 2020), or the Alameda County CARES Act Small Business Grant (Nov 2020). 55% respondents applied for the California Relief Grant, which is still accepting applications. Only 10% of respondents reported that they had applied for the 2021 PPP, which is accepting applications through March 31<sup>st</sup>. Based on the responses, BID staff will conduct additional in-person and email outreach to individual businesses, to increase applications to the 2021 Paycheck Protection Program. Outreach to businesses that requested help is ongoing, and additional analysis of all the survey responses will be presented to the Temescal BID Merchant Committee.

#### Amy's Drive Through

Amy's presented to the DE/ED Committee in January and then to the Merchants in March. Merchants liked it, but wouldn't commit to voting on a recommendation regarding the proposal, and DE/ED also had no formal recommendation. Instead, DE/ED asked Shifra to convey their "friendly requests" for revisions to the design, as well as their overall discussion that they had at the February Committee meeting. The Amy's team communicated that they were open to making revisions, and would bring the revised plan to the Merchant and DE/ED Committees soon, and will likely present to the Board in April or May.

**Meeting Adjourned 7:29pm**