

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING MINUTES January 26, 2021 – 6:00 to 8:00pm

**Board Members Attending:**

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

**Board Members Absent:**

1. Adriana Valencia

**Guests Attending:**

1. Audrey Gilles - Resident

**1. INTRODUCTIONS – Call to Order: Allison Futeral, Board President at 6:05pm**

Allison introduced Jaymee as the new Marketing and Programs Assistant. Jaymee is from Oakland and worked at Visit Oakland for three years prior to the pandemic.

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Allison announced Joey’s new position as Director of Operations, and explained that Jamar was promoted to Joey’s previous position of Operations Manager.

**3. CONSENT AGENDA**

**a. Approval of November Minutes - Attached**Lynn motioned to approve November minutes. Jordie seconded. **Unanimously approved.**

**4. Operations Report:**

Joey shared his report with the committee.

**5. ACTION ITEMS**

**a. Future Plans for BID Merchant Committee: how will we move forward.**

Don reiterated that he doesn’t have the capacity to revive the Merchant Committee alone. He explained that he only needed one additional volunteer to continue business outreach. The committee agreed that outreach is important to orient the BID for 2024 renewal and discussed how to communicate the value and functions of the BID to businesses. Don said some outreach will require “door-to-door” field work. Katie suggested changing the format from a Committee to a task force to lessen the workload. Jordie and Tom expressed interest in volunteering for the task force. **ACTION:** Don will connect with the volunteers to discuss in detail. Allison reminded members to be mindful of the Brown Act and keep email communication to a minimum.

**6. INFO/DISCUSSION ITEMS**

**a. Program & Marketing Assistant Update & Introduction**

**b. Kenneth Rainin Grant - $16K awarded for “Temescal Illumination Project: Exploring the Legacy of the Black Panther Party in Temescal”**

Katie explained that Shifra partnered with artist Tion Torrence and Fredrika Newton, of the Huey P. Newton Foundation, to submit an application for a Kenneth Rainin Grant. She said that the Foundation has decided to award the grant to the BID and their partners. The grant includes $15k for a temporary art installation in Kasper’s Plaza and $1,000 for documentation. Katie noted that she had not been involved in the application process, but will meet with Tion and Fredrika on Monday to go over the project and discuss next steps.

**c. Planter Refresh Project Update**

Jordie shared that 23 volunteers have signed up for the refresh project so far. She added that the Adopt-a-Planter program has adopted five additional planters. The Committee discussed how to encourage planter maintenance year round and the impact that would have on the Ambassador team’s workload.

**7. OTHER**

Daniel brought up a video he recorded and shared with OPD of cars being vandalized. He suggested a new team be created to store and spread information regarding crime in the district. The Committee agreed there is a need but no further action was taken. Lynn shared that the BID no longer has a community resource officer and Pat suggested the BID contact the district’s councilmember with concerns.

**8. EXECUTIVE REPORT**

**Organization**

Outreach to Stakeholders

Katie assumed the position of Executive Director in December 2021, and has met with board members, the BID Alliance, Visit Oakland, Longfellow Community Association, and various business owners throughout the District. She met with Erica Sanders of 9 Julio Empanadas, who is still in the process of getting their parklet and takeout window approved by the city to allow them to reopen. Katie helped promote Erica’s $15,000 Kiva loan campaign, which was fully funded in two days. Katie also met with Siriji Lamenzo of Temescal Fitness & Movement to continue the discussion she and Shifra had begun about becoming more involved with the BID. Katie met with Catherine Macken, a Temescal-based broker and former Temescal business owner, to discuss commercial vacancies and opportunities in the District. Katie also met with Oaklash, a local nonprofit that hosts an annual drag festival, about potential venues in the District.

New Program & Marketing Assistant Update

The TTBID’s new part-time Program & Marketing Assistant, Jaymee Rayford, officially joined the team on January 24th. Katie posted the job listing on Indeed and LinkedIn in early December, and received a total of 46 applications in one month. 16 candidates applied through LinkedIn, 21 applied via Indeed, and 9 applied via email. Three candidates were selected to complete the first round of interviews with Katie via Zoom, followed by a skills assessment that involved taking notes for January’s Promo Committee meeting. Based on those interviews and assessments, Katie invited two candidates back for a final interview with herself and Allison. They were extremely impressed with Jaymee’s note taking abilities, social media and PR experience, and interest in supporting local businesses.

**Design**

Planter Refresh Project Update

Katie has been working with Jordie and Audrey to organize a volunteer day later this month to refresh all of the planters along Lower Telegraph. They said 21 volunteers have signed up so far, and more are welcome. The group will meet on Saturday, January 29th at Kasper’s Plaza and branch out from there, working on their assigned planters until 4pm. This workday will cover planters along Telegraph from West Macarthur to 51st. Katie will have the BID tent set up at the plaza and has ordered bagels and coffee for the volunteers.. Katie, Jordie, and Audrey are planning to duplicate this event quarterly to refresh the planters and greenery along Upper Telegraph in the Spring and 40th Street in the Summer. Jordie will continue to coordinate the Adopt-a-Planter program to encourage year-round maintenance.

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

The City has determined that a slurry seal is needed on the Telegraph segment between 44th-45th and is working with a contractor to schedule that work; unfortunately, that work cannot be done until the weather is drier and warmer for a long period of time (possibly April). Construction of the Rapid Flashing Beacons (RRFB) on Telegraph Ave at 41st, 43rd, and 44this complete, and those RRFBs are functional, though the one at 43rd still says “Change Password” when pressed.

Kasper’s Plaza

In November 2021, the DE/ED Committee recommended not installing any plaza improvements in 2021, but rather earmarking reserves in the same amount as the 2021 budgeted funds for that purpose ($1,500), to be used when more information is known about the design of the new business in the Kasper’s building.

**Economic Development**

Business Openings and New Developments

Two vintage shops have recently opened in the district, Slant Vintage at 421 40th Street and HERE Vintage at 486 49th Street. An art gallery called CULT Bureau opened in Temescal Alley at 482-D 49th Street. The ICA Concept Shop opened a seasonal holiday pop-up shop at 4727 Telegraph Ave, which featured products from dozens of local makers and small businesses. The pop-up was such a success that The Weekend Store, one of the small businesses featured at the ICA Concept Shop, have opened their first brick and mortar store at the 4742 location. Whole Foods opened the first week of January at 5110 Telegraph Ave. Aperture Optix opened an eyeglasses boutique at 5026 Telegraph Ave. Koryo Jajang at 4390 Telegraph is now Gangam Jjajang, a Korean fusion bistro. Presley’s Aesthetics opened at 523 47th Street Ste. 206.

**Promotions**

HEAD WEST Holiday Marketplace in Temescal – Saturday, December 4th, 2021

The HEAD WEST Temescal Holiday Marketplace is scheduled for Saturday, December 4th, 10am-4pm, on two blocks of 49th Street, from Telegraph to Webster St. Despite some initial challenges that occurred due to the ED transition taking place two days prior, the event was an overall success. Event attendance significantly exceeded our expectations, and Jimmy estimated that between 3,000 and 4,000 people were in attendance over the course of the day. Neighborhood and business outreach prior to the event resulted in zero cars needing to be towed from the event footprint. The circus performers, Coventry & Kaluza, were a big hit with the families in attendance. Jimmy and his team were a pleasure to work with and left the street in pristine condition. Very positive feedback from neighbors, business owners, attendees. Katie met with Jimmy last week to debrief the December 2021 event and plan for 2022 collaborations. They agreed to move forward with planning another HW Holiday Market for December 3rd, 2022. Both parties expressed interest in making HW Marketplace a more regular and potentially seasonal event in future years, but to not add additional dates in 2022. Jimmy agreed to provide booth space at a discounted rate for Temescal businesses to encourage participation.

Holiday Lights Program

The BID continued the Holiday Lights Program in 2021, offering free strands of lights to businesses with the requirement of displaying them in their windows for all of December. The Program was publicized to businesses via the BID’s eNews and social media; 18 businesses signed up to participate, and another few requested lights from Katie directly.