

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING NOTES

November 17, 2021 – 6:00 to 8:00pm

Board Members Attending:

1. Allison Futeral - President
2. Tom Murphy
3. Emil Peinert
4. Daniel Chung
5. Jordie Bornstein
6. Abby Ellis

7. Don Macleay

8. Marisol Vela-Chiu

9. Lynn Howe

10. Adriana Valencia

11. Pat Smith

Guests Attending:

1. Audrey Gilles, *resident*

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. CONSENT AGENDA

a. Approval of October Minutes - Attached

Lynn motioned to approve the October minutes. Jordie seconded. **Unanimously approved.**

4. Operations Report

Joey said that trash has been consistent, with a lot still coming out of the containers, especially near bus stops at 40th Street. He said the team is still cleaning up fallen tree branches from the recent storm. Joey said calls to the hotline have increased, and that he recently de-escalated a situation with an unsheltered resident at Co Nam, and another at the Depot, and was able to provide resources to both.

5. ACTION ITEMS

a. Executive Director Transition (Exec)

Shifra announced that she is leaving the BID at the end of November to start another job. Emil explained that the Executive Committee's plan is to promote Katie to Interim Executive Director role, to serve in a slightly reduced capacity for three months, with the full expectation that she becomes Executive Director fully beginning March 1. They also plan to replace Katie with a part-time marketing assistant, and to hire Joey part-time as Operations Director to support Katie, liaison with the city, and continue the Community Engagement Program. Emil said that the proposed plan has no net change in the 2022 budget. Joey said the transition would also allow him to dedicate more time to the Village of Love. Allison asked Joey about insurance. Joey said the new role wouldn't require physical labor, but that he is getting insurance through the Village of Love. Don asked what alternatives were considered by the Executive Committee. Pat said all options were considered, including an outside hire, but that they ultimately want someone with knowledge of the community, stakeholders, and merchants in the District. Don said that the responsibility is on the Board and Chairs, not the new ED, to step up, and noted that Shifra has taken on a lot of their responsibilities over the years. Jordie asked if the hours seem reasonable for Katie. Katie said yes, and that the position will be scaled down for the first few months since the BID is not producing events until March 2022. Shifra expressed concern with the Assistant

only being part-time, Emil noted that the position is just being scaled back to what it was with Gabby. Shifra said she is working with Katie to develop an annual plan, and noted that Joey's experience working in the District pre-pandemic will be an asset during the transition. Emil noted that negative interactions with the unsheltered population have dramatically decreased since Joey began the Community Engagement Program. Allison agreed, and Shifra said that the data confirms it. Don said that this is a good opportunity for Katie and Joey to bring new ideas to the BID, and a chance to review old processes. Audrey asked if there are additional capacities for board members to take on to support staff during the transition. Allison called for board members to commit to showing up. Emil motioned to hire Katie as the Interim Executive Director for 3 months, to hire Joey as Operations Director, and to hire a part-time programming and marketing assistant. Don seconded the motion. **Motion passed unanimously.**

b. Future of Temescal BID Merchant Committee (disband or re-start)

Don explained that he and Toni started the merchant/business outreach committee one year ago, and were planning to carry out outreach this year, prior to Toni's passing. Don said he cannot commit to running the committee on his own, and requested support, if the board is interested in continuing to build out the Committee. Don cited the need for increased outreach to stakeholders, and for more business-to-business contact and organizing. He also noted a need for increased diversity, to ensure that BID leadership reflects the district. Adriana volunteered to outsource translation services of any print materials. Abby asked if there is a minimum and maximum number of seats on the Board, and if recruitment is part of the job of the Executive Director. Allison explained that board recruitment is the duty of the Board, not the Executive Director, and mentioned that the BID used to have an active Nominating Committee for this purpose. Shifra said that the Nominating Committee has been inactive due to its lack of a chair and coordinators. Don said he is willing to return to the Nominating Committee. Shifra said that the minimum number of Board members is 9, and the maximum is 19. Emil voiced support of the continuation of the Merchant Committee, but is concerned with its execution. **General agreement** that there is a need for increased merchant outreach. Don recommended taking a month to process and digest the options. Tom agreed, and motioned to table the item for a month or two. Adriana seconded the motion. Motion passed unanimously.

c. BID as Community Partner for PCV launching Oakland Restorative Loan Fund

Abby said that Pacific Community Ventures and UCSF have partnered to establish the Oakland Restorative Loan Fund, focusing on areas around UCSF campuses. The program will offer microloans with 0% interest up to \$100,000, and is backed by several large institutions, including the City of Oakland and Bank of America. Lynn motioned to approve the BID partnering with PCV's Oakland Restorative Loan Fund program. Pat seconded the motion. Abby abstained, all others voted in favor. **Motion passed.**

6. INFO/DISCUSSION ITEMS

a. 3rd Quarter Financials (Exec)

Emil explained that spending and revenue are both on track so far for 2021. Lynn asked about the odd numbers towards the bottom of the report. Shifra explained that the Pedestrian Lights threw certain budget items off on paper, but that everything is on track.

b. HEADWEST Temescal Holiday Marketplace – Saturday, 12/4, 10am-4pm

Shifra reported that the holiday market is on December 4th, and that Tom, Audrey, and Pat have volunteered to staff the BID info booth. She added that there will be two performances by Coventry & Kaluza, a pair of circus arts performers.

c. Executive Director's Report

Organization

Outreach to Stakeholders

Shifra and Joey met with Community Resource Officer Gichki and one of the Patrol Officers for Temescal, for a three-hour walkthrough to meet business owners, hear their concerns related to crime, and distribute OPD contact information, as well as information on the BID's Ambassador hotline and community engagement program. This second walkthrough included businesses along Telegraph Ave, 43rd St to West MacArthur Blvd, and two more are planned for outreach to businesses on 40th St and Upper Telegraph. Shifra and Joey also met with L.D. Louis from the Alameda County District Attorney's office to discuss alternative avenues for unsheltered residents with severe mental health issues to navigate or be diverted from the traditional justice system, including the DA's Office' new CARES Navigation Center. Shifra met with Siriji Lamenzo, owner of Temescal Fitness and Movement, a new business at 5427 Telegraph Ave, about BID services and to offer technical assistance.

Cleaning and Maintenance

After several months of communication and coordination between Temescal Library, Waste Management and the Temescal BID Ambassador team, the BID's compost bin has been switched to be a lockable bin. There is now a lock on the bin, to avoid illegal dumping and facilitate successful pickup by Waste Management three times a week. Since the big storm at the end of October, the ambassador team and Downtown Streets Team Fellow have been clearing debris from the gutters and bike lanes along Telegraph, as well as reporting large branches via Oak311 for the City to remove. For detailed cleaning and maintenance statistics, see the Operations Report.

Design

Repave & Redesign of Telegraph Ave.

The City is reviewing the contractor's response to the official "punchlist," of elements still not completed or installed incorrectly, and plans to approve the work on Wednesday November 17th. The City expects that the contractor will then complete the punchlist, the last part of the entire Repair Telegraph project by Wednesday, November 24th. Emily Ehlers from OakDOT has published before and after metrics for the project, and BID staff plan to invite her to present at a BID meeting in December or January.

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

The city's contractor is scheduled to paint the parking types (green, yellow, metered, etc) on Claremont Ave on Tuesday, November 23rd. The electrical work is completed for the Telegraph Ave portion of the HSIP Grant project, except for the PG&E vault within the 45th St plaza, which must be lowered by PG&E.

The City is working to fix the left hand turn pocket for Northbound traffic on Telegraph Ave at 45th St, and has installed an interim fix of delineators blocking any Northbound left turns onto 45th St. 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 44th is complete, and those RRFBs are functional.

Kasper's Plaza

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

CULT Bureau art gallery has opened in Alley 49 at 482 49th St, Suite D. A developer has submitted a proposal for 5976 Telegraph Ave, to demolish the existing brick building and parking lot to build four 4-story townhome-style buildings with 23 units (3 affordable). Just outside the district, the property owner for 3901 Broadway has submitted a development proposal for their property that fronts on Manila Ave, to build a new 4 story, 219 space parking garage with exit/entrance on Manila.

Promotions

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

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. The BID has submitted applications for OPD special event and street encroachment permits, and is waiting on City staff to determine whether a Fire Department permit is needed, as well. Performers from Circus Bella will provide children-focused entertainment with two circus shows during the event, at 12:15pm and 1pm.

Holiday Lights Program

With the goal of creating a lively and festive holiday atmosphere and to encourage shoppers to visit Temescal during the Holiday season, the BID is continuing 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 has been publicized to businesses via the BID's enews and social media; 17 businesses have signed up so far.

Meeting adjourned at 7:35pm.