

TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION BOARD MEETING AGENDA February 23, 2021 – 6:00 to 8:00pm

Via Phone: 1-669-900-6833; 89968416717# & video: https://zoom.us/j/89968416717

**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. Jordie Bornstein
7. Marisol Vela-Chiu
8. Don Macleay
9. Tom Murphy

**Board Members Absent:**

1. Abby Ellis
2. Adriana Valencia

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

**2. PUBLIC COMMENT/ANNOUNCEMENTS**

Allison reported that Marisa Mason was robbed on Monday night for a second time this year, and had $200,000 of merchandise stolen, as well as significant damage to the store. The FBI is investigating the case due to the amount of inventory stolen, and they believe the perpetrators had been casing the alley leading up to the event. Marisa Haskill sent out a warning to other business owners in the District.

**3. CONSENT AGENDA**

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

Jordie motioned to approve the January minutes. Pat seconded. **Motion passed unanimously.**

**4. Operations Report**

Joey said things are going well with the Ambassador team, and that they are working on weeding between 40th and 44th, working their way up. There has been a continued increase in illegal dumping. Lynn asked about a person living outside ‘Lectric Washhouse in the bus shelter. Joey is working on making contact with the resident as well as ClearChannel to clean and repair. Joey and Jamar will spend more time in the area.

**5. ACTION ITEMS**

**a. 2022 Block By Block Contract - Emil/Joey**

Allison noted staff changes on the TTBID and the BBB end of things, and said that they have come to an agreement that fits within the TTBID budget. Joey explained the proposal to make Jamar salary so that he has the flexibility to operate outside of BBB business hours and staff the hotline after hours. Emil said he was worried about the raise affecting the budget, but that using banked hours to cover the increase cut down the cost considerably, making the overall contract less expensive this year. Emil motioned to accept the 2022 Block by Block contract. Jordie seconded. **Unanimously approved.**

**6. INFO/DISCUSSION ITEMS**

**a. Taste of Temescal on Tuesday, March 29th from 6-9pm [street closure voted for unanimously by Promo Committee]**

Katie shared that Taste of Temescal ticket sales are going well, and that she had met her goal of getting at least 20 restaurants signed up for the event. She shared the links to the event website, ticket sales site, volunteer sign up form, and the Facebook event. Early bird tickets are on sale now through March 10th. The price increase will be discussed at the Promo committee this month.

**b. Kenneth Rainin Grant Update**

Katie explained that Tion Torrence had had to step down as Lead Artist for the grant project, and that Jaymee had connected her with Made in Color, a local creative agency, who will be taking on the role moving forward. Katie and Jaymee met with the Huey P Newton Foundation today to update them, and they are on board with the new direction.

**c. Planter Project Update**

Katie worked with Jordie and Audrey to host a Telegraph Avenue Planter Refresh Day to revive the Adopt-a-Planter program and address planters on Lower Telegraph (below 51st Street). About 30 volunteers signed up in advance, and another 10 or so neighbors joined day-of. CM Dan Kalb was in attendance. Moving forward, the plan is to make the volunteer day events a quarterly occurrence, addressing a different portion of the District each quarter. The next event will be a Planter Refresh Day for Upper Telegraph in April, followed by one along 40th Street in July. Katie and Jordie are also coordinating with Lisa Regul and others who have maintained the 40th Street medians to develop a maintenance plan for them as well. Lynn said that Lisa’s story would be great to share on social media.

**d. Business Outreach Task Force Update**

Katie said that the Task Force had planned to meet on Tuesday, but had to reschedule for tomorrow, due to a medical emergency.

**7. Executive Director Report**

**Organization**

Outreach to Stakeholders

This month, Katie met with board members, the BID alliance, Oakland Chamber of Commerce, the Mayor, and various stakeholders throughout the District. Katie is coordinating with the East Bay Depot for Creative Reuse for an upcoming Plant Swap event at Kasper’s Plaza. She has also been increasing outreach to restaurants and Lower Telegraph businesses ahead of Taste of Temescal to increase participation and awareness. Jaymee distributed flyers for Taste of Temescal, the Oakland Chamber of Commerce Small Business Survey, and Visit Oakland’s Oakland Restaurant Week. Tom connected Katie with the new General Manager of Tannery on Telegraph to discuss potential partnerships and future events. Katie has also connected with several new businesses in the District, including the owners of Marigold Indian Eats, Pizza Ponte, Monster Pho, and Poppy Bagels.

**Design**

Planter Refresh Project Update

Katie worked with Jordie and Audrey to host a Telegraph Avenue Planter Refresh Day to revive the Adopt-a-Planter program and address planters on Lower Telegraph (below 51st Street). About 30 volunteers signed up in advance, and another 10 or so neighbors joined day-of. CM Dan Kalb was in attendance. Moving forward, the plan is to make the volunteer day events a quarterly occurrence, addressing a different portion of the District each quarter. The next event will be a Planter Refresh Day for Upper Telegraph in April, followed by one along 40th Street in July. Katie and Jordie are also coordinating with Lisa Regul and others who have maintained the 40th Street medians to develop a maintenance plan for them as well.

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. The BID has continued to host programming and events at the Plaza to increase engagement and visibility of the space. Joey hosts the Village of Love pop-up care village for unsheltered residents on-site at the Plaza every Tuesday. The BID hosted the Planter Refresh Volunteer Day at the Plaza in January, and is working with the Depot to facilitate a plant and gardening supply swap at the Plaza in early March. Katie and Jordie plan to add a new planter to block off the plaza and prevent cars from entering, which has continued to be a safety concern.

**Economic Development**

Business Openings and New Developments

Monster Pho opened at 360 40th Street for takeout and delivery. Marigold Indian Eats finally opened at 4868 Telegraph Avenue, after over a year of pandemic-related delays. Pizza Nation at 4919 Telegraph is now Pizza Ponte, and has new owners, new management, and a new menu. Both Pizza Ponte and Marigold Indian Eats have signed up to participate in Taste of Temescal 2022. Poppy Bagels announced that they will be opening a storefront in the former Dona Tomas space at 5004 Telegraph Avenue in Spring/Summer 2022. Saucy Oakland is relocating to Old Oakland at the end of February. The Hooper’s Chocolates building has new “for sale” signs, signaling new hope for filling the longstanding vacancy.

**Promotions**

Taste of Temescal - Tuesday, March 29th from 6-9pm

Katie launched the Taste of Temescal website, ticket sales, and volunteer and restaurant sign ups for Taste of Temescal 2022. The Promotion Committee voted unanimously to close the street again for this year’s event, and to again reimburse restaurants for their food costs. So far, 10 restaurants and 20 volunteers have signed up to participate. Early Bird tickets are currently on sale for $50, and 35 have been sold thus far. Jaymee has been working on flyering and promoting sign ups on social media and in-person. Katie met with Visit Oakland to discuss a plan to cross-promote Taste of Temescal with Oakland Restaurant Week, which will take place the week prior.

**Meeting adjourned at 6:55pm.**