



**TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION
BOARD MEETING AGENDA**

June 22, 2022 – 6:00 to 8:00pm

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

- 1. INTRODUCTIONS – Call to Order: Allison Futeral, Board President**
- 2. PUBLIC COMMENT/ANNOUNCEMENTS**
- 3. CONSENT AGENDA**
 - a. Approval of April Minutes**
 - b. Approval of 2022 Annual Meeting Minutes**
- 4. OPERATIONS REPORT - Joey Harrison, Director of Operations**
- 5. ACTION/DISCUSSION ITEMS**
 - a. Proposed Changes from City of Oakland to Special Events Permitting Process and Fee Schedule**
 - b. Proposal to Add an Accent Color (TTBID Red) to District Planters**
 - c. Highway 24 Underpass Encampment Discussion (continued from April Board meeting)**
- 6. INFO ITEMS**
 - a. Temescal Street Fair Event Recap (full recap coming to Promo committee July 6)**
 - b. Updates from the TTBID Business Outreach Task Force**
 - c. Executive Director’s Report**
- 7. OTHER**



**TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION
BOARD MEETING AGENDA**

April 27 – 5:00 to 6:00pm

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
10. Abby Ellis
11. Adriana Valencia

Guests Attending:

1. Semu One Bear, *Block by Block*

1. INTRODUCTIONS – Call to Order: Allison Futeral, Board President 5:04pm

2. PUBLIC COMMENT/ANNOUNCEMENTS

Emil shared that Kasper’s Hot Dogs renovation project is starting soon and that the contractors aim to have the project finished in May. The business’ new name will be Kasper Koojoolian’s, named after the original owner of the Kasper’s franchise. Abby announced that she had moved to a new role at the Hospital, and that UCSF filled her previous position. The new employee’s name is Jessica Arline, and she plans to take over Abby’s role with the TTBID once she has met the eligibility requirements to be nominated to the board. Katie introduced Semu, who is on the leadership team at Block by Block.

3. CONSENT AGENDA

a. Approval of February Minutes - Attached

Pat motioned to approve February minutes. Tom seconded. Allison abstained. **Motion passed.**

4. Operations Report - Joey Harrison

Joey presented his monthly Operations Report, and said the Block by Block contract has been finalized and signed.

5. ACTION/DISCUSSION ITEMS

a. Amending Bylaws to limit Board Membership to One Representative per Business and/or Household (Executive Committee recommendation)

Allison explained that the BID’s bylaws do not explicitly limit Board membership to one person per business or per household, but that it had been the general practice of the Board. She explained that the Executive Committee had voted unanimously in favor of amending the bylaws to limit Board membership to one person per household and per business. Katie explained the biggest concern is

overrepresentation for one business. Jordie expressed opposition to the proposed amendment and said it was unfair to assume couples or business partners would vote monolithically. Katie and Allison restated that the primary concern is the overrepresentation of one business' interests, on a Board that oversees a District with over 200 businesses. Lynn motioned that bylaws should limit board membership to one board member per household and per business. Pat seconded. Don abstained. Jordie opposed. **Motion passed. ACTION:** *The bylaws will be amended to limit board membership to one person per household and per business.*

b. Highway 24 Underpass Encampment Issue

Tom said the encampment has gotten worse and he had been told previously that nothing could be done due to COVID-19 concerns. He asked Members for their opinions on how and whether to advocate for the encampment to be removed. Katie explained that legally the TTBD can only provide supplemental city services, and relocating people is far beyond our purview. Don asked how this relatively small encampment differs from others in and around the District. Tom said the difference is that this specific encampment is on Telegraph along the major business corridor. Lynn said that the subject would be better directed to the City, since relocating people and removing encampments is beyond the BID's authority and capacity. Allison suggested that the BID request that the City service the area more frequently. Allison said this is an important issue that needs to be discussed in greater detail. Allison asked if Joey can have the Ambassadors cover the area more often in the meantime to keep tidy. Lynn suggested finding resources and what other organizations have done in similar situations. Joey offered to bring the BIDs concerns to city leadership once the Board reaches consensus on. **General agreement** to table this item for discussion at next month's Board meeting.

6. INFO ITEMS

a. 2022 Block By Block Contract

Joey let the Members know that the contract has been finalized and signed by all parties.

b. Parklets & Flex Streets Program Update

Katie explained that in March, the City extended the parklet program through July 2023. This month, they'll be developing new guidelines for the parklets and the TTBD will keep stakeholders updated.

c. Upper Telegraph Planter Refresh Volunteer Day - May 15th

Katie shared that the planter refresh volunteer event had been rescheduled for May 15th, and Jordie would be taking lead on the event.

d. Business Outreach Task Force Update

Katie noted that the item would be discussed at the Annual Meeting, where the full update would be provided.

7. OTHER

Allison adjourned the meeting at 5:59pm



**TEMESCAL/TELEGRAPH COMMUNITY ASSOCIATION
ANNUAL MEETING 2022 AGENDA**

Apr 27, 2022 06:00 - 8PM

Join Zoom Meeting: <https://us02web.zoom.us/j/83211650951> | Meeting ID: 832 1165 0951

Dial in by Phone: +1 669 900 6833 US

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
10. Abby Ellis
11. Adriana Valencia

Guests Attending:

1. Semu One Bear- *Block by Block*
2. Susan Ownen - *Resident*
3. Tiffany King - *Memorial Tabernacle Church*
4. Jessica Arline - *UCSF Benioff Children's Hospital*
5. Paige Pier - *Vintage Rug Shop*
6. Abby Myszka - *Longfellow Resident*
7. Brian Brooks - *resident*
8. Monika Lin - *resident*

1. INTRODUCTIONS – Call to Order: Allison Futeral, President

Katie started with staff introductions and had all members and attendees introduce themselves.

2. PUBLIC COMMENT/ANNOUNCEMENTS

Allison opened the floor to public comment and announcements, and asked if anyone had any questions. Susan asked if there was anything the BID could do to mitigate graffiti at the MacArthur BART station. Katie explained that the BART station is beyond the boundaries of the BID, in which it is legally allowed to provide services to. Katie added that the station is BART and CalTrans property, and that those would be the two best organizations to follow up with on the subject. Abby asked about the basic structure of the BID and how it operates. Katie explained that the BID is a 501c4 nonprofit organization that is funded by tax assessments on commercial property owners. She said that the BID is currently governed by a Board of 11 volunteers, and noted that there can be up to 19 board members in total. Katie said that her presentation at this meeting would explain the process of joining the board and any of the BID's committees. She said that there are currently 5 board members up for reelection, and were nominated by the Nomination Committee to serve another 2 year term.

3. ACTION ITEMS

b. Current Board Member Re-election (2 year term)

- Allison Futeral, Business Owner

Katie held the vote to reelect Allison to the Board. All but Allison, who abstained, voted in favor. Allison was reelected to the Board.

- **Adriana Valencia, Community-Member-at-Large**

Katie held the vote to reelect Adriana to the Board. All but Adriana, who abstained, voted in favor. Adriana was reelected to the Board.

- **Lynn Howe, Property Owner**

Katie held the vote to reelect Lynn to the Board. All but Lynn, who abstained, voted in favor. Lynn was reelected to the Board.

- **Pat Smith, Property Owner**

Katie held the vote to reelect Pat to the Board. All but Pat, who abstained, voted in favor. Pat was reelected to the Board.

- **Tom Murphy, Property Owner**

Katie held the vote to reelect Tom to the Board. All but Tom, who abstained, voted in favor. Tom was reelected to the Board.

- **c. Re-election of Officers (2 year term)**

- **Allison Futeral – President**

Katie held the vote to reelect Allison to the office of Board President. All but Allison, who abstained, voted in favor. Allison was reelected Board President.

- **Pat Smith – 1st Vice President**

Katie held the vote to reelect Pat to the office of Board Vice President I. All but Pat, who abstained, voted in favor. Pat was reelected Board Vice President I.

- **Lynn Howe - 2nd Vice President**

Katie held the vote to reelect Lynn to the office of Board Vice President II. All but Lynn, who abstained, voted in favor. Lynn was reelected Board Vice President II.

4. PRESENTATION: Katie Larson

Katie screenshared and presented her Annual Report presentation. Jordie asked if there was a comparison to see net change in businesses added in 2021. Katie said she would have to comb through her records, but could find out. Katie ended the presentation at 7:08pm and asked if anyone had any questions. One resident asked if the BID is responsible for public art in the District, specifically, Temescal Flows mural on the underpass. Katie answered yes, and explained that the Temescal Flows mural was commissioned by the DE/ED committee, which stands for Design and Economic Development, and oversees the BID's Public Art budget. She noted that the committee is also responsible for commissioning the artwork on various utility boxes and the mosaic artwork on District trash receptacles.

5. Adjournment - Allison adjourned the meeting at 7:16pm

Cleaning Statistics

Field Observations

During the month of May, the amount of sticker/poster collected by the cleaning ambassador decreased in the district. The cleaning ambassador has seen a slight increase in illegal dumping throughout the district which they reported to Oak311. Unfortunately a few trash cans receptacle has been repeatedly been removed throughout the district. Operations manager Jamar Leonard is working with Joey to elevate the issue to public works and find a long-term solution to this ongoing issue. New cleaning ambassador Julian Ford removed debris and leaves from the curb line as well as the sidewalks.

QUICK VIEW

May 02, 2022 -- May 31, 2022

- 50 Auto Glass Clean Up
- 209 Graffiti - Removed
- 126 Stickers/Flyers/Posters Removed
- 228 Trash (bags)
- 2 Power Washing (hours)
- 84 Planters Watered (Number)
- 109 General Contact
- 29 Tree Wells Weeded
- 26 Business Call

TTBID Executive Director's Report - May/June 2022

Organization

Outreach to Stakeholders

During the months of May and June, Katie worked closely with TTBID businesses, board members, city officials, and various other District stakeholders. With Temescal Street Fair happening mid-June, staff ramped up outreach via eNews and in-person outreach to encourage businesses to take advantage of the free space provided to them at the Fair. Katie worked closely with Temescal Brewing owners, management, and marketing staff to promote their 6th anniversary celebration. Similarly, she worked in close collaboration with Root'd in the 510 to coordinate their Grand Opening event, which also coincided with Temescal Street Fair. In total, over 40 TTBID businesses participated in the event, including Flying Studios, Brand X Huaraches, East Bay Depot for Creative Reuse, and Forever Mood Finds. The BID also hosted a Volunteer Planter Refresh Event at Tannery on Telegraph. On the municipal front, Katie met with representatives from the City's Department of Economic and Workforce Development, CM Dan Kalb's office, and attended a special meeting of Oakland City Council regarding the Progressive Business Tax proposal to determine the impact it will have on Temescal businesses. In May, Katie met with Paradies Lagardere regarding a potential partnership between Temescal Alley and Oakland Airport.

Design

Planter Refresh Project Update

Katie worked with Jordie and Audrey to host an Upper Telegraph Planter Refresh event for volunteers on June 4th at Tannery on Telegraph. The event was rescheduled from its May date due to low sign-ups, but the June event (boosted by the added Happy Hour element) had a solid turnout of about 15 volunteers. The next event will take place in the Fall, and focus on planting and beautification along 40th Street.

Kasper's Plaza

In May, Katie received a donation of two large, potted trees, to further buffer the entrance to the plaza from vehicles, which has increased safety for pedestrians and cyclists in the area. Freedom Farmers Market has continued to take place every Second Saturday in the Plaza, and will launch its Summer season of weekly farmer's markets on July 2nd. BID staff have been working in close collaboration with Made in Color and the Dr. Huey P. Newton Foundation to develop a plan of action for the Kenneth Rainin Development Grant that the BID received. The grant is for a project entitled "Temescal Illumination Project: Exploring the History of the Black Panther Party in Temescal," which aims to develop an artistic concept for an installation at Kasper's Plaza.

Economic Development

Business Openings and New Developments

TTBID Executive Director's Report - May/June 2022

Root'd in the 510 and Artelar Studios, a new woven Oaxacan goods store in Temescal Alley, both opened on June 12. Fam Nail Spa opened at 5095 Telegraph Avenue, and Forever Mood Finds opened inside Concept 47. Olive & Spex Optometry is set to open at 4748 Telegraph Ave, and Poppy's Bagels will be opening in the former Dona Thomas building at 5004 Telegraph Ave. Sagrada Sacred Arts is seeking new owners, and the TTBID staff have shared their listing in our eNews to help them with the search. Square One Yoga announced that they will be closing their Temescal location soon, citing pandemic-related challenges. I Scream Donuts announced that they have permanently closed, also citing pandemic-related issues. OK's Deli is set to open in the former Saucy space at 3932 Telegraph Ave, and the BID shared their Kickstarter campaign to support the opening.

Promotions

17th Annual Temescal Street Fair - Sunday, June 12

This past Sunday, the TTBID hosted the return of Temescal Street Fair (TSF), following a two-year hiatus brought on by the COVID-19 pandemic. With the endorsement of the Promo/Safety Committee, BID staff produced TSF in-house for the first time in over 15 years, which resulted in significant savings. Other major changes that were implemented into the existing TSF model were to (1) prohibit outside food vendors, to encourage patronage of TTBID restaurants in the vicinity, (2) to provide free space at the event to any and all interested TTBID businesses, and (3) reduce the amount of outside vendors, to encourage patronage of (and decrease competition for) TTBID Retail businesses. These three decisions were made with the unifying intention of ensuring that TSF was beneficial to TTBID businesses first and foremost. Katie developed an interactive event map, which was printed onto event signage, and allowed her to track its usage. In turn, this provided a new and effective gauge of event attendance, as the QR code was scanned over 5,000 times over the course of the day. Katie brought in \$12,000 in event sponsors, with Park Day School, UCSF Benioff Children's Hospital, and The Village of Love coming in as Presenting Sponsors. Root'd in the 510, Temescal Brewing, The Skylyne, MacArthur Commons, Canventa Life Sciences, The Oaklandside, and Temescal Works also sponsored the event. Oakland Venue Management was brought in to coordinate the stages, sound, and rentals for the event, and Katie contracted TC rentals to carry out the street closure. Jaymee handled all of the flyering, street closure notices, signage, and social media presence during the event. Joey was instrumental in securing stage managers, entertainment, and the vision for the first ever Village of Love stage. Jamar and the Ambassador team provided great support throughout the event and during clean up.