



**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>

Board Members Attending:

1. Allison Futeral
2. Lynn Howe
3. Tom Murphy
4. Jordie Bornstein
5. Don Macleay
6. Adriana Valencia
7. Daniel Chung
8. Marisol Vela-Chiu

9. Pat Smith
10. Emil Peinert

Board Members Absent:

1. Abby Ellis

Guests:

1. Audrey Gilles
2. Amanda Wolf

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

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. CONSENT AGENDA

a. Approval of April Minutes

Lynn motioned to approve the April 2022 minutes. Adrianna noted that she was listed as present at the April meeting but she wasn't in attendance. **ACTION:** Lynn motioned to update the minutes to take Adrianna off the attendance list then the notes can be approved. Marisol seconded. **Motion passed unanimously.**

b. Approval of 2022 Annual Meeting Minutes

Pat motioned to approve the annual meeting minutes. Tom seconded the motion. Motion passed unanimously.

4. OPERATIONS REPORT - Joey Harrison, Director of Operations

Joey shared that since December the team has been down one ambassador. There was a meeting with Jamar, Joey and Katie to work on the flow and structure of the operations department. Joey said it was his idea to paint the planters and in the future they can reach out to him directly with concerns or questions. Joey also shared that he has been working on getting a space at Omni Commons to host the unsheltered Day Center and he'll be signing the

lease in the next week. Joey also said the person who was parked in the car by the underpass is gone but there is still one person there and they're working to encourage him to access services available. Allison reminded the group to reach out to Joey about operations and general upkeep of the district, instead of Katie. Adrianna asked if staff could create a document outlining "who to contact for what" for members and the public to refer to. Katie said yes. **ACTION:** Staff will draft and share the requested document.

5. ACTION/DISCUSSION ITEMS

a. Proposed Changes from City of Oakland to Special Events Permitting Process and Fee Schedule

Katie explained that the City is in the process of transferring Special Events permitting from OPD to an internal City department, in an effort to update fees and streamline the application process. Katie suggested the Members write a letter with their concerns and suggestions. She explained two main problems, with the first one being that permitting cost would increase to \$1,600 for events over 2500 people. The second concern is the city suggests the application deadline be 90 days out but event details are not often finalized that early. Allison asked Katie to clarify what the action item is. Katie said the action item would be to write a letter with the same recommendations that are already outlined in the letter from the BID alliance. Katie said the process hasn't been finalized so the goal is the TT BID's suggestions would be included in the new legislation. Adrianna asked what caused this transition of responsibility. Katie said everything currently goes through OPD special events department, which has a limited staff and often require events to hire overtime OPD officers for security. Pat asked when the new system would go into effect, Katie said as early as next month. Lynn said she is in favor of moving forward with the letter because the existing process is difficult to navigate and a clearer structure would help a lot of organizations. Allison agreed with Lynn. **ACTION:** Lynn motioned to send a letter to support and echo the concerns of the BID alliance letter. Adrianna seconded. **Motion passed unanimously.** Katie attached the BID letter in the chat for Members to review.

b. Proposal to Add an Accent Color (TT BID Red) to District Planters

Allison said changes like this have a process and generally need to go through committee first, but that today, Members need to decide to keep them gray or paint them red, since some were already painted. Jordie said that getting the planters painted correctly would take some additional effort and she isn't sure the BID has the capacity to pay for and maintain. Jordie motioned to paint the planters back to gray. Adrianna seconded. **Motion passed with 9 votes in favor.** Don & Lynn (2) abstained.

c. Highway 24 Underpass Encampment Discussion (continued from April Board meeting)

Tom asked Joey what options are to bring encampment concerns to the City's attention. Joey asked Tom what his goal is and that will determine who to speak with. Tom said that this encampment is of special concern because it is located in the center of the Telegraph business corridor, and creates a safety hazard at the onramp. Joey reminded the board that there is a requirement to provide someone alternative housing before they can be asked to relocate. Jordie said she wants to put more pressure on the city to get involved. Lynn asked Tom what he wants the BID to do. Tom said he wants the encampment to be moved and wants to get CalTrans involved. Lynn said supporting Joey is the TT BID's best option. Katie agreed with Lynn and said the BID doesn't have the legal ability or capacity to relocate anyone. Joey will work with

Operation Dignity to provide the unsheltered person service options. Lynn suggested we move this to the PROMO/SAFETY committee to define what we can and currently do, and create a plan of action. Katie agreed and said it's hard to get an action item at this level but a smaller group discussion could be more productive. Lynn motioned to bring item to Promo/Safety committee agenda. Marisol seconded. **Motion passed unanimously.**

6. INFO ITEMS

a. Temescal Street Fair Event Recap (full recap coming to Promo committee July)

Katie noted that a high-level recap of the event was included in this month's Executive Director Report, and a more detailed discussion of the event would take place next week at the Promo committee.

b. Updates from the TTBID Business Outreach Task Force

Jordie shared that she, Don, and Tom had been out three times and spoke to 20-25 people about the TTBID. They made a robust flier explaining what they're doing. Allison said any materials being handed out on the BID's behalf should come to the Board first for approval. Jordie agreed and said another major priority is updating the BID's database. She suggested hiring an intern to collect and update business contact information. Katie reminded the Task Force that staff must be included in all meetings and discussions of the BID Task Force, and have access to all documents regarding it. Allison reminded members to review and remain compliant with Brown Act requirements regarding informal meetings and discussions amongst Board members. Jordie suggested the BID employees and task force meet to outline procedures and talk more in depth. **General agreement.**

c. Executive Director's Report

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

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 TT BID 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 TT BID 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 TT BID restaurants in the vicinity, (2) to provide free space at the event to any and all interested TT BID businesses, and (3) reduce the amount of outside vendors, to encourage patronage of (and decrease competition for) TT BID Retail businesses. These three decisions were made with the unifying intention of ensuring that TSF was beneficial to TT BID 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.

Meeting adjourned at 8:19pm.