



APRIL BOARD MEETING MINUTES

April 26, 2023 – 5:00 to 6:00pm

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

Board Members Attending:

1. Daniel Chung
2. Tom Murphy
3. Don Macleay
4. Emil Peinert
5. Pat Smith
6. Jordie Bornstein

7. Jessica Arlene

8. Lynn Howe

Board Members Absent:

1. Adriana Valencia
2. Marisol Vela Chiu

Guests Attending:

1. David Operario

1. INTRODUCTIONS – Call to Order: Daniel Chung, *Board President at 5:05pm*

2. PUBLIC COMMENT/ANNOUNCEMENTS

3. CONSENT AGENDA

a. Approval of March 2023 Board Minutes

Tom motioned to approve the March minutes. Don seconded. **Motion passed unanimously.**

4. OPERATIONS REPORT - Joey Harrison, *Director of Operations & Jamar Leonard, Operations Manager*

Jamar shared that BBB hired regional support mechanics to provide support to the Ambassador team. Current Ambassadors are Zane and Bruno. There has been an increasing need for removal of fallen tree branches. The team has noticed increased graffiti on Telegraph Avenue between 40th and 51st, in particular. Trash receptacle doors have been getting stolen more frequently. Katie added that the recent storms had shredded the “Welcome to Temescal” cross street banner. She had it removed but recommends DEED designing and printing a new replacement to hang. Jamar met Jamaica from the City of Oakland, who said street sweeping is set to increase and the bike lane sweeper is live. Joey noted that Steve Snyder and Andrew Jones’ company took on the city’s ClearChannel bus shelter cleaning contract, and Joey is connected with their team. Tom

asked what is being done about encampments on Upper Telegraph and requested that the subject be included as an action item at the next Board meeting.

5. ACTION/DISCUSSION ITEMS

a. Executive Director Transition (Katie's Resignation is Effective 4/30)

Katie explained that her last day as Executive Director is April 30th, and provided updates on the process of the Board hiring her replacement. She said that the Exec committee hopes to get an offer out in early May, and that board member Don Macleay had volunteered to take on some of the administrative tasks in the interim until the new Executive Director is hired and onboarded.

6. INFO ITEMS

a. 4% Assessment Increase Approved by Board (March 2023)

Katie explained that at last month's board meetings, the Board voted in favor of a 4% assessment increase for the upcoming year. All but one board member voted in favor of the increase.

b. Community Safety Conversation: March 21 Recap (Promo/DEED)

Katie provided a brief recap of the prior night's Community Safety Conversation, which was very well attended and featured CM Dan Kalb and Area 2 Police Captain Jeff Rosin. Jordie said that overall the event resulted in a great list of actionable items for the BID to pursue. Don added that the meeting was an overall success, and representatives from over 20 TTBD businesses participated. Guy thanked the Board for organizing and hosting the event. Katie mentioned that KRON4 news did a feature on the event on the local news and shared snippets of the Zoom meeting itself.

c. Executive Director's Report

Organization

Executive Director Resignation & Update

Katie's father passed away unexpectedly in February and she informed the Executive committee of her decision to resign from the Executive Director position, effective April 30, 2023. She has supported the BID in its search for her replacement, posting the position online and organizing the interview process with the support of Don, Pat, and Joey. She is working to update the SOP for the incoming ED to guide them through the transition process. Katie has offered to provide some hours to the BID as a paid consultant after May 1 as needed to facilitate the transition.

Outreach to Stakeholders

Throughout the past month, Katie worked closely with TTBD businesses, board members, city officials, and various other District stakeholders. She also worked closely with other BID leaders, and met with representatives from the City regarding crime and

safety needs in the area. Katie met with new business owners, including Diana from Omni Studios, to welcome them to the neighborhood and connect them with BID resources and information. Katie continued to work in close collaboration with Made in Color and the Dr. Huey P Newton Foundation on the Temescal Roots Project and related events. Katie provided the TTBID's 2023 Annual Report to the City of Oakland's Economic and Workforce Development Department, and worked with Joey to compile and submit a report on the Shop Safe Oakland program. In honor of Earth Day, the BID partnered with UCSF Children's Hospital to host a District Cleanup Volunteer Day, which was very well attended. Katie also met with Kim Bakardian of Visit Oakland and Raina Turner of the Ronald McDonald House that is set to open across the street from the UCSF Benioff Children's Hospital Campus on May 20th, 2023.

BID Renewal

The TTBID's current 10-year term is set to expire in December 2024, so Katie has begun to delve into learning about and preparing for the process. There are about 5 firms that handle most BID renewals in California, so Katie has been meeting with each over the past months to have exploratory conversations. **The renewal process will take between 12 and 18 months, and will start with the posting of an RFP. Once the RFP responses are received and reviewed, the BID will select a firm to work with and begin the formal renewal process, ideally as soon as possible.** This process will require extensive outreach to be conducted by the BID, which will be guided by a Steering Committee made up of staff, board members, and other interested volunteers.

Design

Temescal Roots Project

Katie facilitated two panel review sessions in late March and April to review applications for the Lead Artist position with the Temescal Roots Project. Katie and Jena Dominique organized the panel, developed a scoring rubric, and brought together various stakeholders to review the candidates. Voting members of the first panel were Fredrika Newton (founder of Dr. Huey P. Newton Foundation), Clark Bailey (legacy Black Panther Party member), Sorrel Tsui (City of Oakland), Jordie Bornstein (TTBID Board Member), and Tion Torrence (artist BUKUE ONE). Panelists scored artist submissions based on Artistic Merit, Relevant Skills & Experience, site appropriateness, and relationship to the history, and added a slight numerical preference based on being local. Of the 20 total applications received and scored, the panel has selected the top 8 artists to move forward and submit proposals for the installation. There will be an in-person and on-site orientation to inform their designs and answer questions that come up during the process. From there, the panel will select a small group of finalists to develop their proposals, which will be made available at a public feedback event this Summer.

Economic Development

Business Openings and New Developments

Several new businesses have opened recently in Temescal, including K Banchan Kitchen (4013 Telegraph), Kitava (375 40th St), and Hanshin Pocha (4869 Telegraph). Groundfloor Club opened at 4055 Telegraph. Contact Records has opened in Temescal Alley, and Extra Butter is open at 4920 Telegraph. Two new studios have opened in the District, Your Local Yoga Dealer (376 40th St) and Omni Studios (4834 Telegraph). Small Change Oyster Bar (5000 Telegraph) and Burdell (4640 Telegraph) are set to open in the coming months.

Promotion/Safety

Community Safety & Crime Prevention Roundtable w/ OPD

On March 21st, the TTBID hosted an internal-facing Community Safety & Crime Prevention discussion via Zoom. This event was an opportunity for BID board members to discuss needs and priorities with members of the local business community, and to draft a list of items to bring to the next public-facing meeting, which will include OPD representatives as well as Councilmember Dan Kalb. The meeting was well attended, with representatives from about twenty local businesses present. BID board members Don, Jordie, and Tom organized the event with the support of Interim Board President Daniel and Promo and DEED committee member Audrey. The next installment of the Community Safety Conversations is scheduled for Tuesday, April 25 at 6pm via Zoom. Dan Kalb and OPD representatives are scheduled to attend.

Earth Day Community Cleanup Event

On April 22st, the TTBID partnered with UCSF Children's Hospital for an Earth Day Volunteer Cleanup in the District and around the hospital's campus. TTBID Operations Director Joey worked with Board Member and UCSF staff Jessica Arlene to coordinate the event. Joey provided his expertise on safety protocols and best practices for handling hazardous waste, such as needles. Councilmember Dan Kalb was in attendance as well.

Shop Safe Oakland

The City of Oakland announced a new program aimed to allocate funds toward business improvement districts in an effort to increase safety and security in commercial corridors during the holiday season. As part of the "Shop Safe Oakland" initiative, the BID receives a \$20,000 grant, which was used to provide weekend and evening coverage from BID ambassadors and the ambassador hotline. From February 1st to March 15th, the BID provide security personnel and ambassador services on Thursday, Friday, and Saturdays from 2-10pm, 24 hours per week. The team patrolled along Telegraph between 40th and 51st, along Shattuck between 46th and 52nd, and along

40th Street between Telegraph and Broadway. These extended weekend and evening hours also included expanded hotline hours, and the team received a total of 7 calls from businesses and residents. One call resulted in assisting an unsheltered individual with referrals to supportive services. Joey provided the City of Oakland's Economic Workforce Development Department with a report of the program's operations.

7. OTHER

Joey and the Board thanked Katie for all of the work she has done for the BID and the Temescal community.

Meeting adjourned at 5:40pm