

# TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

## JULY BOARD MEETING MINUTES

Tuesday, July 23, 2024 – 6-7:30 pm  
TEMESCAL WORKS - IN PERSON

In Attendance: Jordie Bornstein, Shawn Granberry, Seung-Yen Hong, Don Macleay, Alex Schafran, Sara Sens, Pat Smith

Staff & Guests: Daniel Swafford, Joey Harrison, Candi Martinez (zoom), Heather Siglin, Jamar Leonard, Audrey Gilles

Absent: Tom Ames, Jessica Arline, Daniel Chung, Tom Murphy, Adriana Valencia

### APPROVAL OF MINUTES

Approval of June 25, 2024 Board Minutes Motion: Jordie, 2nd Alex, 7-yes, 1-abstention

### TREASURER'S REPORT - Don

- Q2 Report: Budget/Actuals - deeper review at August meeting; Jordie question on \$10,000 walking maps—allocated to web design?
- Need to improve credit card processing and bank (online statements)
- New version of the BID should have larger disbursements starting in April 2025
- 2023 990 Review - ACTION next meeting, need more time for review
- Don will complete Street Fair with Daniel S-give financial side of TSF and web site next meeting
- Mail not getting to Don. Sara offered \$40 for TW to scan and upload it. Bank of the Bay vendor can't send electronically; need to add mailbox number
- Don requested meeting with Daniel Swafford and staff
- City is requiring certified accountant to review financials every 2 years starting 2025—add to budget
- Don plans to revise Quickbooks reporting to simplify reports (ex eliminate every transaction)

### TTBID ASSOCIATION BUSINESS

- BID Renewal - waiting for final ballot tabulation City Attorney to weigh in on property that voted twice (one yes/one no). Approx 80% of weighted value approval at high end 72% at low end. City wants to make strong improvements for other renewals. About 50% turnout. 99 ballots, parcel count will have to wait for city
- Opportunity to address property owners moving forward

### Safety Ambassador report- Joey

- Walgreens will have an OPD substation with a keypad on the door designated parking. Captain Ausmus will get code when she comes back this week. Dedicated spot for police car.
- Resource safety card in the works to provide merchants and security staff

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- Requested an escalation training for merchants, residents (host at Kitava?) include MACRO

## **Website -Candi**

Launched 7/22. Meeting Friday July 26 with Brian O'Toole from Brick & Mortar. The contract with B&M states 30 days for any changes/updates/adjustments; 1 year if something breaks. Don requested vacancies to be added, Audrey requested tracking of merchant info. Candi coordinating with Joey to make sure the ambassador information is correct. Direct feedback to Candi [candi@temescaldistrict.org](mailto:candi@temescaldistrict.org)  
Candi is working on building out marketing and branding kit

City of Oakland Board Training workshop-quorum (7) of board qualifies as a meeting

## **Maintenance Report - Jamal**

All graffiti and stickers are input into a smart system. Empty trash receptacles routinely, routinely get paint to match utility boxes, poles etc. Thurs planters, Fri and Mon watering, Fri as a team review the district. Sat hospitality  
June highlights auto glass up 36%, trash down,  
Feb 1-Jan 30 Block by Block contract  
ACTION - Daniel to forward Block by Block contract for board review

RFP possible - Priority to add safety element, guard car not on original contract. Review scope of work, contract and banked hours—signed contract?

## **ACTION/DISCUSSION ITEMS**

- 18th Annual Temescal Street Fair Preliminary Report - Budget summary prior to next meeting
- Upcoming grants City of Oakland, Zellerbach comm festival, sponsorship packet in development
- Committee Roster confirmation

## **OPEN FORUM/PUBLIC COMMENT**

Alex requested time to discuss reorganizing the board on agenda for next time. Will circulate materials he has developed ahead of the August meeting. Need agenda item for August for association restructuring

Don-contact list needs to be developed for interested people/invitations to meetings  
Seung-Yen voiced concerns about whether the BART access road is considered a public

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street (where shuttle stops parallels the track) parcel number included in the new map.  
Unclear what services it qualifies for—what exactly is needed? Add it to agenda next month. Block by Block to incorporate it—need map assessed  
ACTION: Add as agenda item to Executive Committee

Don wants to address outreach goals esp to Korean, Ethiopian, churches and other communities

Audrey—at what point when one renews does board address bylaws?  
Development of Ad Hoc Committee  
Security planning needs to be priority  
Suggested a strategic planning session retreat- Exec meeting hire outside consultant to clearly develop goals—What organization is, structure to achieve, etc.

**ADJOURN 7:54**

## **UPCOMING MEETINGS**

Promo Committee: Wednesday, August 7, 2024, 9:30 - 11:00 am  
Executive Committee Meeting: Tuesday August 13, 2024 5-6pm  
Design/Econ Committee Thursday, August 15, 2024, 5:00-6:00 pm  
Next Full Board Meeting: Tuesday, August 27, 2024 6:00 - 7:30 pm  
Organizational Compliance Ad Hoc Committee: TBD