



TTBID BOARD MEETING MINUTES

Tuesday, March 25, 2025 – 6:00 - 7:30 pm

Temescal Works, 490 43rd Street - IN PERSON

CALL TO ORDER 6:00 PM

ATTENDANCE

Board Members present: Tom Ames, Jessica Arline, Jordie Bornstein, Daniel Chung, Shawn Granberry, Don Macleay (Zoom), Tom Murphy, Alex Schafran, Sara Sens, Pat Smith

Board members absent: Andres Florez

Staff and Guests: Daniel Swafford, Joey Harrison, Jamar Leonard, Candi Martinez, Amy Barr, Ashlee Jemmott (D1), Tiffany Grant King, Brendan Heafy

MOTION to approve February 25, 2025 TTBID Board Meeting Minutes: Tom A, 2nd: Shawn; 8 in Favor; 1 Abstention: Jessica A (did not attend Feb Meeting)

TTBID ASSOCIATION BUSINESS

Strategic Plan

FINAL - TTBID Strategic Plan Exec Summary.pdf

Discussion: Alex S: Propose to postpone approval of Strategic Plan until after board elections.

Amy B: These priorities are meant to be a guiding light for the next few years within the organization.

Daniel: Set the tone with the Board to help set the stage for recruiting new Board Members. There is room to evolve, this helps to align us with our foundation. The strategic plan lays out the core principles and helps us to move with some groundwork for 26/27.

MOTION to adopt the Strategic Plan as presented: Tom A; 2nd: Shawn;

Yes: Jessica A, Tom A, Jordie B, Sara S, Pat Smith, Shawn G, Tom M

No: Alex S

Motion Passes

Annual Meeting & Board Elections

Nomination Committee - Tom A, Pat, Alex - Next Steps

[Board Applications](#) out Wednesday 3/12

Election Timeline

1. Applications Due Friday 4/11
2. Nominations Committee finalizes ballot Monday 4/14 for inclusion in 4/22 board packet
3. Board meeting/annual election agenda published Tuesday 4/15
4. Sitting board Votes on ballot "Election" at Annual Meeting Tuesday 4/22
5. Board ratifies election Tuesday 4/22

6. NEW - Board approves Nomination Committee's recommendations for the officer slate Tuesday 4/22

Tiffany Grant King, Interested in joining the Board. Member of Memorial Tabernacle Church. Has been around the BID since it started. Has had conversations with Daniel S and Pat S.

Brandon Heafey, Interested in joining the Board. Owner of Kasper's on Telegraph. Understands the value of our work.

Daniel: Two more individuals applied online, the Nominations Committee will follow up.

Tom A: Social Media announcement for Board Applications

Alex S: Naming that we need to be aware of Board actions that could directly benefit the property of a Board Member. (Future Black Panther Plaza)

Daniel S: Members need to recuse themselves. Eventual goal of establishing ourselves as an Entertainment District.

Budget 2025, 2026

X TTBID Budget 2025 APPROVED 3/25/25 .xlsx

Discussion: The current proposal includes a five month organizational reserve. We were advised to have a one month reserve. We do need to present an approved budget to the City of Oakland at the end of the month. We want to stay within 10% of our budget. Goal of getting caught up on some of the district projects, planters, etc.

Alex S: The Zone Analysis could impact the budget. Would like more information.

Daniel: Zone allocation wouldn't necessarily be binding from the perspective of the City. Temescal StreetFair may be outside use of funds, though it draws people to the district as a whole. Our budget covers all of our obligations (cleaning / safety / planters).

MOTION to approve and adopt Budget: Tom A; Second: Jordie B, ALL IN FAVOR

Motion passes

Annual Report 2025

FINAL CY 2024 Annual Report City of Oakland

Motion to Approve Annual Report as presented: Tom A

Second: Sara S

ALL IN FAVOR

Motion Passes

Administration Contract

Temescal Telegraph BID
490 43rd St, Oakland, CA 94609
www.temescaldistrict.org
510-860-7327 (1-Safety, 2-Maintenance; 3-Administrator, 4-Treasurer)

Security: Intervention Group Inc. 877-272-8765

Daniel: Staff has been asked to do more things in 2025. At the core of the update is the alignment with the Strategic Plan and to implement those goals along with the MDP and to implement the funded programs and projects in the approved budget. This is the best district in the Bay right now. Keep business in the forefront of what we do.

Alex: Had some questions regarding the updated contract. Understanding that there is an increase in what staff is doing. A huge amount of \$\$\$ that was unaccounted for due to high volunteer hours from the Board Members. Happy to endorse this. Supports us moving towards a professional organization.

Motion to Approve Administration Contract: Alex S

Second: Jordie B

ALL IN FAVOR

Motion passes

Update Signatories on Banking after Board election and officer slate is ratified

Discussion: If ratified signers will include: Sara, treasurer; Shawn, president; Pat, board member and immediate past president, (for emergencies only)

Daniel: The idea is that we can prepare elected leadership to help the process move more quickly.

Shawn G as new potential President of the Board. Pending approval of the Board the 1st signee would be Sara Sens. 2nd signee would be Shawn Grandberry as President of the Board and third would be Pat Smith.

Motion to approve signatories stated above on Community Bank of the Bay account and all other account management and processing platforms, contingent that the above Board members are elected to the Board and their respective officer position at the annual election on 4/22/25: Tom A

Second: Pat S

ALL IN FAVOR

Motion Passes

Committee Reports

Finance Ad-Hoc - Tom M. and Sara

Promo and Safety - Shawn, Chair

Calendar 2025 Events

1. Taste of Temescal - Wednesday, April 23, 2025 5:30-8:30 PM
2. Temescal Street Fair - Saturday, July 12th 11:00 AM - 7:00 PM
3. Loren Taylor and Barbara Lee walkthroughs the week of March 24th. Announcement will be in the Merchant Newsletter. Shawn and Daniel to host.
4. Halloween - Friday, October 31, 2025

Temescal Telegraph BID

490 43rd St, Oakland, CA 94609

www.temescaldistrict.org

510-860-7327 (1-Safety, 2-Maintenance; 3-Administrator, 4-Treasurer)

Security: Intervention Group Inc. 877-272-8765

5. Other Events TBD (40th St Block Party; 4th of July; Holiday Fair)

Safety

Identified as top needs: overnight support, individual security,

Executive Committee

1. Administrator Roles and Responsibilities; Update to Scope and Timeline
2. Bylaw amendment approval
3. Onboarding packet: Exec Committee has been working hard to create Operations Manual or Board Member packets. Goal to have that going into the new Board Term in April 2025.

DE/ED

Rehabilitating & Maintaining 40th Street Medians (Lisa Regul presentation from DEED committee meeting)

Safety/ Security and Maintenance Report - Joey and Jamar

Needing timeline for touch up the mural at 40th, goal of having something that can be repaired at a more manageable cost. Will also be doing a graffiti sweep. Jamar's team has been really great working on abating some of the encampments.

Jessica A: The hospital would be willing to help with this effort.

Daniel: Meeting with the Captain and CouncilMember at Snail Bar.

Jessica A: Will be meeting with the Economic Development Officer

Board Proposals for Future Agenda Items

OPEN FORUM/PUBLIC COMMENT (2 minutes each)

ADJOURN

Motion to adjourn: Tom A

Second: Tom M

All in favor

Adjourned at 7:35PM

UPCOMING MEETINGS

Promo/Safety Committee: Wednesday, April 2, 2025, 9:30 - 11:00 am

Executive Committee Meeting: Tuesday, April 8, 2025, 5 - 6:30 pm

Design/Econ Committee TBD

Temescal Telegraph BID

490 43rd St, Oakland, CA 94609

www.temescaldistrict.org

510-860-7327 (1-Safety, 2-Maintenance; 3-Administrator, 4-Treasurer)

Security: Intervention Group Inc. 877-272-8765

Next Full Board Meeting: Tuesday, April 22, 2025, 6:00 - 7:30 pm

Temescal Telegraph BID
490 43rd St, Oakland, CA 94609
www.temescaldistrict.org
510-860-7327 (1-Safety, 2-Maintenance; 3-Administrator, 4-Treasurer)

Security: Intervention Group Inc. 877-272-8765