



Jack London Improvement District Meeting of the Board of Directors

July 12th, 2023, 3PM In-Person at 101 Broadway

1. **Call to order and introductions** 3:00
2. **Public Comment and Announcements** 3:05
3. **Executive Update—Savlan Hauser** *Discussion Items* 3:10
 - a. **Renewal Task Force Update**
 - i. Upcoming Council Vote on Renewal 7/18.
 - ii. Upcoming Board Development Sessions: Governance/Brown Act 101 Refresher and Communications Training TBD August, September
4. **Clean & Safe Streets** *Discussion Items* 3:30
 - a. Cleaning and Safety Ambassador Program—Report Attached- *Josh Maratea*
 - b. Broadway Improvement Project- *DOT Staff*
 - c. **Public Safety Update**
 - i. Budget Adoption
 - ii. Downtown Stakeholders Collaboration
 - iii. Grant Opportunities
 - iv. Encampment Advocacy: 2nd and MLK, Brush; Oak and Embarcadero, Caltrans airspace areas
 - v. Merchant Public Safety Task Force: Coordination between OPD, merchants, private security teams focused on auto burglary and retail-related crime
 - d. Underpass Conditions Task Force Update
5. **Marketing & Economic Development** *Discussion Items* 4:00
 - a. Merchant support: Flex Streets transition to Permanent Parklet Program
 - b. Special Events Sponsorship: Brewing District Block Party, National Night Out
 - c. New website and branding recharge in progress
6. **Financial Review** *Action Items* 4:40
 - a. Approval of May 2023 Financial Reports
7. **Approval of Minutes** *Action Item* 4:50
 - a. April 12th 2023 Meeting
8. **Adjourn** 5:00

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Jack London Improvement District agendas are posted with the City of Oakland. Action may not be taken on items not posted on the agenda. Copies of the agenda are available at 333 Broadway, Oakland, CA 94607 or through jacklondonoakland.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify info@jacklondonoakland.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item during agenda item number 2.



Hosted Downtown/Chinatown/Jack London BID Leadership Walking Meeting with Electeds, OPD

Executive Update July 2023 - Savlan Hauser, Executive Director This Summer's Work and Highlights:

BID staff and volunteers have been working on the renewal of the District. We are looking forward to a Council vote on July 18th to approve the renewed BID for 2023-2033, having exceeded the required support threshold for the petition phase from our community of stakeholders. The renewal process has provided a significant in-depth outreach opportunity, and we have heard many stories of challenge and transformation in the past year. The need for JLID's services and advocacy is critical, and we are focused on the priorities of the community: creating and maintaining a welcoming, safe, active historic destination commercial neighborhood with renewed energy.

Advocacy progress on public safety: The two-year budget adopted by the Oakland City Council committed \$1 Million annually to enhance community safety ambassador programs across Oakland with a focus on Downtown neighborhoods. We have been working with other downtown stakeholders to elevate the importance of safe, welcoming commercial Districts to the recovery and vibrancy of all of Oakland and are supporting the City in its bid for a significant grant for deterring retail-related crime. We continue our focused meetings with District coordinating private security teams, businesses, and OPD. [please get in touch](#) if you would like to join the effort. For graffiti or vandalism prevention resources, [get in touch](#). [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team addresses what we can as quickly as possible—reporting drives more deployment to our District.

Upcoming Events and Meetings

- **The Jack London Brewing District Block Party returns**, Sunday 8/6 at 5th and Harrison
- **Jack London's Annual Block Party for National Night Out!** 8/1 5-7PM. Alice Street between 2nd and 3rd. Featuring local merchants, performance and games. Free and family friendly
- **Beat 1X Neighborhood Council meets Fourth Tuesdays.** Next Meeting 7/25/23 at 6:15PM Via ZOOM all welcome.

Development/ Construction Updates:

Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway (Z Hotel)**: Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Entitled

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Leased to Curopet Veterinary Hospital
- **County-Owned Broadway Properties**: Design/Entitlement Phase: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz



June 2023

JACK
LONDON
OAKLAND™

 SMARTsystem

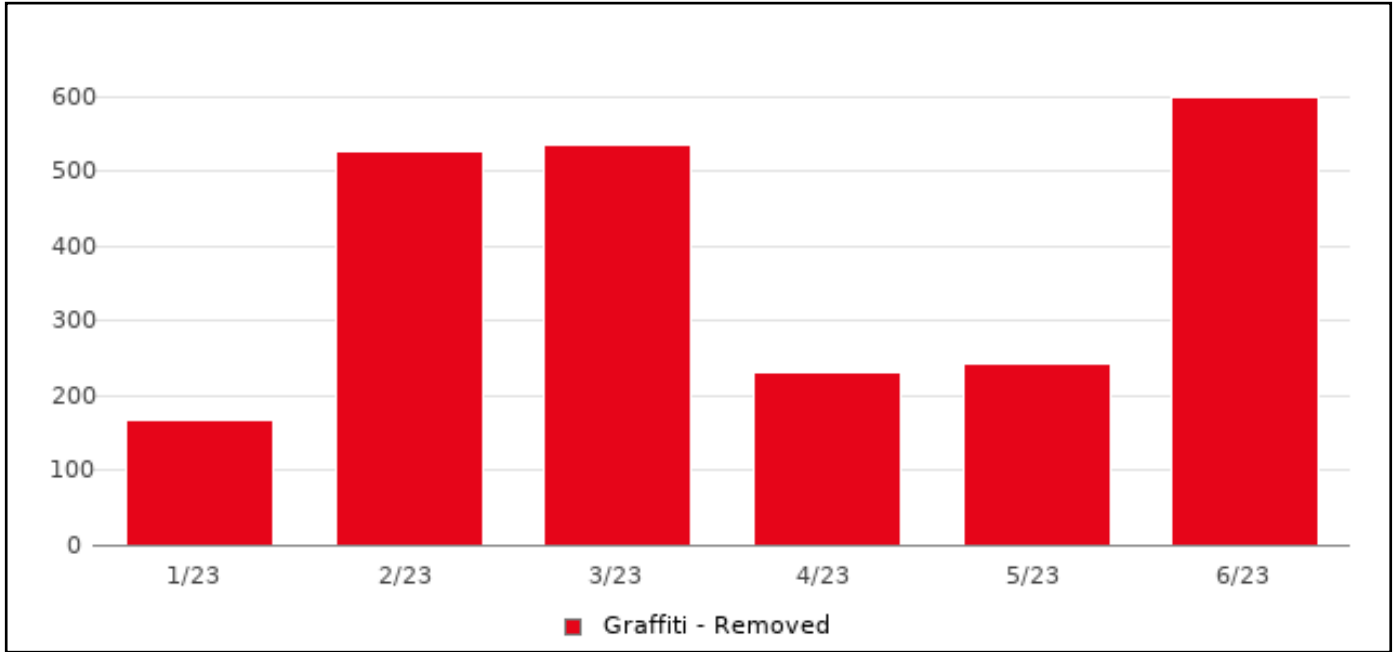
Cleaning Statistics

January 2023 through June 2023

	01/2023	02/2023	03/2023	04/2023	05/2023	06/2023	TOTAL
Biohazard Clean Up	203	598	347	223	140	196	1707
Broken Auto Glass Reported	226	325	184	183	191	221	1330
Business Contacts	205	35	3	22	31	29	325
Escorts	3	24	3	9	6	8	53
Graffiti - Removed	168	515	548	233	243	599	2306
Hospitality Contacts	53	29	85	87	643	599	1496
Illegal Dumping	4	64	50	66	11	141	336
Motorist Assist	3	15	7	0	3	22	50
Parking Meter Cleaned	1976	1767	1423	982	211	216	6575
Power Washing (block faces)	2	26	15	7	67	23	140
Trash (lbs)	10136	16256	27563	21798	13827	15974	105554
Trash Cans Cleaned	476	900	1102	208	252	382	3320
Weed Abatement (block faces)	50	154	162	203	144	211	924

Cleaning Statistics

Graffiti - Removed -- January 2023 through June 2023



Cleaning Highlights



Accomplishments

We have cleaned up several encampments in the district including some along Jefferson, Webster which is show here after it was set on fire, and along Oak Street.

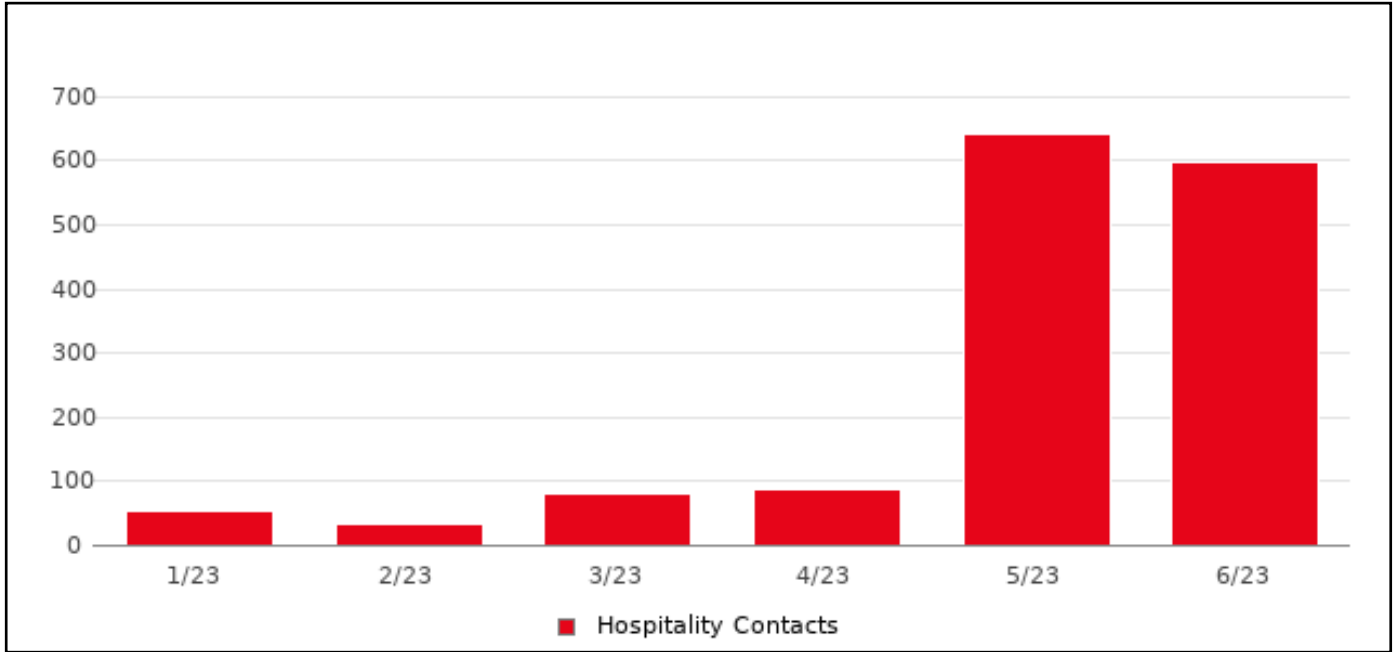


Cleaning Highlights



Hospitality Highlights

Hospitality Contacts -- January 2023 through June 2023





RIP Michael Freeman

RIP Michael Freeman

We lost a team member, friend and colleague.

He will be missed

Jack London Improvement District
Statement of Financial Position
As of May 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	47,650.51
1105 Discretionary Spending at Bridge Bank	1,298.37
1110 Money Market at Bridge Bank	826,883.79
1120 Federal Credit Union CD	151,004.15
Total Bank Accounts	\$ 1,026,836.82
Total Current Assets	\$ 1,026,836.82
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 1,028,836.82
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-3,625.72
Total Accounts Payable	-\$ 3,625.72
Total Current Liabilities	-\$ 3,625.72
Total Liabilities	-\$ 3,625.72
Equity	
3100 Without Donor Restriction	545,122.01
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84
Net Revenue	477,691.69
Total Equity	\$ 1,032,462.54
TOTAL LIABILITIES AND EQUITY	\$ 1,028,836.82
Cumulative Unpaid Caltrans Assessments	\$ 364,488.43

Thursday, Jun 08, 2023 10:05:25 AM GMT-7 - Accrual Basis

**Jack London Improvement District
Simplified View: Budget vs Actuals 2023**

As of March 31st, 2023

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$877,755	\$483,440
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$38,675
Total Budgeted Revenue	\$767,387	\$444,765
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$158,798	\$162,650
7150 & 7200 Subtotal- Port Share	\$85,386	\$81,309
7400 Maintenance Operations	\$8,718	\$22,253
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$252,902	\$266,213
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$63,367	\$57,390
7800 Special Projects	\$11,387	\$23,083
Total 7700 MED Marketing & Economic Development	\$74,753	\$80,473
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance*	\$72,401	\$62,285
8510-8580 Office Operations	\$18,744	\$23,554
Total 8000 AGCR Administration & Government/Community Relations	\$91,145	\$85,840
Total 8600 Collection Fees	\$15,149	\$12,240
Total Expenditures	\$433,949	\$444,765
Gross Difference	\$333,438	\$0
PBID Renewal Costs	\$21,095	

Percentage Allocation by area of Work	Management Plan	2023
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	11%
<i>Budget Management.</i> The management corporation may reallocate funding within the service categories, not to exceed 10 percent of the annual budgeted amount for each category consistent with the Management District Plan.		



Representing over 3,000 businesses and property owners, the BID+ Alliance communicates best practices and resources, connects with key City and agency representatives, and advocates to further the goals of growing and maintaining Oakland's vital commercial districts.

Support for BSCC Retail Theft Prevention Grant

To: Board of State and Community Corrections

Public safety is a top priority of communities across Oakland and is a major impact to our commercial neighborhoods. Oakland's BIDs and business-representing organizations are committed to keeping our commercial neighborhoods thriving. In the last couple of years, increasingly brazen auto and retail burglaries have targeted merchants, retail activity, and commercial districts, compounding the challenge of recovery from the pandemic. These threats to public safety compromise our commercial districts' ability to be the welcoming, economically active, and culturally thriving places Oakland deserves.

A BSCC grant would fortify existing commercial corridor communities by expanding a safety presence and empowering merchants with physical safety improvements and information sharing. Oakland's BIDs and business organizations are community-based organizations that serve our diverse retail areas and further support the goal of this grant by bringing the public and private sectors to coordinate around public safety. We work closely with OPD, host crime prevention meetings and trainings, share information and best practices. We will continue to support the community information gathering, sharing, and action enabled through this grant.

Oakland's commercial neighborhoods are its economic, civic, cultural and social lifeblood. As BID and business organization leaders, we are committed to working with our agency and City partners to keep our commercial neighborhoods welcoming to all and resilient in these extraordinarily challenging times.

Oakland BID+ Alliance





The Honorable Pete Buttigieg
Secretary of the United States Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

June 7, 2023

Dear Secretary Buttigieg,

The Jack London Improvement District is writing to express our support for the City of Oakland's application for the Safe Streets and Roads for All (SS4A) discretionary program. The Broadway Streetscape Improvements will reduce traffic fatalities and injuries, improve accessibility and connectivity to transit, address longstanding community needs, reduce greenhouse gas emissions, and provide benefits to underserved communities.

The Jack London Improvement District is committed to making Oakland's historic commercial waterfront neighborhood inviting and accessible, and supports an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place. Therefore improving connectivity between our District and all adjacent Downtown neighborhoods is directly aligned with our goals. The proposed project is critically needed to address the high number of roadway injuries and fatalities that occur on Broadway. Broadway, historically Oakland's main street, is a key corridor that connects several of Oakland's dense neighborhoods, major employment centers, local and regional transportation stations and stops, regional destinations, and the waterfront area. Broadway's role as major transit corridor, along with its adjacent dense development and land use results in tens of thousands of people traveling along Broadway every day. However, Broadway is also on Oakland's Pedestrian High Injury Network—the 4% of Oakland Streets responsible for 69% of severe or fatal crashes. Broadway is Oakland's critical commercial spine and its vibrancy, safety and connectivity has been severely harmed by the damage of freeway infrastructure and other developments in past decades which disproportionately burdened poor and disenfranchised communities, which we are working to mend and reverse.

The Broadway Streetscape Improvements would close the gap on Broadway's bus-only lane network, which will improve bus service and reliability. Pedestrian lighting and placemaking elements in the Broadway/ Interstate 880 underpass will greatly enhance pedestrian comfort and connectivity. The pedestrian and traffic safety upgrades will enhance accessibility for people with disabilities. Additionally, the Broadway corridor is in a high equity priority neighborhood in Oakland, and the improvements delivered through this project would benefit Oaklanders who live in Chinatown, Old Oakland, Downtown, and Uptown.

Board of Directors

Kim Cole, President
Kim Cole Real Estate

Jen Nettles, Secretary
*Onsite Property
Management CIM*

Jonathan Fong, Treasurer
*(Former) CUESA Jack
London Square Farmers'
Market*

Peter Gertler
*HNTB
Property Owner*

Chris Pastena
Chop Bar and Calavera

Greg Pasquali
Carmel Partners

Keith Stevenson
Purple Heart

John Eric Henry
Pinnacle Drone Light Show

Michael Carilli
The Port Workspaces

Ener Chiu
EBALDC



This project is the result of years of engaging with the community and is in alignment with several local plans and policies—including Oakland’s Local Roadway Safety Plan, Oakland’s Pedestrian Plan, Oakland’s Transit First Policy, and the Downtown Oakland Specific Plan—as well as the region’s long-range strategic plan, Plan Bay Area 2050, and regional Vision Zero policy.

Jack London Improvement District is thrilled to support the transformative safety and transit enhancements the Broadway Streetscape Improvements will bring. We believe this project helps fulfill the purpose of the SS4A program and will advance the USDOT’s Strategic Goals.

Thank you for your consideration and we strongly encourage you to fund this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Savlan Hauser", with a long, sweeping underline.

Savlan Hauser
Executive Director, Jack London Improvement District

Jack London Improvement District - Meeting Minutes of the Board of Directors

April 12th, 2023 3:00-5:00 p.m., 101 Broadway

Present: Jen Nettles, Jonathan Fong, Kim Cole, Michael Carilli, John Eric Henry, Peter Gertler, Keith Stephenson

Absent: Chris Pastena, Ener Chiu, Greg Pasquali

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Briana Brown (Carol Fife's office)

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	<p>The Board of Directors meeting was called to order at 3:10PM by new Board President, Kim Cole.</p> <p>Kim called upon the board to focus on “closure” during the next 6 months. JLID can seek closure in many ways: securing renewal, fighting the epidemic of auto-burglaries, and solving the gateway conditions that hinder activation and safety at the street level.</p>	-
2. Public Comments and Announcements	a. n/a	-
3. Executive Update and Governance	<p>Executive Update:</p> <ul style="list-style-type: none"> a. Renewal Task Force Update <ul style="list-style-type: none"> i. Petition response >26% “YES,” City Staff Report underway for May council approval ii. A few larger scale property owners have verbally confirmed that they will vote “yes,” so we estimate in the next 7-10 days we will have secured our 30% and will be able to move towards the ballot phase. b. Maintenance, Beautification, Safety, and Streetscape <ul style="list-style-type: none"> i. Cleaning and safety ambassador program—report attached. <ul style="list-style-type: none"> 1. Operations Manager, Josh Maratea, reported on highlights from the district 2. Cleaning up encampments (photos in slidedeck/agenda) 3. Storms have created a lot of extra work recently and our ambassadors have gone above and beyond 4. Discussion about MACRO: John Eric requested a refresher meeting with MACRO so we can better understand the limitations of their services. 5. Briana Brown shared an update on the Encampment Intervention Team. They are currently working on clearing the major encampment on Wood St. ii. Merchant Community Safety Task Force Update – Safety and Crime Prevention Training at 4/13 Coffee Hour iii. Gateway Conditions Crisis Task Force Update 	-

1. CalTrans supports leasing these lots for a nominal amount to the right tenant. 6 parcels are available and need to be activated/stabilized to promote safer conditions.
- c. Marketing and Economic Development Program
 - i. Special Events Sponsorship in 2023 – St. Patrick’s Day, Brewing District Block Party, National Night Out plus two business openings/anniversaries
 - ii. Rachel shared update on upcoming events (Dokkæbier grand opening festival, Original Pattern anniversary party, National Night Out, Brewing District Block Party)
 1. Rachel (JLID’s program manager) is assisting with the permit processes for all of these events. JLID is the main sponsor of the Dokkæbier fest and the Brewing District Block Party.
 - iii. Brewing District Block Party suggestions
 1. John Eric suggested using a digital passport in conjunction with the brewing district block party so we can prove how many businesses were visited as a result of this community event
 2. Renting bike racks to promote safe travel to the event was also suggested
 3. Peter suggested rebranding/creating collateral that celebrates our district as a brewery district

4. Financial Review

- a. Financial Review
 - i. Approve re-allocation of \$20K of unused 2023 B Shuttle Sponsorship to Merchant-supporting Marketing Programs
 1. This money can go towards things like business e-passports, signage, ads on public transit, sponsored editorial content, etc.
 2. We will share with the board at the next meeting what kinds of projects are in motion with this new allocation of money
 - ii. Approval of March 2023 Financial Reports presented by treasurer, Jonathan Fong

- a. Jen Nettles motioned to reallocate the \$20K from the dormant B Shuttle to merchant-supporting marketing, Jonathan seconded the motion, the Board unanimously approved the motion.
- b. Jen made a motion to approve the financial report for March 2023, John Eric seconded the motion, the board unanimously approved the financial

		report.
5. Approval of Minutes	a. March and February Meetings	a. Peter made a motion to approve the meeting minutes, Michael seconded the motion, the board unanimously approved the meeting minutes.
6. Adjourn	The meeting was adjourned at 4:39PM.	-

Board Attendance Record

2022/3	Kim	Jonathan	Chris P.	Greg	Peter	Jen	Keith	Michael	Ener	John Eric
April	x	x	x	x		x		x	x	
May	x	x	x	x	x	x		x	x	
June		x	x		x	x	x	x	x	
July	x	x		x		x		x	x	
Aug	x	x	x	x	x	x	x	x	x	
Sept	x	x	x	x		x			x	
Oct		x		x		x	x	x		
Nov	x	x		x	x	x	x	x	x	x (first)
Jan	x	x	x	x	x	x		x	x	x
Feb	x	x	x	x		x	x	x	x	x
Mar	x	x	x	x		x		x	x	x
April	x	x			x	x	x	x		x