



**Jack London Improvement District Meeting of the Board of Directors**

**Chair: Taj Tashombe/Co-Chair: Ener Chiu**

February 14th, 2022, 5:00-6:15PM (VIA ZOOM MEETING)

<https://us02web.zoom.us/j/6999564114>

- |   |                    |
|---|--------------------|
| <b>1. Call to order and introductions</b>   | 5:00               |
| <b>2. Public Comment and Announcements</b>  | 5:00               |
| <b>3. Executive Update</b>  | 5:05               |
| a. Cleaning and Safety Statistics – <i>Tinea Adams, Operations Manager</i>                    |                    |
| b. Marketing & Economic Development   |                    |
| c. Renewal Task Force Report  |                    |
| <b>4. Financial Review</b>  | 5:15               |
| a. December 2021 Year-end Financial Reports   | <b>Action Item</b> |
| <b>5. Approval of Minutes</b>   | 5:25               |
| December 2021   | <b>Action Item</b> |
| <b>6. Broadway Alameda County Development Sites – <i>Presentation by EBALDC/Ener Chiu</i></b> | 5:30               |
| <b>7. Adjourn</b>   | 6:15               |
| Next Board Meeting March 14th, 5:00 PM  |                    |

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](http://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](mailto: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.



### Executive Update February 2022 - Savlan Hauser, Executive Director

#### This month's work:

Preparing strategy for renewal. Participating with community for public safety. Focusing on merchants and vibrancy. Tracking and advocating for District goals through transformational projects.

#### Other resources and highlights:

- Oakland, California to Host [2022 ULI Hines Student Urban Design Competition](#) – at a site adjacent to our District
- For graffiti abatement or vandalism prevention resources, [get in touch](#).
- If your business needs help with outdoor seating or curbside use, contact us. We have been working with the City, property owners, and merchants on **Flex Streets**, allowing merchants space in the public right-of-way.

#### Our District In the News

[A's waterfront ballpark could get key February vote after Oakland releases 3,500-page study](#)

- San Francisco Chronicle

[San Francisco tech startup poses new threat to Oakland's century-old Produce Market](#) – The Oaklandside

[SF's Cellarmaker Brewing to Take Over Former Blue Bottle Warehouse In Oakland for New Pizza and Beer Spot](#) – SFIST



[GrubMarket.com has acquired CaliFreshProduce](#)

#### This Month's Events

- **Jack London Beat 1X NCPD meets Fourth Tuesdays.** Next Meeting 2/22/22 at 6:15PM Via ZOOM
- **Howard Terminal – Oakland City Council EIR Certification.** Thursday February 17 at 3:30PM [Via Zoom](#)

#### Development/ Construction Updates

- 200 Alice Street – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz
- **335 3<sup>rd</sup> Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **County-Owned Broadway Properties:** Project has submitted Pre-App. Related Companies and EBALDC
- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson



# JACK LONDON IMPROVEMENT DISTRICT

January 2022

Operations Manager- Tinea Adams



# Statistics

January 2022 through January 2022

|                                 |     | JAN  | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
|---------------------------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Graffiti - Removed              | '22 | 24   | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | 24    |
| Hospitality Contacts            | '22 | 1178 | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | 1178  |
| Illegal Dumping                 | '22 | 12   | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | 12    |
| Stickers/Flyers/Posters Removed | '22 | 172  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | 172   |
| Trash (lbs)                     | '22 | 2171 | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | 2171  |
| Weed Abatement (block faces)    | '22 | 136  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | --  | 136   |

# Highlights

## In Jack London

The month of January brought cold days, rain and many, many leaves. The rain helped loosen some of the weeds that were growing because the ground was saturated with water. This made it easier for the Ambassadors to do weeding in the district. The leaves were everywhere in our district and in some places the sidewalk was not visible because the leaves had taken over. The Ambassadors worked hard on removing the weeds, leaves and keeping the gutters clear of debris to help decrease the chance of flooding in the district.

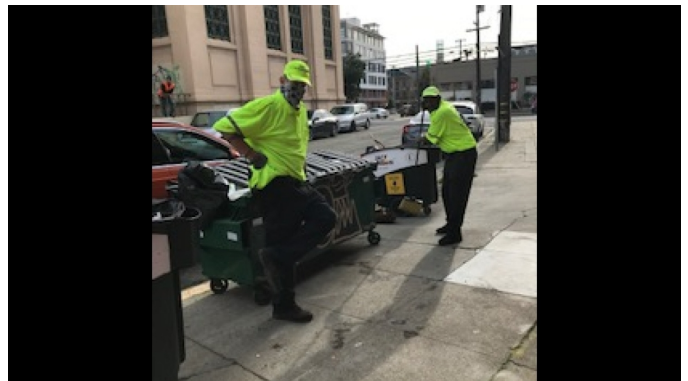
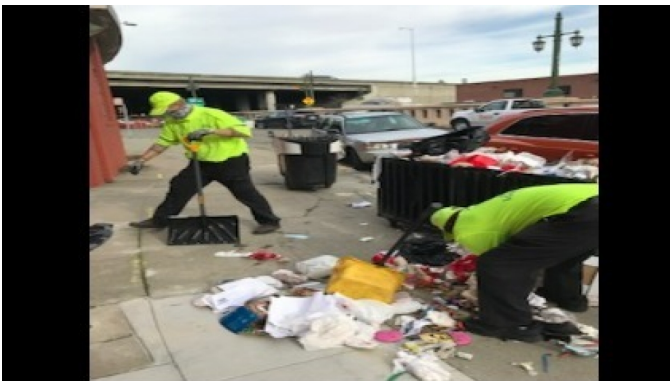
## The Battle Continues

Graffiti is all over our district and we are working on getting it removed. Some places in our district once we remove the graffiti the area is not vandalized. Other places in our district once we remove the graffiti it is back the next day or week. Our Ambassadors are up for the challenge and will continue to work on graffiti removal in our district until it has all disappeared. We have also noticed dumpster dumping on the sidewalks and streets in our district. We have contacted the city about this and we have cleaned this up around our district to the best of our ability. We are making a difference day by day and enjoying every step we take.





# Our District



## **JLID Renewal 2023 Update**

### **Task Force Members:**

Volunteers: Gary Knecht, Jen Nettles, Michael Carilli, Taj Tashombe Staff: Savlan Hauser, [Sucharitha Yelimeli](#)

### **Draft Schedule of JLID 2023 PBID Renewal**

**Task force will provide monthly updates and request Board approval: Budget, contracts exceeding \$5,000 and related RFPs, and final deliverables.**

### **Q1 2022– Research and Strategy**

Develop Schedule, Budget, define deliverables and roles (consultant(s), Board members, volunteers, staff) to complete the following scope items:

#### **Deliverables needed:**

- Management Plan
- Engineer's Report
- Public Trust Agreement Review and renewal if necessary
- Petition Preparation & distribution
- Ballot Preparation & distribution

#### **Under Consideration:**

- Outreach Plan
- Strategic advice on how to best communicate the JLID accomplishments/ impact over the past term to demonstrate effectiveness
- Strategic advice on "balancing" the Board of Directors to reflect a mix of large, small commercial, institutional, residential, institutional/government property owners and diversity of District stakeholders
- Strategic advice on how to determine, focus, realign and execute its priorities in the upcoming term

### **Summer/Fall 2022 – Outreach and Survey**

Gather and share information about the BID and the renewal process. Robust outreach and survey of stakeholders about the existing PBID and renewal

### **Jan 2023- Community Meetings and Survey Results**

Discuss procedures, renewal overview, and answer questions

### **Feb 2023 –Complete Assessment Engineer's Report & Management District Plan**

Completion of the new engineer's report including separation and quantification of special and general benefit and proposed new rates. Completion of the new Management District Plan

### **February 2023 – Petitions and Informational Flyer**

Mail petitions and information to property owners within the boundary of the Jack London Business Improvement District

### **May 2023 - Intent to Renew the PBID**

The City Council considers the Resolution of Intention to Form the new PBID and the Resolution Preliminarily Approving the Engineer's Report and Management Plan. The

City Council also sets the date and time of the Public Hearing. Mail ballots to property owners.

**July 2023 – Public Hearing and Ballot Tabulation**

City Council conducts the public hearing and ballot tabulation; City Council considers the resolution of Formation and Confirms Assessments at least 45 days after the mailing of the assessment ballots

**July 2023 – Charges Submitted to County**

Renewed Jack London Improvement District charges are submitted to the County for placement on the secured property tax bills



**Jack London Improvement District  
Simplified View: Budget vs Actuals 2021**

**As of December 31st, 2021**

|   | Actual YTD         | Budget YTD         |
|---|--------------------|--------------------|
| <b>Revenue</b>  |                    |                    |
| <b>Total 4000 Assessment Income</b>   | <b>\$1,039,869</b> | <b>\$1,103,682</b> |
| <b>8700 Contingency allowance for uncollected assessments*</b>                | <b>-\$110,368</b>  | <b>-\$110,368</b>  |
| <b>Total Budgeted Revenue</b>   | <b>\$929,501</b>   | <b>\$993,314</b>   |
| <b>Expenditures</b>   |                    |                    |
| <b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>       |                    |                    |
| 7100 Ambassador Services- Non-Port Assessment Funds                           | \$378,186          | \$355,686          |
| 7150 & 7200 Subtotal- Port Share  | \$189,538          | \$185,850          |
| 7400 Maintenance Operations   | \$19,201           | \$38,340           |
| <b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b> | <b>\$586,925</b>   | <b>\$579,876</b>   |
| <b>7700 MED Marketing &amp; Economic Development</b>                          |                    |                    |
| 7710 & 7800 Management & Operations   | \$114,730          | \$124,861          |
| 7800 Special Projects   | \$34,393           | \$66,779           |
| <b>Total 7700 MED Marketing &amp; Economic Development</b>                    | <b>\$149,122</b>   | <b>\$191,640</b>   |
| <b>8000 AGCR Administration &amp; Government/Community Relations</b>          |                    |                    |
| 8010-8450 District Management & Governance                                    | \$123,070          | \$137,326          |
| 8510-8580 Office Operations   | \$51,805           | \$56,530           |
| <b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>    | <b>\$174,875</b>   | <b>\$193,856</b>   |
| <b>Total 8600 Collection Fees</b>   | <b>\$22,385</b>    | <b>\$27,941</b>    |
| <b>Total Expenditures</b>   | <b>\$933,307</b>   | <b>\$993,313</b>   |
| <b>Gross Difference</b>   | <b>(\$3,807)</b>   | <b>\$1</b>         |

| <b>Percentage Allocation by area of Work</b>   | <b>Management Plan</b> | <b>2021</b> |
|--|------------------------|-------------|
| Maintenance & Beautification   | 55%                    | 53%         |
| Marketing & Economic Development   | 18%                    | 17%         |
| Administration & Government  | 19%                    | 18%         |
| Contingency & Collection   | 8%                     | 13%         |
| <b><i>Budget Management.</i></b> 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. |                        |             |

**Jack London Improvement District**  
**Statement of Financial Position**  
As of December 31, 2021

|   | <b>Total</b>         |
|---|----------------------|
| <b>ASSETS</b>                                 |                      |
| <b>Current Assets</b>                         |                      |
| <b>Bank Accounts</b>                          |                      |
| 1100 Bridge Bank Operating Account            | 84,060.74            |
| 1105 Discretionary Spending at Bridge Bank    | 1,408.73             |
| 1110 Money Market at Bridge Bank              | 172,865.17           |
| 1120 Federal Credit Union CD                  | 250,000.00           |
| <b>Total Bank Accounts</b>                    | <b>\$ 508,334.64</b> |
| <b>Total Current Assets</b>                   | <b>\$ 508,334.64</b> |
| <b>Other Assets</b>                           |                      |
| 1510 Security Deposits                        | 2,000.00             |
| <b>Total Other Assets</b>                     | <b>\$ 2,000.00</b>   |
| <b>TOTAL ASSETS</b>                           | <b>\$ 510,334.64</b> |
| <b>LIABILITIES AND EQUITY</b>                 |                      |
| <b>Liabilities</b>                            |                      |
| <b>Current Liabilities</b>                    |                      |
| <b>Accounts Payable</b>                       |                      |
| 2100 Accounts Payable                         | 45,128.00            |
| <b>Total Accounts Payable</b>                 | <b>\$ 45,128.00</b>  |
| <b>Total Current Liabilities</b>              | <b>\$ 45,128.00</b>  |
| <b>Total Liabilities</b>                      | <b>\$ 45,128.00</b>  |
| <b>Equity</b>                                 |                      |
| 3100 Without Donor Restriction                | 344,764.90           |
| 3300 With Donor Restriction                   |                      |
| 3310 Steam Factory                            | 4,625.00             |
| 3320 Train Quiet Zone                         | 5,023.84             |
| <b>Total 3300 With Donor Restriction</b>      | <b>\$ 9,648.84</b>   |
| <b>Net Revenue</b>                            | 110,792.90           |
| <b>Total Equity</b>                           | <b>\$ 465,206.64</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b>           | <b>\$ 510,334.64</b> |
| <br>  |                      |
| <b>Cumulative Unpaid Caltrans Assessments</b> | <b>\$ 295,619.57</b> |

Jack London Improvement District - Meeting Minutes of the Board of Directors  
January 10th, 2022 – 5:00 p.m., Remotely via Zoom

**Present:** Jonathan Fong, Taj Tashombe, Greg Pasquali, Jen Nettles, Melissa O’Keefe, Kim Cole, Michael Carilli, Chris Pastena, Peter Gertler, Ener Chiu

**Absent:** Amy Tharpe, Dana Bushouse, Dan Hagerty, Keith Stephenson

**Staff:** Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

**Guests:** Gary Knecht, Dereck Johnson, Jackson Moore, Council Member Carroll Fife

*Discussions held and decisions made by the Board of Directors.*

| SUBJECT   | DISCUSSION   | ACTION? |
|---|--|---------|
| 1. Call to order and introductions  | The Board of Directors meeting was called to order at 5:03 p.m.  |         |
| 2. Public comment and announcements   | <p>Michael - JLID is up for renewal; I’ve been talking to a lot of stakeholders and hearing concerns about city services. The A’s coming in will have a big effect on the district, and they need to be a part of this effort to mitigate costs we’ll incur as part of this project. Savlan - we reviewed this several meetings ago and we will add Michael to the list of volunteers.</p> <p>Taj - Michael has requested that we add renewal to the next meeting agenda, which Ener will be chairing.</p> <p>Ener - unsure of Taj’s role in this</p> <p>Taj - Clarified his multiple roles. I have an office in this board, but any decision related to the A’s, I will be recusing myself from. I will be part of discussion related to renewal</p> <p>Ener offered a presentation in February on 401 and 430 Broadway</p> <p>Taj - Savlan can you give a quick synopsis around our themes for the year and what it will mean to chair each meeting?</p> <p>Savlan - we’re thinking big this year, thinking beyond our borders. This board looks very different from what it looked like when the BID started. We are operating at a very different time as well, and have to offer a different value proposition.</p> <p>Within that mission we have a number of goals for 2022 - public safety, infrastructure, making sure development proposals are addressed in a timely manner. And we’d love each of your expertise on those topics.</p> <p>Taj - for meetings where there isn't a designated co-chair, I will still be participating. We will need some board members to buddy up, because there are less meetings than board members. So it would be nice for you to think through who you may want to partner with.</p> <p>Dereck Johnson - hosted a recent meeting of CeaseFire. Ceasefire works with those who are most at risk of being involved in violent crime through outreach, community engagement, and other community-level approaches. We had a good turnout, we had community members including local rapper Mistah FAB come in and speak to the kids. We learned a lot; a lot of the kids spoke up about why they were turning to crime. This meeting was very successful, we had a young lady who wanted to enroll back in school. Next meeting will be at Dope Era on Broadway. We’d like for some of you to be at the next meeting so you can interact with some of these young people.</p> <p>Taj - we’d love to have more information on how we can participate more.</p> |         |
| 3. Executive Update<br>a. a. Cleaning and Safety Statistics – Tinea Adams, Operations Manager<br>b. Marketing & Economic Development<br>• HT DEIR | <p>a. Cleaning and Safety Statistics</p> <p>Tinea - this month, we’ve dropped a bit in our statistics because we lost some employees. But we’ve hired 4 new employees and are working on training them, and getting them using the Smart System, which logs everything that they do. We have a full team now.</p> <p>Taj - requested additional info on trainings and professional development</p> <p>Ener - Do you have a logic model for how the activities of the ambassadors improve public safety in the area?</p> <p>Tinea - in regards to car break ins, that’s more a case where an ambassador either found it, or saw it happening and cleaned up the glass, etc. That’s where the statistics are coming from. Their presence does deter some people, but sometimes not.</p> <p>Savlan - Tinea is definitely right about some people just continuing despite the</p>  |         |

|   |   |  |
|---|---|--|
| <p>Comment Additional Comments (previous statements attached)</p> | <p>ambassadors being there; this is new. People in the past weren't so brazen.<br/>Taj - we may want to think about this in relation to committees forming within this board, that could focus on some of these statistics. We can continue to discuss that.<br/>Peter - requested comparison of this data with the data from other districts, just to put it into perspective.</p> <p>b. Marketing and Economic Dev<br/>Savlan - related to community safety; we are beginning to slowly roll out our Jack London Welcomes First Responders program<br/>Welcoming some new businesses!<br/>ULI's student design competition this year is sited in our district.<br/>We sent out our annual mailer to businesses in the district with ways to get involved, and a recap of our financials.</p> <p>c. HT DEIR Comment<br/>The city has released the final DEIR for the Howard Terminal project and it will go forth for approval soon. Council Member Fife held an informational tour last month to tour the site.<br/>What instigated our comment letter was that Union Pacific had requested that additional pedestrian crossings be closed. This is obviously not desirable for connectivity and fluidity in the district. That's what our comment letter is addressing, which you'll find in your packet.<br/>Taj - previous rail corridor improvements did not include the district, now they <i>do</i>, with more quad gates and pedestrian protections.<br/>Savlan - a special thanks to Gary, Peter, and Jackson for their help with this!<br/>Gary - had a question about what the comment letter was addressing<br/>Peter - also wanted to recognize that we had a credible attorney draft the letter; we had a fund to draw on for that from the Train Quiet Zone. We used a portion of that money to get an attorney to write that letter. Kudos to the district for that as well.</p> |  |
|---|---|--|

|  |  |  |
|--|--|--|
| <p>4. 2022 Priorities Preview Discussion</p> | <p>Taj - we know public safety is at the top of that list. Also want to return to some priorities as far as advocacy and transformation and what we're doing to transform the district into a destination not just for Oakland but the entire region.</p> <p>Peter - I can lead a session on the major infrastructure and transportation components of the Howard Terminal project<br/>Taj - we're also targeting some of our major stakeholders in the district, to do some door knocking and engagement. We've talked about developing a regular cadence of interaction around certain topics; such as social justice, which Savlan did a great job of last year with the DEI meetings.<br/>Chris - requested a calendar update for task force meetings<br/>Also, thank you to council member Carroll Fife for joining us.<br/>Taj - want to restate the acronym for last time:<br/>IMPACT: I - Impact, M - Modernization, P - Public Trust, A - Advocacy, C - Cultural Influence, T - Transformational Leadership<br/>There's an opportunity for each of you to take a component of that and use your professional skill set to host a meeting.</p> |  |
| <p>5. 2022 Board Chair Rotation</p>          | <p>This month - Taj<br/>Next month - Ener w Taj as co-chair</p>  |  |

