



**Jack London Improvement District - Meeting of the Board of Directors
333 Broadway, February 12th, 2018 5:00PM**

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|--|------------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:05 |
| 3. Executive Update | 5:10 |
| 4. Governance Update | 5:15 |
| a. Election of New Officer – Treasurer | Action Item |
| b. Invitation to Board Members for interest in Officer Positions of one year term. Current Secretary and President Role terms will be complete in May. | Discussion Item |
| 5. Financial Review | 5:20 |
| a. Review Financial Position and Year-to-date Budget v Actual Reports | Discussion Item |
| 6. Project Approval- Waterfront Warehouse District | 5:30 |
| a. Review and Approve Design Proposal and expenditure of up to \$30,000 for Enhanced Signage Program. | Action Item |
| 7. Approve Meeting Minutes- January 8th, 2017 | 5:50 |
| | Action Item |
| 8. Adjourn | 6:00 |

Next Meeting: March 12th, 2018

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 from the Jack London Improvement District 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.



Executive Update, February 2018

This year we're continuing an ambitious slate of projects and programs that beautify and promote Jack London in collaboration with the community—from pedestrian and automobile wayfinding and public art to business support and panel talks. Here are this month's highlights and projects going on in the District:

- Carlos is hiring and training **three new Ambassadors to fill our expanded hours in 2018**. Ambassadors Mario, Armando, and Antonio have joined the team in the last few weeks and are learning the ropes-- if you catch them in their "Ambassador Trainee" vests, say hello!
- **Outdoor Navigation Center** is so far effective. The City has been able to maintain the "no camping" zone enforced from 2nd to 7th street at the west end of our District, and the former encampment sites at Castro, Brush, and 4th are clear since their abatement in the first weeks of January.
- We connected with the Alameda County GSA Real Estate Department to discuss the status of **two vacant blocks at 4th and Broadway**. In addition to the daily maintenance burden to our team by being magnets for blight, these blocks are in two significant project areas for Jack London-- Walk This Way, and Downtown Specific Plan. By the way, [Downtown Plan Upcoming Meetings Here](#).
- This month our **BID Alliance presented for 34 department heads** and deputies— itemizing our collective \$6.6 million impact and building a case for better collaboration on issues crucial to our work such as dumping response and public project permitting. It went well, and City-wide BID leadership is looking forward to a closer working relationship with key departments.
- Carmel Partners and Future Cities Lab presented an exciting urban art piece proposed at the Madison Street underpass to an enthusiastic group of neighbors. Share your support!
- **More Building Art coming:** This spring we partner with Visit Oakland for the Oakland Mural Festival to be hosted in Jack London. [The Call for Artists has been released](#). Know any talented artists you'd like to see in the District? Please share.
- The proposed 155-room [Hotel project by CIM](#) at the Waterfront came before the Design Review Committee on 1/31. Received positive feedback, as in the public meeting we hosted back in August.

District Event Highlights

- Join new business Wine & Design and the Oakland Chamber of commerce for a [mixer and ribbon cutting February 22 at 5:30PM](#), followed a painting class at 7:30PM, featuring drinks and bites from Beer Revolution, Urban Legend cellars, and Dragons Gate.
- **February 5th** was our [first Panel Talk of the year](#)- about the Train Quiet Zone and related safety infrastructure improvements, moderated by the District's own Peter Gertler. It was a robust and informative discussion with local rail and transportation safety experts.
- Miss the last [Oakland Alameda Access Project](#) meeting? Meeting 3 is at 333 Broadway on **February 21st at 7pm**. ACTC Consultant team follows up on concerns raised by residents about 5th street improvements at the east side of our District, and pedestrian/bike safety at underpasses.

Construction Updates

- **4th and Madison-** by Carmel Partners- 330 Homes in two buildings on North & South sides of 4th Street/Planned completion date Q3 2018 (south)/Q2 2019(north). JLS4thAndMadison@gmail.com
- **"Mirador"**-Austin Group, **201 Broadway-** 48 Homes 4,000sqft retail/ Construction RESTART 3/18.
- **"Modera"**- Mill Creek , **377 2nd Street-** 134 Homes /Broke ground Q22017, complete Q2/3 2019.
- Citrine Advisors' **Rehabilitation at 322 Broadway @ 4th/** Ground breaking slated for March 2018

We invite you to participate in our meetings and [collaborative events](#) in the District.

-Savlan Hauser, Executive Director

Jack London Improvement District Budget vs. Actuals: 2017

January - December 2017

	Actual	Budget	Variance	2018 Budget	Notes
Revenue					
4000 Assessment Income					
4100 Port of Oakland Assessment	115,361.80	115,361.80	0.00	\$121,129.87	
4200 Non Port Assessment Income	658,596.83	704,139.01	-45,542.18	\$743,749.05	
4250 Prior Year Assessment Adjustments	16,501.52		16,501.52		
Total 4000 Assessment Income	\$ 790,460.15	\$ 819,500.81	-\$ 29,040.66	\$864,878.92	
4350 Corporate Donations	5,000.00		5,000.00		
Total 4300 Grants/Contributions	\$ 5,000.00	\$ 0.00	\$ 5,000.00		
Uncategorized Revenue (2016 Carry-Forward)	29,467.00		\$ 29,467.00	\$5,000.00	\$5,000 added to this revenue account
9100 Bank Interest	715.08		715.08		
Total Revenue	\$ 825,642.23	\$ 848,967.81	-\$ 23,325.58	\$869,878.92	
Expenditures					
7000 MBSSI Maintenance, Beautification, Safety & Streetscape					
7100 Ambassador Services	397,674.85	362,138.20	-35,536.65	\$371,953.20	Variance Includes 12/2016 payment (cash)
7150 Ambassador Services-Port of Oakland	94,361.77	94,361.77	0.00	\$99,079.87	
7200 Services on Tidelands Trust Lands	21,000.00	21,000.00	0.00	\$22,050.00	
7400 Maintenance Operations	24,245.23	14,706.85	-9,538.38	\$18,500.00	Variance includes ATLV Purchase
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$ 537,281.85	\$ 492,206.82	-\$ 45,075.03	\$511,583.07	
7700 MED Marketing & Economic Development					
7710 District Management	75,631.50	94,594.00	18,962.50	\$92,079.65	Variance inc budgeted bonus TBD
7750 Marketing Operations	4,561.73	7,702.00	3,140.27	\$8,000.00	
7800 Special Projects	42,860.37	41,912.04	-948.33	\$25,067.16	\$5,000 added to this expenditure account
Total 7700 MED Marketing & Economic Development	\$ 123,053.60	\$ 144,208.04	\$ 21,154.44	\$125,146.81	
8000 AGCR Administration & Government/Community Relations					
8010 District Management	84,859.85	94,594.00	9,734.15	\$92,079.67	
8050 Training & Professional Development	2,244.23	4,500.00	2,255.77	\$4,500.00	
8110 Accounting & Taxes	2,224.60	2,500.00	275.40	\$4,200.00	
8130 Computer Service & Support	443.00	500.00	57.00	\$500.00	
8150 Consulting & Legal Expenses	0.00	3,000.00	3,000.00	\$3,000.00	
8200 Fees & Permits	264.96	500.00	235.04	\$500.00	
8410 Insurance (D&O)	600.00	675.00	75.00	\$675.00	
8420 Insurance (General Liability & Auto)	3,225.00	2,900.00	-325.00	\$3,350.00	
8425 Insurance (Workers Comp)	365.50	0.00	-365.50	\$1,300.00	
8430 Membership Fees	281.90	0.00	-281.90	\$1,300.00	
8450 Special Projects (Board Development)	496.40	500.00	3.60	\$3,200.00	
8510 Office rent	34,500.00	34,250.00	-250.00	\$37,500.00	
8520 Office Improvements	1,047.30	2,500.00	1,452.70	\$2,500.00	
8530 Office Furniture & Equipment	1,051.93	1,400.00	348.07	\$1,400.00	
8540 Postage, Shipping, Delivery	830.15	500.00	-330.15	\$1,200.00	
8545 Local transportation	35.00	1,000.00	965.00	\$1,000.00	
8550 Printing & Copying	784.97	1,200.00	415.03	\$1,200.00	
8560 Supplies	1,611.02	1,700.00	88.98	\$2,000.00	
8570 Telephone & Telecommunications	1,998.12	3,000.00	1,001.88	\$2,580.00	
8580 Utilities	3,802.59	4,320.00	517.41	\$3,780.00	
Total 8000 AGCR Administration & Government/Community Relations	\$ 140,666.52	\$ 159,539.00	\$ 18,872.48	\$167,764.67	
8600 Collection Fees & Contingency					
8680 Contingency allowance for uncollected assessments		35,206.95	35,206.95	\$43,243.95	
8610 Collection Fees					
8630 Alameda County fees (1.7%)	10,617.76	10,764.00	146.24	\$14,702.94	
8640 City of Oakland fees (1% except Port)	6,621.65	7,043.00	421.35	\$7,437.49	
Total 8600 Collection Fees + Contingency	\$ 17,239.41	\$ 53,013.95	\$ 35,774.54	\$65,384.38	
9310 Taxes/Fines/Penalties	75.00		-75.00		
Total Expenses	\$ 818,316.38	\$ 848,967.81	\$ 30,651.43	\$869,878.92	

Friday, February 2, 2018

Funding Distribution by Service Categories

Required % by Management Plan		2018
Maintenance & Beautification	55%	60%
Marketing & Economic Development	18%	13%
Admin & Gov't/Community Relations	19%	19%
Contingency/Collection Fees	8%	7%

*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 January 1, 2018

	Total	Notes
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account	\$4,755.79	
1105 Discretionary Spending at Bridge Bank	\$1,042.58	
1110 Money Market at Bridge Bank	\$150,244.48	
1115 PayPal Bank	\$193.54	
Total Bank Accounts	\$156,236.39	
Accounts Receivable		
1200 Accounts Receivable	\$0.00	
Total Accounts Receivable	\$0.00	
Other Assets		
1510 Security Deposits	\$2,000.00	
Total Other Assets	\$2,000.00	
TOTAL ASSETS	\$158,236.39	
LIABILITIES AND EQUITY		
Liabilities		
Accounts Payable		
2100 Accounts Payable	\$4,035.99	
Total Accounts Payable	\$4,035.99	
Total Liabilities	\$4,035.99	
Equity		
	Remaining Funds	Available for Carry-Forward
3100 Unrestricted Net Assets	\$111,873.64	\$14,115.75
3300 Restricted Net Assets		
3310 Steam Factory	\$4,000.00	Donation for computer purchase
3320 Train Quiet Zone	\$7,328.84	Community supporter donations
3330 District Special Projects		
ATLV Operations	\$8,840.00	\$8,840.00
Broadway Tree Lights	\$791.10	\$791.10
Wayfinding Signage	\$2,557.00	\$0.00
Tactical Urbanism/ District Branding	\$1,800.00	\$0.00
Quarterly Panel Talks	\$2,200.00	\$2,200.00
Free B Shuttle	\$0.00	\$0.00
Building Art Program	\$7,000.00	\$0.00
3340 Museum of Capitalism	\$11,845.81	\$0.00
Total 3300 Restricted Net Assets	\$46,362.75	\$11,831.10
Total Equity	\$158,236.39	\$25,946.85
TOTAL LIABILITIES AND EQUITY	\$162,272.38	Unrestricted Net Assets plus 3300 available for carry-forward



Background on the Waterfront Warehouse District Impact Mitigation Projects:

The Jack London Improvement District worked closely with community members and the Developer and City Planning staff to help create a scope and plan for implementation of the following impact mitigations associated with the 4th and Madison Development:

- \$25K for Repair and Replacement of Historic Trash Receptacle and Pedestrian Signage Program within the Waterfront Warehouse District
- Up to \$100K of funds eligible for the enhancement of the Waterfront Warehouse District Signage Program.

The recommended allocation of Jack London Improvement District funds would develop an enhanced signage program with the community, in order for the additional funds to be applied to this project of public benefit.

An excerpt from the entitlement document is below:

HIST-1c: Historic District Signage Program. The project applicant shall provide a financial contribution of \$25,000 to fund the repair and replacement of existing trash receptacles and historic signage that comprise the Jack London Improvement District's sidewalk and trash receptacles and historic signage program ("Program"), payable to Jack London Improvement District (JLID) or another organization responsible for the Program **upon issuance of the first Certificate of Occupancy**

HIST-1d: Contribution to the Façade Improvement Program. Project application shall contribute to the City of Oakland's Façade Improvement Program. In accordance with the City's Façade Improvement Program, the amount of contribution required to be paid by the project application under this mitigation measures shall be:

- \$10,000 for the first 25 feet of two facades of a building and \$2,500 per each additional 10 linear feet of those two same facades beyond 25 feet.
- There shall be a 20 percent increase for the buildings designated as Historic Resources under CEQA.
- Multiply the total by two times for being located within a National Register District.

For purposes of this mitigation, the two facades are along 4th Street and Jackson Street at 300 feet and 200 feet respectively. The following calculation results in a total contribution of \$318,000: 4th Street: $\$10,000 + \$2,500 \times 275/10 \text{ feet} = \$78,750$ Jackson Street: $\$10,000 + \$2,500 \times 175/10 \text{ feet} = \$53,750$ $\$78,750 + \$53,750 = \$132,500$ Increase by 20%: 159,000 Increase by 2x: \$318,000 The Façade Improvement Program contribution required hereunder shall be payable upon issuance of the first Certificate of Occupancy for the Project building proposed to be constructed on Block A (as such block is described in the EIR) and designated for the repair or improvement of facades within the historic WWD for a 2-year period. After that time all remaining funds shall be eligible for citywide Façade Improvement Program expenditures. Notwithstanding the foregoing, if prior to the issuance of the first Certificate of Occupancy for the Project building proposed to be constructed on Block A, the JLID updates its existing historic signage program ("Program") to enhance, promote, and preserve the integrity of the WWD (e.g., interpretive signage programs, trash receptacle maintenance programs, walking tour programs, graffiti removal programs) and all plans for the Program are approved by City staff, the project sponsor may contribute up to \$100,000 under this mitigation measure towards the Program. City staff's review and approval will be based on the Program's ability to preserve the integrity of the WWD. The Façade Improvement Program contribution required hereunder shall be reduced in an amount equal to the project applicant's payment to JLID provided that proof of such payment is verified by City staff. The above noted payment to JLID shall be in addition to the contribution to the historic signage currently mounted on a trash receptacle within the historic district, as listed in HIST-1c.

2018 Project Information Detail Update—As of 2/2018

Project	Status	Task Force	Volunteers (Board/External)	Next decision point ahead for Board
Wayfinding Signage	Reviewing fabricators	Y	Jenni, Paul, Erin, WETA, Amtrak, public	Review installed signage examples (3-6 signs) (4/18)
Tactical Trails	Need ambassador capacity (3 in training)	Y	Jenni, Paul, Erin, WETA, Amtrak, public	Review physical installation after initial loop installed (4/18)
Building Art	Replacement of 3 boxes underway		Paul, Erin, Building Art Advisors	Inform when utility boxes replaced
Median Planting	Need ambassador capacity (3 in training)	N	-	Inform when installed, Revisit upkeep funding in 2019
Panel Talks	1 st Talk Produced, next topics in consideration	N	Vivian, Paul	Inform Board on Q2 Topic & Date by 4/18
Local Business/Retail	Monthly business meetings underway	N	-	Inform of participation opportunities, Revisit upkeep funding in 2019
National Night Out Aug	Mobilize neighborhood stakeholders in 6/18	N	-	Revisit upkeep funding in 2019
Embarcadero Safety/TQZ	Panel Talk complete, Survey to be distributed 2/18	Y	Peter, Saied, Ray, Gary	Review survey results to inform any change in funding allocation in 3/18
Seasonal Decorations	5/18 start developing summer/winter decorations	N	Paul	Inform when installed, Revisit upkeep funding in 2019
Waterfront Warehouse District Program	Approve project funding 2/18, kickoff	N	Gary	Inform of consultant progress and design development participation opportunities
A's Ballpark	Currently in discussion with As to determine.		Paul, Vivian, Community members	Report back 3/2018

Project Information Detail- 2018

Formal Wayfinding Signage, Auto-directional and Pedestrian/\$6,000

Staff Commitment: 2-4 hours/weekly during active project

Project Description: In 2017, we completed the Wayfinding Signage design and Placement Plan in coordination with City, Port of Oakland, Jack London Square, WETA, Amtrak, Caltrans and community stakeholders by contracting directly with MmM Design, City of Oakland's wayfinding signage design consultant. This year we seek additional funds to install selected designs at priority sites identified by Task Force.

Cost Distribution: Banner signage: \$800/banner (x4)

Pedestrian large scale (dual purpose autodirectional): \$600/sign(x2)

Small scale pedestrian signage:\$200/sign (x4)

Printed collateral: \$600

Expansion of Tactical Urbanism Wayfinding (4 Trails)/\$3,000

Staff Commitment: 8-12 hours/weekly during active project

Project Description: In 2017 we developed a community and business-supported informal wayfinding program that is quick and inexpensive to deploy. We are working with business representatives as well as Visit Oakland on this effort.

Cost Distribution: \$3,000 covers Funding paint, stencils, and materials to install the remainder of the rapidly deployable designs.

Building Art/\$4500

Staff Commitment: 2-4 hours/weekly during active project

Project Description: Replace 3 vandalized permitted art-covered utility boxes at \$750/each. Remaining \$2,250 will be made available on a matching contribution basis with a \$500 cap per project to private property owners to fund Artist's fees, materials, and expenses relating to the Art Program.

Alignment with mission: The Building Art Program seeks to enliven the District for residents, workers, and visitors, and promote arts and culture to beautify and activate public spaces.

Volunteer Roles: Publicity, Outreach and coordination with property owners

Median Plantings (2x/Year)/ \$1,500

Staff Commitment: 8-12 hours/week, 2 weeks/year in coordination with Ambassadors

Description: Provide landscaping and replacement plants for medians on Broadway and other minor landscaped areas in the District

Alignment with mission: Beautification and blight removal for primary district commercial corridor.

Volunteer Roles: Design and material selection, Planting and landscaping participation (labor)

Panel Talks (Up To 4x/Year)/ \$6,000

Staff Commitment: 20-30 hours/panel talk/forum

Description: Interactive, educational events with local leaders and subject matter experts attracting broad stakeholder attendance and media attention

Alignment with mission: Promotes community engagement and informs District priorities in various areas of land use, economic development, and policy advocacy.

Volunteer roles: Content development, Panelist recruiting, Event publicity, hosting and staffing

Special Events Promoting Local Businesses (4x/Year): \$2,000

In 2017, the District took on a more intensive role in engaging retail businesses through city advocacy with the Small Business Task Force, and through direct monthly meetings with Jack London Merchants. This work will continue in 2018, and has informed these recommended projects.

Staff Commitment: Up to 6-10 hours/weekly during event.

Description: Project includes District business events to drive foot traffic and exposure to participating businesses, create district-specific visitor collateral for local hotels, in addition to ongoing promotion and marketing efforts.

Alignment with Mission: Promotes economic vitality, connects workers, visitors, residents with neighborhood amenities, promotes unique retail character of district.

Volunteer Roles: Outreach to businesses to determine support needed, Participation in events

National Night Out Block Party/ \$500

Staff Commitment: 20 hours/event

Description: Sponsorship, partnership, and hosting support National Night Out, coordination with participating businesses

Alignment with mission: Promotes community engagement and strengthens partnerships in areas of public safety, economic, land use, retail, community resilience, and business promotion.

Volunteer roles: Community outreach and event publicity

Embarcadero Safety Improvements/ Train Quiet Zone \$7328 (restricted)

Project Description: Funds raised for the Embarcadero Safety Improvements related to the Train Quiet Zone are restricted for use in this project. The Task Force has recommended that the District host a panel talk to inform the public and the project contributors about the current status, cost, and strategy for a future quiet zone. We will also distribute a survey to the contributors to get feedback on how they would like to see the funds spent.

Staff Commitment: 20 hours/event

Alignment with mission: Promotes community engagement and strengthens partnerships in areas of public safety, economic, land use, retail, community resilience.

Volunteer roles: Community outreach and publicity, Event hosting

Seasonal Decorations/\$2,000

Project Description: Funds would cover seasonal decorations for two events per year, to be developed and installed by staff.

Staff Commitment: 20 hours/event

Alignment with mission: Promotes beautification and supports retail and visibility of District.

Volunteer roles: Developing and installing Decorations

Waterfront Warehouse District Project/\$12,000

Staff Commitment: 2-4 hours/week

Description: As part of the impact mitigations and community benefit funds negotiated through approval of Carmel Partners' project at 4th and Madison, up to \$125K is available for the enhancement of the signage program within the Waterfront Warehouse District, the area from Franklin to Madison. However, the design must be developed and approved by the City in order to justify expenditure of these funds by the time CofO is issued. Staff recommends a loan to the project to cover design and prototyping fees by a local design firm, Gyroscope to gain community and city support in order to leverage these funds.

Alignment with mission: Beautification and promotion of historic District resources

Volunteer Roles: Design input, Stakeholder and community outreach

Participate! Improve the Waterfront Warehouse District



DISTRIBUTED TO PROPERTY OWNERS WITHIN WWD Q4 2016

Did you know that the Waterfront Warehouse District is on the National Register of Historic Places?

Thanks to a major effort by Jack London's dedicated community members, historic architecture advocates and Carmel Partners' support through the project underway at 4th and Madison, funds will be allocated to two important projects that will benefit the District: a **façade improvement program**, and for capital improvements to enhance and expand the **Historic District Signage Program**. This is a tremendous historic resource, and we have the opportunity to celebrate it.

This represents a major investment, and we must act quickly to take advantage of the funds.

Is your building in the Historic Waterfront Warehouse District? See map on opposite side. Matching funds are available for facade improvements such as painting, window replacement, rehabilitation, landscaping and exterior lighting, new awnings, and more.

Interested in the façade improvement program, or helping design an enhanced signage program? Kickoff meeting on October 21st at 10:00AM. RSVP to info@jacklondonoakland.org



Waterfront Warehouse District Buildings:

- | | | | |
|----|---|----|--|
| 1 | 201 3rd Street at Jackson Street
Noncontributing Building | 17 | 308 4th Street (Oakland Fish Co.)
Historical Name: Oakland Poultry Company |
| 2 | 225 3rd Street
Historical Name: W. P. Fuller and Company Warehouse Annex | 18 | 309 4th Street (Portico Lofts)
Historical Name: Oakland Plumbing Supply/ P.E. O'Hair Company |
| 3 | 255 3rd Street at Alice Street (Tower Lofts)
Historical Name: Unknown | 19 | 311 4th Street (Noncontributing Building) |
| 4 | 281 3rd Street
Historical Name: American Bag Company Annex | 20 | 287 5th Street/444 Harrison Street
Historical Name: Unknown |
| 5 | d /228 Harrison Street (American Bag Building)
Historical Name: American Bag and Union Hide Company | 21 | 220 Alice Street (Noncontributing Building) |
| 6 | 200 4th Street/400 Jackson Street/175 5th Street/Madison Street
Historical Name: S&W Fine Foods, Inc. Warehouse | 22 | 401 Alice Street at 4th Street (Cash & Carry)
Historical Name: Autocar Sales and Service Company |
| 7 | 201 4th Street at Jackson Street
Historical Name: Safeway Stores Corporate Headquarters | 23 | 426 Alice Street/4th Street/5th Street
Historical Name: United Grocers Warehouse |
| 8 | 220 4th Street (Noncontributing Building) | 24 | 229 Harrison Street/307 3rd Street (The Egghouse)
Historical Name: Poultry Producers of Central California Distribution Center |
| 9 | 247 4th Street (Fourth Street Lofts)
Historical Name: Western States Grocery Company | 25 | 318 Harrison Street (Noncontributing Building) |
| 10 | 255 4th Street at Alice Street (C.L. Greeno Building)
Historical Name: C. L. Greeno CO. Pacific Coast HQ Headquarters | 26 | 415 Harrison Street
Historical Name: George A. Posey Tube Oakland Portal |
| 11 | 267 4th Street
Historical Name: Oakland Wholesale Grocery Company, Inc. East Annex No. 2 | 27 | 417 Harrison Street
Historical Name: Industrial Bearing Company Building |
| 12 | 270 4th Street
Historical Name: Nelson Lee Paper Company | 28 | 425 Harrison Street
Historical Name: Western California Fish Company |
| 13 | 278 4th Street
Historical Name: Makins Produce Company | 29 | 432-438 Harrison Street
Historical Name: Quong Tai Shrimp Company |
| 14 | 283 4th Street (Allied Paper Company)
Historical Name: Oakland Wholesale Grocery Company East Annex No. 2 | 30 | 401 Jackson Street at 4th Street (Del Monte Meats)
Historical Name: Unknown |
| 15 | 292 4th Street at Harrison Street
Historical Name: Wright's West Warehouse | 31 | 300-310 Webster Street at 3rd Street (Blue Bottle)
Historical Name: Tyre Brothers Glass Company |
| 16 | 302 4th Street at Harrison Street
Historical Name: Impurgia Warehouse | | |

DISTRIBUTED TO PROPERTY OWNERS WITHIN WWD Q4 2016

For more information about the Façade Improvement Program, or helping design an enhanced signage program, join the Kickoff meeting on October 21st at 10:00AM.

RSVP or more information info@jacklondonoakland.org

GYROSCOPE INC

283 4th Street Suite 201 Oakland, CA 94607
510.986.0111 www.gyroscopeinc.com

January 19, 2018

Jack London Improvement District:
Jack London Historic Signage Concept Design

To: Savlan Hauser, Executive Director
Jack London Improvement District
333 Broadway
Oakland, CA 94607
510-267-0858

From: Tim Phillips, Principal
Gyroscope, Inc.
283 4th Street, Suite #201
Oakland, CA 94607

Dear Savlan,

We are excited to submit the following to the Jack London Improvement District as a proposal for your Historic Signage Project – Concept Phase.

Tim Phillips will be principal-in-charge for this scope of work. Savlan Hauser will serve as the principle contact for JLID. All official communications will flow through these contacts.

Included in the following attachments are scope of work, schedule, and fee for this phase.

Sincerely,



Tim Phillips, Principal
Gyroscope, Inc.

SCHEDULE A – SCOPE OF WORK & SCHEDULE

PROJECT DESCRIPTION:

Gyroscope will provide professional consulting services to Jack London Improvement District (JLID) for the development of a new concept for the historic signage for the Warehouse District. The concept will build on the findings from the community charette (completed by Gyroscope on January 9, 2017) and include a community evaluation of the concept mid-way through the process.

We propose to complete this scope of work on a fixed fee basis described below:

Our proposal is contingent on the following assumptions:

- The schedule will take place starting February 14, 2018
- Concept will develop out of findings from community charette (completed) and Kick-off Meeting with JLID key staff

SCOPE OF SERVICES TIMELINE:

- Scope of work to be completed within 12 weeks:
 - o Kick-off Meeting – February 14, 2018
 - o Progress Meetings – February 28 and March 14, 2018
 - o 50% Presentation – March 28, 2018
 - o Progress Meetings – April 11 and April 25, 2018
 - o Final Production – April 25 through May 9, 2018
 - o 100% Presentation – May 9, 2018
- Progress meetings at either JLID or Gyroscope office
- Feedback on progress presentations within 2 business days
- Feedback on 50% milestone presentation within 5 business days

GYROSCOPE STAFF ASSIGNED TO YOUR PROJECT:

- Tim Phillips, Principal
Role: Principal-in-Charge
- Steve Tornallyay, Director of Creative Growth Strategies
Role: Designer and Project Manager

DEVELOPMENT OF PROJECT CONCEPT:

- A. Kick-off meeting with JLID key staff to identify project goals and assumptions, evaluate the ideas in the What We Heard Report that summarizes the community charette, and brainstorm on additional thoughts to-date
- B. Two (2) one-hour meetings with local historic expert(s); resource provided by JLID
- C. Written description of concept
- D. Three (3) total Computer Generated Renderings of Key Experiences (one Draft and Final)
- E. Draft concept presentation for community discussion at 50% milestone
- F. One concept-level street plan, locating signage interventions
- G. One Cost Estimate
- H. Draft at 50% progress and 100% final Concept Report in full color PDF for presentations to stakeholders

DELIVERABLE:

- The Final Deliverable will be full color, 11" x 17" format, delivered as a high and low resolution PDF for your distribution. In addition to the assets created during this scope of work for JLID, the 50% Draft and Final report will incorporate images and design references from Gyroscope's database to illustrate key concepts and experiences.

SCHEDULE B – FEES & REIMBURSABLES

Gyroscope's Professional Fees to complete this scope of work is \$30,000.

REIMBURSABLES:

Reimbursables are not included in the professional fees above and will be invoiced separately upon approval by JLID. Reimbursables include the fabrication and installation of the prototypes, any travel expenses, local transportation, FedEx, professional models, crating, professional printing, renderings beyond above indicated Vectorworks 3D rendered views, sample materials, mock-ups, full-scale test prints for graphics, specialize fonts for graphic design, purchase of license fees for artwork, illustrations, photographs, or programs (ex: Shutterstock, etc.), iPad's or screen devices for campaign materials, translation services, fees paid to focus groups, photographers, videographers, editors, curators, archivists, and outside content experts.

NOT IN CONTRACT (NIC):

- Prototypes (option as additional service as requested)
- Travel expenses
- Specialized sub consultants (City planning, civil engineering, MEP, IT, lighting, fire & life safety, structural, acoustics, LEED, formal evaluation, safety consultant, ADA)
- Changes to existing streetscape
- Code review and code diagrams
- Additional Public meetings and presentations
- Design Review meetings, submittals, pre-applications
- Documents related to Minor or Major Changes to Conditional Use Permit Application or Approval Process
- Exhibit development and writing beyond that described above
- Graphic design, labels, screen graphics and Graphic production
- Brand, app and website design
- Fundraising, grant writing and proposals, financial accounting
- Gyroscope is not responsible for obtaining or payment of licensing and rights fees related to the use of artwork, illustrations, photographs, programs, images (ex: Shutterstock, etc.) or other intellectual property.
- Gyroscope is not responsible for retaining an independent cost estimator to price exhibits.
- Legal contracts, legal opinions or procurement contracts related to contractors, vendors, fabricators or general trade labor force
- Gyroscope is not responsible for LEED documentation, submittals, certification or any other task related to LEED certification for this project.
- FedEx, professional models, crating, professional printing, other than described above
- Renderings beyond the above agreed to Vectorworks 3D rendered views
- Sample materials or full-scale test prints for graphics
- Fees paid to focus groups, photographers, videographers, editors, curators, archivists, translation services and outside content experts.

Jack London Improvement District – Minutes of the Meeting of the Board of Directors January 8th, 2018 – 5:00 p.m., Jack London Headquarters – 333 Broadway

Present: Saied Karamooz, Peter Gertler, Paul Thyssen, Sam Nassif, Chris Pastena, Vivian Kahn, Sara May, Mark Everton, Erin Coburn, Tim Engler

Absent: Jenni Koidal

Staff: Savlan Hauser, Kaylee Hudson

Guests: Tina Farman

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Closed Session- 580 2 nd Street, Suite 260	The meeting was called to order at 4:00 p.m. The Board approved hire of new Program Coordinator and discussed a performance review of Executive Director Savlan Hauser.	
2. Call to order and introductions	The Public meeting was called to order at 5:07 p.m.	
3. Public comment and announcements	Wine&Design, at 222 Broadway will have its soft opening 1/27. Mark Everton announced Restaurant Week 1/11-1/21 with Jack London Improvement District winning “happy hour” award for most participating businesses, and invitation to new Visitor Center ribbon cutting on 1/16 4-6 p.m.	
4. Executive update	Savlan presented the Executive Update to the Board in an agenda document that highlighted current events, projects and happenings going on in the district. Savlan reminded the Board to save-the-date for the next scheduled Jack London panel talk on February 5 th that will focus on the Train Quiet Zone. District Project and Construction updates were discussed. Savlan gave an update on the “Mirador” as a stalled but ongoing active construction project in the district.	
5. Approval of amendments to 2018 budget: a. Reserve b. 2017 carry-forward allocation to special projects	The Board discussed the yearly reserve held in the Money Market Savings account at the recommended rate of 10% of 2018 operating budget (or \$86,500). The Board discussed the allocation of approx. \$25,000 of 2017 carry-forward funds to recommended roster of 2018 Special Projects (account 7800). An outline of recommended new and continued special projects with respective budgets were discussed. Saied recommended additional funds be allocated to the National Night Out event due to its continued success. The 2017 Budget vs. Actuals report and the 2018 Statement of Financial Position document was discussed, and the new total budget for Marketing and Economic Development special projects, account 7800 was recommended to be \$25,067.00.	Sara moved and Peter seconded the motion to approve the 2018 reserve held at \$86,500. Mark motioned and Saied seconded the motion to approve the 2018 budget, with an additional \$5,000 being added to account 7800 from 2017 carry-forward funds, and the recommended roster of special projects. Motion approved unanimously.
6. Financial Review	The Board reviewed the Financial Position and Year-to-date Budget v. Actuals Reports.	

