

**Jack London Improvement District - Meeting of the Board of Directors**  
**Monday, January 12, 2015 – 9:00 a.m.**  
**JLID Office – 333 Broadway**  
**Agenda**

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|---|------------------------|
| 1. Call to order and introductions- Bill                      | :05                    |
| 2. Public comment and announcements- Bill                     | :10                    |
| 3. Approval of minutes- Sara                                  |                        |
| a. Board Meeting: December 8, 2014 (Attached)                 | <b>Action Item</b> :15 |
| 4. Executive Update- Bill & Savlan                            | :15                    |
| 5. Financial Review- Barry & Savlan                           | :20                    |
| a. 2014 End of Year Financial Report                          |                        |
| b. Review of Draft 2015 Budget                                |                        |
| 7. Land Use and Transportation Committee update- Vivian       | :25                    |
| 8. Marketing and Economic Development Committee update - Paul | :30                    |
| 9. Maintenance and Beautification Committee update- Sara      | :40                    |
| 10. Next regular meeting: Monday, February 9, 2015, 4:00 pm   | :45                    |
| <hr/>   |                        |
| 11. Closed Session  |                        |
| 12. Adjournment   | 1:00                   |

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. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. 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 [jlid.org](http://jlid.org). Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at [info@jlid.org](mailto:info@jlid.org) at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

**Jack London Improvement District - Meeting of the Board of Directors**  
**Minutes of Monday, December 8, 2014 – 4:00 p.m.**  
**JLID Office – 333 Broadway**

**Present:** Bill Stotler, Sara May, Barry Pilger, Vivian Kahn, Paul Thyssen, Michael Carilli, Peter Gertler, Tommy Mierzwinski, Sam Nassif, Meredith Melville

**Absent:** None

**Staff:** Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant, Steve Snider/OVM Executive Team, Tori Decker/OVM Executive Team

**Guests:** Dave Fennell, CK Kuebel, Marc Halpern

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

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order and introductions</b>	The meeting was called to order at 4:01 p.m.	
<b>2. Public comment and announcements</b> <b>a. Reaffirmation of the election of new directors: JLID: Sam Nassif, Meredith Melville, Peter Gertler, and Tom Mierzwinski</b>	No public comments or announcements were made. Bill explained that because of a posting error at the last board meeting the election of the new board members must be reaffirmed. Bill asked if there were any objections to the election results. None were heard.	
<b>3. Approval of the minutes</b> <b>a. Regular Board Meeting: November 17, 2014</b>	The minutes of November 17, 2014 were presented to the board for review.	<b>Paul moved and Barry seconded the motion to approve the minutes of November 17, 2014. The motion was approved unanimously.</b>
<b>4. Financial report</b>	Savlan presented the year to date budget report and noted that the 2015 staff recommended budget will be presented at the January board meeting once the actual carry forward is known. It was noted that the formation loan repayments are not captured in the year to date budget report.	
<b>5. Discussion of 2015 Board meeting schedule</b> <b>a. Approval of 2015 Board meeting schedule</b>	Bill asked if the current monthly meeting schedule of the second Monday at 4:00 p.m. works for all the board members. Several noted that late afternoon meetings conflict with their business hours. Michael moved that the meeting schedule be changed to alternate between 9:00 a.m. and 4:00 p.m. meetings with the first meeting of 2015 to be held at 9:00 a.m.	<b>Michael moved and Barry seconded the motion to approve the meeting schedule of the second Monday of each month with meeting times alternating between 9:00 a.m. and 4:00 p.m. with the first</b>

		<p><b>meeting of 2015 to be held at 9:00 a.m. The motion was approved unanimously.</b></p>
<p><b>6. Executive Committee update</b>  <b>a. Review of 2015 programs and projects</b></p>	<p>Bill and Savlan explained the strategic work plan document and the need to guide and prioritize the work of staff and the committees. He outlined one possible process for developing a 2015 plan which included each committee chair outlining the plans and projects of the committee for review and comment from the board. Savlan will outline her top priorities for the organization as a whole. Then the Executive committee will meet with Savlan to finalize the plan, which will be presented to the board for approval. No objections or changes were heard. Bill also noted that each board member is expected to spend approximately 50 hours of work for the district per year. Each board member should be taking responsibility for a task or set of tasks from the committee on which they sit.</p> <p>Savlan explained that her top priorities for 2015 are:</p> <ol style="list-style-type: none"> <li>1) Public Rights of Way maintenance and improvements which include obtaining a Master Encroachment Permit and 880 Underpass improvements,</li> <li>2) Complete the implementation of the new branding, specifically the installation of building signage and the launch of the new website,</li> <li>3) Develop an inventory of opportunity sites to be utilized along with a database of realtors and potential tenants,</li> <li>4) Hosting of the remainder of the panel talk/forum series,</li> <li>5) Outreach to and utilization of volunteers.</li> </ol> <p>Tommy asked if it would make sense to hire a government liaison or lobbyist. Bill noted that Savlan’s position encompasses that responsibility and that anyone communicating with the City on district business should check in with Savlan first to ensure that there is one consistent voice from the organization.</p>	
<p><b>7. Maintenance and Beautification Committee update</b></p>	<p>Sara outlined the goals of the committee which she noted are based on the goals outlined in the Management District Plan.</p> <ol style="list-style-type: none"> <li>1) Identify the City of Oakland baseline services. She noted that staff has received a list of baseline services from the Public Works Department and are monitoring the delivery of those services,</li> <li>2) Underpass improvements,</li> <li>3) Activate the warehouse district with building murals,</li> <li>4) Reestablish the Neighborhood Crime Prevention Council,</li> <li>5) Data gathering which includes mapping security camera locations; mapping building blight that the district cannot address; and equipping the Ambassadors with the Block by Block “SMART System” which will allow them to track their</li> </ol>	

	<p>service delivery,</p> <p>6) Train safe and quiet zone. There was some discussion about the plan for this project.</p>	
<p><b>8. Land Use and Transportation Committee update</b></p>	<p>Vivian outlined the goals of the committee.</p> <ol style="list-style-type: none"> <li>1) Monitoring current and new developments in the district which involves Savlan checking the City's notices,</li> <li>2) Procuring a Master Encroachment Permit from the City of Oakland for public right of way improvements,</li> <li>3) Developing design guidelines for improvements in the public rights of way,</li> <li>4) Producing the panel talk series, the next installment of which will occur in January and will focus on the history of planning and development in Jack London,</li> <li>5) Develop an inventory of opportunity sites to be utilized along with a database of realtors and potential tenants.</li> </ol> <p>CK asked where the organization sees itself becoming involved in the planning process. There was some discussion of the Downtown Specific Plan and how the JLID is trying to become involved. Sara and Bill noted that the community has such a variety of opinions that it would be impossible to represent them all, so the district hopes to provide a space for the dialogues to occur and to act as a conduit to the city. It was noted that the panel discussions are one way that we are accomplishing that goal.</p>	
<p><b>9. Marketing and Economic Development Update</b></p>	<p>Paul outlined the goals of the committee.</p> <ol style="list-style-type: none"> <li>1) Implement branding through the redesign of the website and building signage.</li> <li>2) Activate the warehouse district with building murals.</li> <li>3) Install art wraps on utility boxes.</li> <li>4) Create a welcome package for new businesses.</li> <li>5) Advocate for fiber optic internet throughout the district.</li> <li>6) Promoting the panel talk series.</li> <li>7) Develop an inventory of opportunity sites to be utilized along with a database of realtors and potential tenants.</li> <li>8) Publicize the district's projects and amenities through events and advertising.</li> <li>9) Sponsor or fund district events, programs, or businesses, such as the Free Broadway Shuttle funding or acting as a matching sponsor for district businesses through Kiva Zip.</li> </ol>	
<p><b>10. Next regular meeting</b></p>	<p>Monday, January 12, 2015 – 9:00 a.m.</p>	
<p><b>11. Adjournment</b></p>	<p>The meeting adjourned at 5:11 p.m.</p>	

Minutes taken by: Fiona Simms

**Jack London Improvement District**  
**Budget vs. Actuals: JLID Operating Budget**  
 January - December 2014

	Actual	Total Budget	Variance
<b>Revenue</b>			
4000 Assessment Income			0.00
4100 Port of Oakland Assessment	108,644.84	108,645.00	0.16
4200 State of California Assessments		26,322.00	26,322.00
4210 Tax Exempt Property Owner Assessment	39,313.27	53,146.00	13,832.73
4220 Private Property Owners Assessment	584,905.97	579,313.00	-5,592.97
<b>Total 4000 Assessment Income</b>	<b>\$ 732,864.08</b>	<b>\$ 767,426.00</b>	<b>\$ 34,561.92</b>
4500 Other Operating Income			0.00
4510 Program Income	5,421.15		-5,421.15
<b>Total 4500 Other Operating Income</b>	<b>\$ 5,421.15</b>	<b>\$ 0.00</b>	<b>-\$ 5,421.15</b>
<b>Total Revenue</b>	<b>\$ 738,285.23</b>	<b>\$ 767,426.00</b>	<b>\$ 29,140.77</b>
<b>Gross Profit</b>	<b>\$ 738,285.23</b>	<b>\$ 767,426.00</b>	<b>\$ 29,140.77</b>
<b>Expenditures</b>			
7000 MBSSI Maintenance, Beautification, Safety & Streetscape			0.00
7100 Ambassador Services	379,601.48	379,601.00	-0.48
7200 Services on Tidelands Trust Lands	20,000.00	20,000.00	0.00
7300 Public Right of Way (PROW)		1,057.00	1,057.00
7400 PROW Maintenance	6,182.35	12,000.00	5,817.65
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$ 405,783.83</b>	<b>\$ 412,658.00</b>	<b>\$ 6,874.17</b>
7700 MED Marketing & Economic Development		0.00	0.00
7710 Marketing Coordination (0.25 FTE)	18,073.27	19,502.00	1,428.73
7720 Marketing Assistance (MAA 0.15 FTE)	6,702.65	5,688.00	-1,014.65
7750 Marketing / Branding / Public Relations	24,394.47	50,000.00	25,605.53
7800 Special Projects	23,711.06	50,000.00	26,288.94
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$ 72,881.45</b>	<b>\$ 125,190.00</b>	<b>\$ 52,308.55</b>
8000 AGCR Administration & Government/Community Relations			0.00
8010 District Management (1.250 FTE)	46,080.91	45,005.00	-1,075.91
8020 District Management Assisance (MMA 0.35 FTE)	12,447.83	13,273.00	825.17
8050 Training & Professional Development	2,781.80	4,000.00	1,218.20
8080 Annual Stakeholder Meeting	1,877.79	4,500.00	2,622.21
8110 Accounting & Taxes	1,049.79	3,000.00	1,950.21
8130 Computer Service & Support	217.97	2,000.00	1,782.03
8150 Consulting & Legal Expenses	2,385.00	5,000.00	2,615.00
8200 Fees & Permits	286.65	250.00	-36.65
8300 Formation Loan Repayment	70,000.00	0.00	-70,000.00
8410 Insurance (D&O)		605.00	605.00
8420 Insurance (General Liability & Auto)	150.00	3,265.00	3,115.00
8430 Membership Fees		1,000.00	1,000.00
8450 Miscellaneous	97.47	500.00	402.53
8510 Office rent	13,500.00	13,500.00	0.00
8520 Office Improvements	8,232.98	16,500.00	8,267.02
8530 Office Furniture & Equipment	1,051.39	5,000.00	3,948.61
8540 Postage, Shipping, Delivery	71.12	1,000.00	928.88
8550 Printing & Copying	1,139.11	2,000.00	860.89
8560 Supplies	1,081.58	2,000.00	918.42
8570 Telephone & Telecommunications	1,307.91	1,500.00	192.09
8580 Utilities	1,310.69	2,250.00	939.31
8590 Utilities & Rent (offsite expenses)	1,401.95	5,300.00	3,898.05
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$ 166,471.94</b>	<b>\$ 131,448.00</b>	<b>-\$ 35,023.94</b>
8600 Collection Fees & Contingency			0.00
8610 Collection Fees		16,450.00	16,450.00
8630 Alameda County fees (1.7%)	9,884.44		-9,884.44
8640 City of Oakland fees (1% except Port)	7,229.80		-7,229.80
<b>Total 8610 Collection Fees</b>	<b>\$ 17,114.24</b>	<b>\$ 16,450.00</b>	<b>-\$ 664.24</b>
8680 Contingency allowance for uncollected assessments		44,944.00	44,944.00
<b>Total 8600 Collection Fees &amp; Contingency</b>	<b>\$ 17,114.24</b>	<b>\$ 61,394.00</b>	<b>\$ 44,279.76</b>
<b>Total Expenditures</b>	<b>\$ 662,251.46</b>	<b>\$ 730,690.00</b>	<b>\$ 68,438.54</b>
<b>Net Operating Revenue</b>	<b>\$ 76,033.77</b>	<b>\$ 36,736.00</b>	<b>-\$ 39,297.77</b>
<b>Other Revenue</b>			
9100 Bank Interest	790.23		-790.23
<b>Total Other Revenue</b>	<b>\$ 790.23</b>	<b>\$ 0.00</b>	<b>-\$ 790.23</b>
<b>Net Other Revenue</b>	<b>\$ 790.23</b>	<b>\$ 0.00</b>	<b>-\$ 790.23</b>
<b>Net Revenue</b>	<b>\$ 76,824.00</b>	<b>\$ 36,736.00</b>	<b>-\$ 40,088.00</b>

## 2015 JLID Budget Summary:

<b>Category</b>	<b>%</b>	<b>Amount</b>
Maintenance, Beautification, Safety & Streetscape Improvements	55	\$419,200
Marketing & Economic Development	18	\$136,213
Administration & Government/Community Relations	19	\$162,772
Contingency & Collection Fees	8	\$62,463
<b>TOTAL</b>	<b>100%</b>	<b>\$780,793</b>

# 2015 JLID BUDGET

2015 JLID BUDGET			MDP as approved on 7-16-13	NOTES
CHART OF ACCOUNTS	ASSESSMENTS		TOTALS	
	Non-Port	Port Share To be Approved		
<b>Revenue</b>				
4000 Assessment Income				
4100 Assessment Income:Port of Oakland Assessment		\$109,891		
4200 Assessment Income:State of California Assessments	\$26,322			
4210 Assessment Income:Tax Exempt Property Owner Assessment	\$53,146			
4220 Assessment Income:Private Property Owners Assessment	\$591,434			
<b>Total 4000 Assessment Income</b>	\$670,902	\$109,891	<b>\$780,793</b>	
<b>(4300) Prior Year Carry forward</b>	\$71,884			
<b>4500 Other Operating Income</b>	\$0			
<b>Total Revenue</b>	<b>\$742,785</b>	<b>\$109,891</b>	<b>\$852,677</b>	\$767,426
<b>Expenditures</b>				
7000 MBSSI Maintenance, Beautification, Safety, etc.				
7100 Ambassador Services (Block By Block)	\$296,024	\$89,891	\$385,915	
7200 Services on Tidelands Trust Lands	\$0	\$20,000	\$20,000	
7300 Public Right of Way (Special Projects)	\$1,075	\$0	\$1,075	
7400 Public Right of Way Maintenance (operations)	\$12,209	\$0	\$12,209	Min- Max (50-61%)
<b>Total 7000 MBSSI Maintenance, Beautification, etc.</b>	<b>\$309,308</b>	<b>\$109,891</b>	<b>\$419,200</b>	\$422,084 <b>\$426,338.27</b>
7700 MED Marketing & Economic Development				<b>\$520,132.69</b>
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853	\$0	\$25,853	
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618	\$0	\$8,618	
7750 Marketing / Branding / Public Relations	\$50,871	\$0	\$50,871	
7800 Special Projects	\$50,871	\$0	\$50,871	Min-Max (16-20%)
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$136,213</b>	<b>\$0</b>	<b>\$136,213</b>	\$136,137 <b>\$136,428.25</b>
8000 AGCR Administration & Govt/Community Relations				<b>\$170,535.31</b>
8010 District Management (ED 0.70 FTE)	\$60,324	\$0	\$60,324	
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108	\$0	\$20,108	
8050 Training & Professional Development	\$4,070	\$0	\$4,070	
8080 Annual Stakeholder Meeting	\$4,578	\$0	\$4,578	
8110 Accounting & Taxes	\$3,052	\$0	\$3,052	
8130 Computer Service & Support	\$2,035	\$0	\$2,035	
8150 Consulting & Legal Expenses	\$5,087	\$0	\$5,087	
8200 Fees & Permits	\$254	\$0	\$254	
8410 Insurance (D&O)	\$616	\$0	\$616	
8420 Insurance (General Liability & Auto)	\$3,322	\$0	\$3,322	
8430 Membership Fees	\$1,750	\$0	\$1,750	
8450 Miscellaneous	\$509	\$0	\$509	
8510 Office rent	\$28,500	\$0	\$28,500	
8520 Office Improvements	\$13,000	\$0	\$13,000	
8530 Office Furniture & Equipment	\$2,500	\$0	\$2,500	
8540 Postage, Shipping, Delivery	\$1,017	\$0	\$1,017	
8550 Printing & Copying	\$2,035	\$0	\$2,035	
8560 Supplies	\$2,035	\$0	\$2,035	
8570 Telephone & Telecommunications	\$2,220	\$0	\$2,220	
8580 Utilities (office expenses)	\$4,380	\$0	\$4,380	
8590 Utilities & Rent (offsite expenses)	\$1,380	\$0	\$1,380	Min-Max (17-21%)
<b>Total 8000 AGCR Administration &amp; Govt/Comm Relations</b>	<b>\$162,772</b>	<b>\$0</b>	<b>\$162,772</b>	\$145,811 <b>\$144,955.01</b>
8600 CFC Collection Fees & Contingency				<b>\$179,062.07</b>
8610 Collection Fees	\$16,737	\$0	\$16,737	
8680 Contingency allowance for uncollected assessments	\$45,727	\$0	\$45,727	Min-Max (7-9%)
<b>Total 8600 CFC Collection Fees &amp; Contingency</b>	<b>\$62,463</b>	<b>\$0</b>	<b>\$62,463</b>	\$61,394 <b>\$59,687.36</b>
				<b>\$76,740.89</b>
<b>Total Expenditures</b>	<b>\$670,756</b>	<b>\$109,891</b>	<b>\$780,648</b>	
<b>Net Operating Revenue</b>	<b>\$72,029</b>	<b>\$0</b>	<b>\$72,029</b>	

# Overview- Jack London Projects and Priorities

	Land Use & Transportation	Marketing & Economic Development	Maintenance & Beautification	Executive Committee
1	Monitor current and prospective development projects in district	Brand and Graphic Identity	Determine and ensure delivery of baseline city services	Establish plan for Board composition and new Member recruiting
2	Design Review feedback for Jack London Square residential developments	Website Redux	Monitor Property Neglegence	Establish "job description" for members of Board of Directors
3	Design Guidelines for PROW elements	Coordinate Building Art Program (Joint MED + MAB Project)	Coordinate Building Art Program (Joint MED + MAB Project)	Establish volunteer outreach plan
4	Master Encroachment Permit	Support Business Community	880 Underpass Improvement	Oversee revision of bylaws
5	Forums on economic and land development (Joint MED + LUT project)	Forums on economic and land development issues (Joint MED + LUT project)	Map and Monitor District Security Cameras	Quarterly Review of staff and Progress towards Goals
6	Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Establishment of Neighborhood Crime Prevention Council	Oversee development of Strategic Plan
7		Publicize project milestones through special events and press	Removal of nonfunctional, hazardous street fixtures	
8		Sponsorship/Funding	Train Quiet & Safe Zone	