



Jack London Improvement District - Meeting of the Board of Directors
333 Broadway, January 8th, 2017 Public Session 5:00PM

- 1. Closed Session -- Metrovotion Conference Room, 580 2nd Street #260 - 4:00PM
a. Approve hire of new staff: Program Coordinator
b. Performance review of Executive Director

2. Call to order and introductions 5:00

3. Public Comment and Announcements

4. Approval of Amendments to 2018 Budget: Reserve and 2017 Carry-Forward 5:05

- a. Approve reserve held year-to-year in Money Market Savings Account (Recommended 10% of Operating Budget, or \$86,500) Action Item
b. Discuss allocation of approximately \$25,000 of 2017 carry-forward funds to recommended roster of 2018 Special Projects (Account 7800) Action Item

In 2017, the Board of Directors focused on Stakeholder engagement in its workshop, and seeks to reflect this priority through the selection of special projects. Recommended projects are high impact, responsive to stakeholder needs, and invite stakeholder participation where possible. In addition, Board Members are asked to participate in a special project and attend 2 District special events this year.

Recommended Continued or Repeat Special Projects/ Additional Funding Sought:

- Formal Wayfinding Signage, Auto-directional and Pedestrian/\$6,000
Expansion of Tactical Urbanism Wayfinding (4 Trails)/\$3,000
Building Art/\$4500
Median Plantings (2x/Year)/ \$1,500
Panel Talks (4x/Year)/ \$6,000
Special Events Promoting Local Businesses (4x/Year): \$2,000
National Night Out Block Party/ \$500
Embarcadero Safety Improvements/ Train Quiet Zone \$7328 (Restricted non-assessment funds)

Recommended New Special Projects:

- Seasonal Decorations/\$2,000
Waterfront Warehouse District Project/\$12,000

Total Budget Special Projects: \$37,500 (\$12,500 Operating Budget plus \$25,000 2017 Carry –Forward)

5. Financial Review 5:45
a. Review Financial Position and Year-to-date Budget v Actual Reports Discussion Item

6. Approve Meeting Minutes- December 11th, 2017 Action Item

7. Adjourn 6:00

Next Meeting: February 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, January 2018

Happy New Year!

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

- **Stakeholder Outreach Presentations:** Thanks to all who hosted us for year-end District presentations in the last few weeks and your feedback: The Bond, The Phoenix Lofts, Merchants at Jack London Square, The Sierra, and The Ellington.
- **Welcome A's Headquarters to Jack London:** The A's offices and about 200 Oakland-rooted employees are moving in to Jack London Square this month.
- **Oakland Alameda Access Project Underway** Jack London hosted a community meeting on December 14th to ensure that Jack London-specific priorities—at the residential warehouse district area east of Broadway in particular-- are represented in this major freeway access and underpass reconfiguration in our District. The consultant team will report back to our group in the next phase.
- **Promoting Jack London as an Amtrak Destination:** In collaboration with the marketing team at the Amtrak line Amtrak San Joaquin, serving Jack London and the Central Valley, Jack London will be featured on the onboard wifi advertisement along with other local destinations.
- **Monthly Neighborhood Crime Prevention Council:** NCPC meetings re-start January 23rd. For more information, Email info@jacklondonoakland.org.

District Event Highlights

- **Welcome Wine and Design Oakland** to 222 Broadway in Jack London with [opening weekend celebrations](#) February 2nd to 6th.
- **Oakland Restaurant Week** with 8 participating Jack London Restaurants starts January 11th.
- **Save-the-date:** Jack London's next [panel talk](#) on February 5th will focus on the **Train Quiet Zone and safety improvements** along Embarcadero. Infrastructure and safety are more important as activity and development increases along the waterfront. We will bring together local rail and transportation experts to discuss feasibility and strategy. Time/Venue TBA.

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). Construction contact: JLS4thAndMadison@gmail.com
- **"Mirador"**-Austin Group, **201 Broadway-** 48 Homes 4,000sqft retail/ planned completion date Q32018
- **"Modera"**- Mill Creek , **377 2nd Street-** 134 Homes /Broke ground Q22017, planned completion Q2 2018
- Citrine Advisors' Rehabilitation at **322 Broadway @ 4th/** Ground breaking slated for January 2018

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

-Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

STATISTICS

YEAR OF 2017

Jack London's Ambassadors have been hard at work

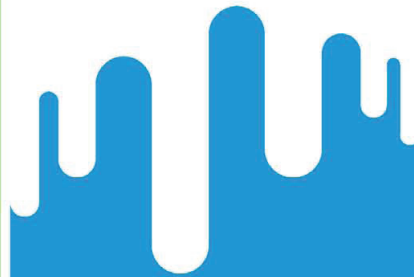
Comments? Contact us at:
info@jacklondonoakland.org



61,073 LBS
of trash and debris
removed from the
Public Right-Of-Way

1,499
Graffiti sites
addressed

1,321
Blocks of weed
abatement



816
Illegal Dumping
sites have been
cleared.

2,660
Stickers, Posters,
Flyers removed
from City Fixtures.

3,667
Individuals
assisted by our
Ambassadors

**Jack London Improvement District - Meeting of the Board of Directors
December 11th, 2017 – 4:00 p.m., Jack London Headquarters – 333 Broadway**

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

Absent:

Staff: Savlan Hauser

Guests:

Discussions held and decisions made by the Board of Directors

| SUBJECT | DISCUSSION | ACTION? |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Closed Session | The meeting was called to order at 4:00 p.m. The Board discussed Performance Review Procedure for Staff of the District, and instructed the Executive Committee to work with Savlan to approve and hire a new Program Coordinator from 5 potential candidates. | |
| Public Session 2. Call to Order and Introductions | The Public Session portion of the meeting was called to order at 5:06 | |
| 3. Public Comment and Announcements | Mark Everton announced the collaborative work of Visit Oakland with the BIDs to incentivize restaurant participation for Oakland Restaurant Week in January. Visit Oakland will award a “happy hour” to BID staff of the District with the most restaurants signed up. | |
| 4. Approval of Recommended amendment to Bylaws a. Board of Directors Election Procedure b. Meeting frequency and duration | <p>The Board discussed the current election procedure and modified the proposed language to indicate that a member of the Jack London Improvement District Staff would count the vote.</p> <p>The Board discussed the current and proposed meeting frequency and duration, and reached a consensus to meet for one hour every month on the second Monday at 4pm. It was requested that agendas reflect a reasonable amount of content to cover in one hour, and not run overtime. Savlan notified the Board that the additional preparation for the Board meeting would result in an additional staffing time allocation of 10-15 hours per Board Meeting.</p> | Saied moved and Vivian seconded the motion to approve the Bylaw amendments with the suggested modifications. The motion was approved unanimously. |
| 5. Ambassador Update a. Approve interim budget for operations 1/1/2018 to 1/31/2018 with monthly expenditures not-to-exceed \$67,129 b. Discuss carry-forward and Draft Budget 2018 | <p>a. Mark suggested that the interim budget approval include two months of operation and suggested editing the motion to read “...monthly expenditures not-to-exceed..” to allow for sufficient time for final budget approval.</p> <p>b. Savlan explained several of the lowered-and-increased areas of projected spending in 2018. Notable expenses include rent increase by \$250/month in 2018, employment costs and hours for Ambassador Team will increase, and management costs decrease due to direct employment. Carry-forward and contingency allowances were discussed. Tim suggested that the budget report include a line item showing Caltrans uncollected funds. Project roster and allocation of carry-forward funds are to be approved in January.</p> | Peter moved and Jenni seconded the motion to approve the Bylaw amendments with the suggested modifications. The motion was approved unanimously |
| 6. Stakeholder Engagement in 2018 a. Definition of Stakeholder Engagement b. Creative | <p>a. Definition of Stakeholder Engagement in Jack London: An engaged Jack London is accessible and responsive, inviting participation and resource-sharing, and fostering pride in the District.</p> <p>b. The Board discussed reviewing the proposed special projects and focus areas of the District in 2018, and the importance of</p> | |

| | | |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Stakeholder Engagement Initiative 2018 | viewing District work from the perspective of stakeholder engagement. Peter reiterated his interest to deliver on the community interest in the Embarcadero Improvement Project, as a way to encourage stakeholder engagement. | |
| 7. Approval of the minutes- Nov.13th | The minutes of November 13th 2017 were presented to the board for review. | Mark moved and Sara 2nd to approve minutes of Nov13th, 2017. Motion approved unanimously. |
| 8. Next regular meeting | Monday, January 8 th , 2018 – 5:00 p.m. | |
| 9. Adjournment | The meeting adjourned at 6:11 p.m. | |

Minutes taken by: Savlan Hauser

2017 Board Attendance Record

| | Bill | Sara | Erin | Sam | Vivian | Michael | Paul | Saied | Peter | Jenni | Tim | Mark | Chris |
|--------------|-----------|------|------|-----|--------|---------|------|-------|------------|-------|-----|------|-------|
| January | X | X | X | X | X | X | X | X | X | X | | | |
| March | X | X | X | X | | X | X | X | | X | | | |
| May | X | X | X | X | X | | | X | X | X | | | |
| July | X | X | X | X | X | | X | X | | X | | | |
| September 11 | X(REMOTE) | X | X | X | X | | X | X | | X | | | |
| September 20 | | X | X | X | X | X | X | X | X (REMOTE) | X | | | |
| November | | X | | X | | | X | X | X | X | X | | |
| December | | X | X | X | X | | X | X | X | | X | X | X |

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 | | |
| 9100 Bank Interest | 715.08 | | 715.08 | | |
| Total Revenue | \$ 796,175.23 | \$ 848,967.81 | \$ 52,792.58 | \$864,878.92 | |
| 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 (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 inc 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 | \$20,067.16 | |
| Total 7700 MED Marketing & Economic Development | \$ 123,053.60 | \$ 144,208.04 | \$ 21,154.44 | \$120,146.81 | |
| 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 | \$864,878.92 | |

Tuesday, Jan 02, 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 |