



**Jack London Improvement District - Meeting of the Board of Directors  
333 Broadway, July 9th, 2018 5:00PM**

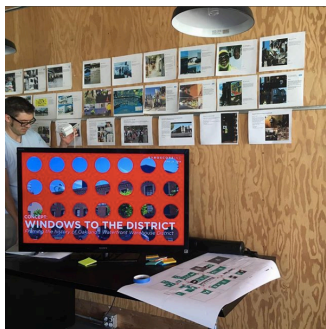
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|---|------------------------|
| 1. <b>Call to order and introductions</b>   | 5:00                   |
| 2. <b>Public Comment and Announcements</b>  | 5:05                   |
| 3. <b>Walking Tour</b> , 4 <sup>th</sup> and Broadway, Washington, 3 <sup>rd</sup> to Webster and return.   | 5:10                   |
| 4. <b>Executive Update</b>  | 5:25                   |
| a. District Update, Ambassador Statistics.  |                        |
| 5. <b>Governance Update</b>   | 5:30                   |
| a. Approval of recommend Assessment increase of 5% to accommodate rising costs of service delivery as authorized by the Management District Plan. | <b>Action Item</b>     |
| 6. <b>Introduction of IKE Interactive Kiosks</b>  | 5:45                   |
|   | <b>Discussion Item</b> |
| 7. <b>Approve Meeting Minutes- June 11, 2017</b>  | 5:55                   |
|   | <b>Action Item</b>     |
| 8. <b>Adjourn</b>   | 6:00                   |

Next Meeting August 13th, 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](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, July 2018

Here are this month's highlights and projects going on in the District:



- **The Waterfront Warehouse District is getting an Enhanced Signage Program.** On June 25<sup>th</sup>, we reached the 50% completion point with the design and presented to a warm reception by community members, local historians, businesses, and City staff.

- **The Pilot phase of Jack London Improvement District's Wayfinding Signage** is installed, corresponding to the City of Oakland's program in Downtown. Focusing on pedestrian and automobile directional signs, particularly at the gateways to Jack London.

- **Working with the DOT and PG&E,** We were able to mitigate construction hours and impact on the retail zone on 3<sup>rd</sup> between Broadway and Franklin during the major pipeline replacement project in the District. The project is still a major intrusion but crews are working as quickly as possible to finish with lower impact to commercial activity.



- Check out the **gallery of District building and business history** on our webpage, thanks to the contribution of Board Secretary Paul Thyssen! Articles will be coming soon. <https://jacklondonoakland.org/explore>

- **New Businesses: Welcome to the District, Tigers Taproom and Nomnomnow!** Nomnomnow is a new food company delivering fresh meals to dogs and cats, moving into 369 3<sup>rd</sup>, a revamped historic building in the wholesale produce market. Tigers Taproom—a dog-friendly pub (do we sense a theme here?) is opening in the old World Ground space on 3<sup>rd</sup> and Jackson.

### District Event Highlights

- National Night Out – and our Annual Party is August 7<sup>th</sup> with 10 businesses participating already- get in touch to volunteer!
- Pedalfest is July 28<sup>th</sup> – over 25,000 bicycle-appreciative attendees are expected.
- Jack London Beat 1X NCPC Meeting – July 24<sup>th</sup> at 6:15PM, 333 Broadway (Jack London Improvement District Office)



### Development/ Construction Updates

- **4<sup>th</sup> and Madison-** by Carmel Partners- 330 Homes in two buildings on North & South sides of 4<sup>th</sup> Street/Planned completion date Q3 2018 (south)/Q2 2019(north). [JLS4thAndMadison@gmail.com](mailto:JLS4thAndMadison@gmail.com)
- **"Mirador"-Austin Group, 201 Broadway-** 48 Homes 4,000sqft retail/ Construction RESTART 5/18.
- **"Modera"- Mill Creek , 377 2<sup>nd</sup> Street-** 134 Homes /Broke ground Q22017, complete Q2/3 2019.
- Citrine Advisors' Rehabilitation at **322 Broadway @ 4<sup>th</sup>/** sold to Christopher Porto, Smart Growth
- 4<sup>th</sup> and Alice street sold to SunCal Hotel Developers
- **PG&E Pipeline Replacement** 3<sup>rd</sup> St underway-finished 10/18. For updates, the project team will be presenting following each District Board Meeting through project completion. Email [rect@PGE.com](mailto:rect@PGE.com)

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

-Savlan Hauser, Executive Director



This review is well overdue!! La Furia Chalaca on Broadway is beyond thankful for the Ambassador's professionalism... We wanted to take the time to let you know that he did an excellent job and we are glad that he is part of the Jack London Improvement District.

-La Furia Chalaca

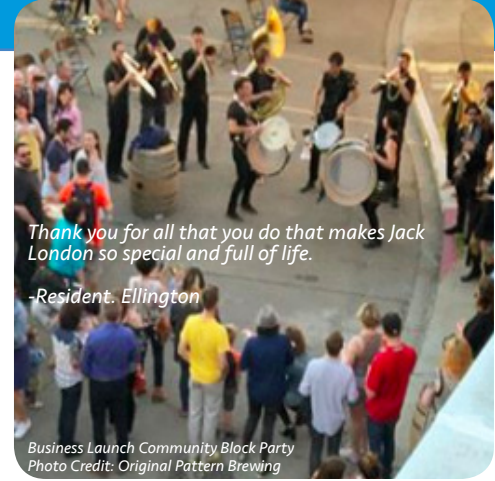
Cleaning Ambassador focusing on Gateways to District



Let me just say I love the Ambassadors. My very first day moving into the District, I was unloading furniture from the moving van and an Ambassador welcomed me to Jack London and offered help! That was the first welcome I got to the neighborhood.

-MR, Phoenix Lofts

Cleaning Ambassador focusing on Gateways to District



Thank you for all that you do that makes Jack London so special and full of life.

-Resident, Ellington

Business Launch Community Block Party  
Photo Credit: Original Pattern Brewing



Thank you for all you have accomplished and for all good you provide to our neighborhood. You and your contributions are much appreciated.

CS

Marketing and Wayfinding in the District



Thank you very much for putting together such an informative panel [A Ballpark for Everyone] I can only guess at the effort that went into making that happen so bravo for doing so! And thank you for including me!

#Helen S, Resident

Jack London Panel Talk Series



## Dear Jack London Improvement District Stakeholder,

Jack London Improvement District's Board of Directors is notifying stakeholders as it considers an assessment increase of 5% due to rising costs of operations that are projected to exceed 5% over the current year. In addition, the District has experienced increased demand for services thanks to increased activity and growth. For more information, visit <https://jacklondonoakland.org/assessment>

## You are Invited to our Annual Event

National Night Out is August 7th from 6-8PM at 2nd and Madison, celebrating Jack London's vibrant businesses, public servants, neighbors, and organizations. If you'd like to participate, get in touch!

The Board of Directors meets monthly on each second Monday of the month at 5:00PM at 333 Broadway. Annual meeting of the Board of Directors is Second Monday in November.

The Jack London Improvement District is a 501(c)3 non-profit organization whose mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District. Our vision is for a safe, clean, thriving Jack London District with flourishing businesses, vibrant events and an environment that ensures community members and visitors may be enriched by the District's distinct history, unique beauty and diverse assets.

Information on meetings and District events at [jacklondonoakland.org](http://jacklondonoakland.org)

Share your ideas at [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org), (510) 267-0858, or in-person at 333 Broadway.

-Jack London Improvement District Team

Jacklondonoak Jacklondonoakland JLIID.org

We've been busy this year - get updates in your inbox! Sign up at [jacklondonoakland.org](http://jacklondonoakland.org)

## JACK LONDON CLEAN AND SAFE

STATISTICS  
2018 REPORT YTD

Jack London Ambassadors have been hard at work

Comments? Contact us at: [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)



48,415 lbs  
of trash and debris removed from the Public Right-Of-Way

667  
Graffiti sites addressed

957  
Blocks of weed abatement



576  
Illegal Dumping sites have been cleared.

1,458  
Stickers, Posters, Flyers removed from City Fixtures.

9,379  
Individuals assisted by our Ambassadors



## JACK LONDON IMPROVEMENT DISTRICT ASSESSMENT.

At the July Board meeting, the Board will consider approving a 5% increase in the annual assessment for the 2019-20 tax year as is outlined in the District Management Plan. This assessment is the *primary* source of revenue for our Business Improvement District and it has the unique benefit to its stakeholders that the dollars can be spent *solely* in our District. The District has experienced increased demand for services, and increased cost of delivering services.

Since initiation of operations, the District has incurred significant cost increases, such as the minimum wage increase due to Measure FF (Lift Up Oakland), office rent, and trash removal. The 5% assessment increase is projected to increase the District's budget by \$41K. The District's fixed costs which include a labor contract with our team of cleaning and safety Ambassadors, garbage collection, and rent, which represent 65% of the annual budget, is expected to increase 7% next year, by \$42K. Other costs are expected to increase commensurate with the CPI. Therefore, even with the 5% increase in 2016/2017, maintaining the same level of service and delivering special improvement projects, continues to require increased efficiency.

The District's services have also broadened since initiation. Since the increase in Waste Management service fees, there has been a notable increase in illegal dumping and overflow throughout the District, which has caused additional strain on cleaning services. As more businesses have come to the District and activity increases, the District has also taken on a broader range of economic development and hospitality services as has been demanded by stakeholders—for example, providing coverage 7 days a week whereas the District was formed envisioning just 5 days a week. The District also provides support for burgeoning businesses as they navigate the process of

establishing in Jack London. The work has paid off; Sales tax revenue increased last year 4.1% over the previous year and 8 and vacancies are being filled. This is all good news in alignment with District mission, and requires the District to keep pace with the demands of growth.

*The Board of Directors takes their responsibility of stewardship of resources of our constituents, local businesses and residents seriously. Therefore, we are seeking your input to make sure that resources are applied to achieve the best and highest impact. Please continue share your ideas, thoughts, and questions with Staff and the Board of Directors on this and other matters by email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org) (<mailto:info@jacklondonoakland.org>), phone (510) 267-0858, or in-person at 333 Broadway (at 4th Street).*

*The Board of Directors meets monthly on each second Monday of the month at 5:00PM at 333 Broadway. Annual meeting of the Board of Directors is Second Monday in November. Information on meetings and District events is available at <https://jacklondonoakland.org/meetings> (/meetings) You are invited to our Annual event and National Night Out (/new-events?tag=national%20night%20out), August 7th from 6-8PM, celebrating Jack London's vibrant businesses, organizations, and terrific neighbors.*

## BUDGET BY SERVICE CATEGORY 2018

### **Maintenance & Beautification**

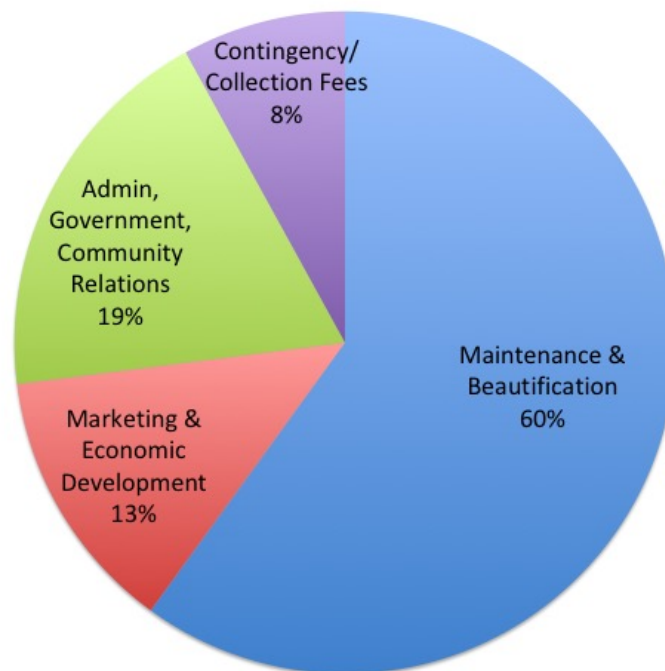
\$511,583

### **Marketing & Economic Development**

\$125,147

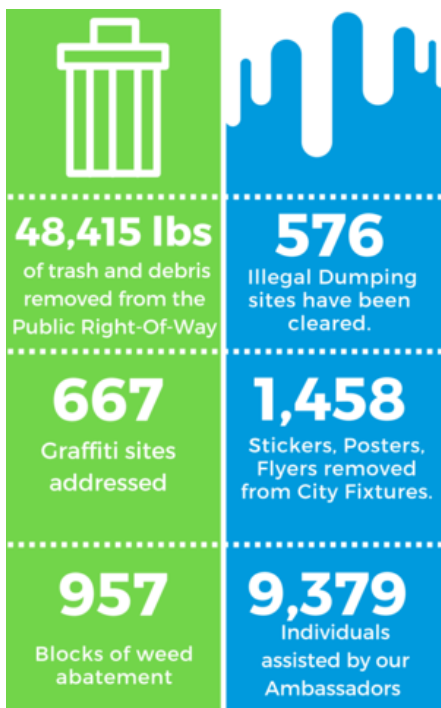
**Admin, Government, Community Relations** \$167,765

**Contingency/Collection Fees** \$65,384



## HIGHLIGHTS OF 2018 PROGRESS

### Cleaning and Safety Achievements—So far in 2018:



### And much more:

Over 500 businesses are registered in Jack London. 72 are active participants in our outreach and business coffee forums, providing peer-to-peer support and collaboration potential.

The District produces numerous events annually—from panel talks and town hall meetings on issues relevant to Jack London to family-friendly block parties celebrating District Businesses, such as:

- A Ballpark for Everyone: Panel Talk on the development of a ballpark stadium (/panel-talks)
- Industrial Jack London: 4 industrial business leaders discuss changing face of industry (/panel-talks)
- St. Patrick's Day Block Party
- National Night Out

In addition, the District hosts multiple forums monthly that bring together interested stakeholders to focus on areas of concern, including

- Jack London Neighborhood Crime Prevention Council (/neighborhood-crime-prevention-council)—tackling issues like auto break-ins and blight
- Business Coffee Hour
- Community presentations on proposed developments

Our government and community relations engages stakeholders and develops partnerships around important Jack London community issues such as:

- Coal transport
- Maximizing positive development impact (and minimizing negative impact)
- PG&E Construction Impact

And works with our partners  
to facilitate many more!

- Encampment Crisis
- Underpass Improvement

THE DISTRICT IS FOCUSED ON ENGAGING, PROMOTING AND CONNECTING JACK LONDON.

**Here are a few numbers:**

- **1,200+** Receive Monthly Newsletters
- **1,390** Property owners and Tenants Receive Annual Report
- **1,014** Invited to Neighborhood Crime Prevention Meetings
- **84** Have attended NCPC Meetings
- **12,000+** Social Media Audience
- **72** Business Owners in Monthly Retailer Coffee Communication
- **22** Active Participants in Current Projects
- **550** Have Attended Panel Talks
- **3,000+** Have Attended Annual National Night Out Party
- **2017** Sales tax revenue **up 4.1%** over 2016

**Specific Achievements by areas of Work**

**Cleaning and Safety**

- Addressing longtime blight sites through Graffiti buffing and commissions of murals and building art (/building-art) at key sites
- Cleaned and consolidated record number of illegal dumping sites
- Tracking blight-contributing under-freeway parking lots.
- Design and installation of Jack London- Branded “Curb Theft” signage with NCPC funds

**Marketing and Economic Development**

- Bringing Art to District: Collaborated with arts organization to secure \$200K grant funding to successfully put on “Museum of Capitalism”, an innovative temporary art space activation of unprecedented scale, involving 80 artists, gaining national press and bringing estimated 10K visitors to the District.
- Encouraging exploration of the District: Two wayfinding projects now underway (<https://jacklondonoakland.org/about-the-district/#2018projectsanchor>), developed in coordination with businesses and residents- both formal signage and “Tactical Urbanism” trail systems promoting identity and themes of District: Wine, Beer, Coffee, Art based on retailer input.

- Improved visibility for Jack London: BART Station area improvements- all southbound exits labeled “Jack London” (Previously signed “Chinatown/Laney/Courthouse) and citywide marketing collateral
- Mitigation of construction impact including signage and parking enforcement to protect affected small businesses
- Improved Business support as core 2017 focus through participation in City’s Small Business Task Force and monthly Jack London coffee/network meetings initiated December 2016
- Co-Hosted Small Business Finance Breakfast with TMC Financing
- Participated in Citywide Small Business Week- (Everett & Jones and Mr. Espresso awarded legacy Business Award)
- National Night Out- over 20 Jack London businesses and community groups participated
- Initiated or partnered with the following marketing campaigns to increase visibility for Jack London businesses:
  - Oakland Restaurant Week
  - Valentines’ Day
  - Amtrak Photo Competition with Jack London Rewards
  - Park(ing) Day
  - Pedalfest- Business Participation through event at Square
  - Ride Report App (Rewards for cyclists entering area designated by geo-fence)
  - Bay Day Merchant Collaboration
  - Plaid Friday

## **Government and Community Relations**

- Facilitated community meetings and successfully advocated for project entitlements before Planning Commission and Design Review Committee: CIM’s Broadway and Alice Street residential development sites and more
- Facilitated Jack London-specific Community meetings for the continuing Oakland Alameda Access Project
- Worked with City and other partner sponsors of the B Shuttle to create branded bus and updated marketing collateral, and to locate two Ford GoBike Stations within District
- Participant in City’s “Walk this Way” RFP addressing Broadway/Webster improvements, served on Selection Committee to select winning team of 18 applicants
- Joined with coalition of business partners to advocate on issues related to cleanliness and safety related to encampments in public right-of-way
- District featured in Berkeleyside, SF Business Times, promoting Jack London business and development activity
- Hosted public Panel Talks on District-pertinent issues including “A Ballpark for Everyone” with record attendance and coverage in SF Business Times
- Guest Speaker at HOA meetings providing presentations on District Activities



- [More About the District \(/about-the-district\)](/about-the-district)

## TESTIMONIALS

*Thank you for all you have accomplished and for all good you provide to our neighborhood. You and your contributions are much appreciated.*

*-GS, Resident*

*Thank you very much for putting together such an informative panel [A Ballpark for Everyone] I...can only guess at the effort that went into making that happen so bravo for doing so! And thank you for including me!*

*-Helen S, Resident*

*This review is well overdue!! La Furia Chalaca on Broadway is beyond thankful for [the Ambassador's] professionalism. A few weeks ago, we had a homeless living near our premises therefore we called for help with the situation. Allen went above and beyond to accommodate both the restaurant and the homeless with patience, kindness and professionalism... we wanted to take the time to let you know that Allen did an excellent job and we are glad that he is part of the Jack London Improvement District.*

*-La Furia Chalaca*

*Let me just say I love the Ambassadors. My very first day moving into the District, I was unloading furniture from the moving van and an Ambassador welcomed me to Jack London and offered help! That was the first welcome I got to the neighborhood.*

*-MR, Phoenix Lofts*

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

### June 11th – 5:00 p.m., Jack London Headquarters – 333 Broadway

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

**Absent:** Sam Nassif, Peter Gertler

**Staff:** Savlan Hauser, Kaylee Hudson

**Guests:** Carina Wittler, Chris Wittler, Jennifer Newman, Gary Knecht

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

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order &amp; introductions</b>	The meeting was called to order at 5:03 p.m.	
<b>2. Public comment and announcements</b>	<ul style="list-style-type: none"> <li>• Warrior’s Parade tomorrow in Downtown Oakland, 11am.</li> <li>• PG&amp;E meeting will be held after the Board meeting at 6pm.</li> <li>• Belcampo will open on July 1st and Farmhouse Kitchen will open July 4<sup>th</sup> in Jack London Square</li> <li>• Update on the fire on June 2 at Schnitzer Steel metal recycling yard. Caused by residue and the fire was contained.</li> </ul>	
<b>3. Executive Update</b> <b>a. District Update</b>	a. Savlan presented district updates and new ambassador statistics to the Board. The content of the executive update can be found in the June agenda packet. In addition, Savlan updated the Board that the encampment on 4 <sup>th</sup> & Broadway has been removed by the City. Vivian and Jennifer Newman (guest) brought up the issue of graffiti abatement on district murals. Savlan answered that this issue is generally addressed by ambassadors, but outreach to certain artist’s asking for restorations is ongoing. Chris asked for best practices regarding posting content about the murals and how to link the content to the organization. The Board asked Savlan to re-send a letter of concern to the City of Oakland regarding extreme delays in the development of the Mirador project at 201 Broadway. Sara also suggested that the organization consider contracting out the landscaping planned on Broadway medians.	
<b>4. Governance Update</b> <b>a. Recommend Assessment Increase of 5% to accommodate rising costs of service delivery as authorized by the Management District Plan. Staff to conduct stakeholder outreach through direct mail, email, and web for feedback. Increase to be considered for approval at July Board Meeting.</b>	a. The Board considered an action to direct staff to conduct stakeholder outreach regarding a 5% assessment increase. Savlan explained that every year costs increase over 5%, including rent increases and other fixed costs, so a 5% assessment increase is recommended for the sustainability of the organization. Sara asked to research rent increase percentages year-to-year. Gary recommended that there be transparency in the outreach materials, which break-down the financials to help stakeholders understand the justification and use of the additional assessment funds. Saied noted that the organization should be getting more efficient over time, eliminating the need for this increase. Savlan responded that the District has gotten more efficient, there are more services and stakeholders served than ever, and costs still increase. Mark brought up the cost of inflation and additional services that the District needs in order to fulfill its mission. Reserve funds were discussed. Mark also noted the reserve funds utility should disbursements be uncertain in the future. Staff will take Board comments into	<b>a. Sara motioned to vote to direct staff to conduct stakeholder outreach and financial analysis. Chris and Vivian seconded the motion. The motion passed with 8 yes’s and 1 abstention.</b>

	account when conducting stakeholder outreach.	
<b>5. Approve meeting minutes- May 14<sup>th</sup>, 2018</b>	The Board reviewed the minutes from the May 14 <sup>th</sup> Board meeting.	<b>Vivian motioned to vote to approve the minutes and Paul seconded. motion passed unanimously.</b>
<b>6. Walking Tour</b>	The walking tour was postponed due time constraints. The tour will take place at the beginning of the next Board meeting.	
<b>7. Adjourn</b>	The meeting was adjourned at 6:08 pm. Next Board meeting will be held Monday, July 9 <sup>th</sup> , 2018 – 5:00pm.	

	Tim	Sara	Erin	Sam	Vivian	Mark	Paul	Saied	Peter	Jenni	Chris
January	x	x	x	x	x	x	x	x	x		x
February			x	x		x	x	x		x	x
March	x	x	x	x	x	x	x		x	x	x
April	x	x	x	x				x	x	x	x
May	x	x	x	x	x	x	x	x	x	x	x
June	x	x	x		x	x	x	x		x	x
July											
August											
September											
October											
November											
December											

2018 Board Attendance Record