



**Jack London Improvement District - Meeting of the Board of Directors on March 13th, 2017
333 Broadway - Public Meeting Agenda 4:00PM**

1. **Call to order and introductions** - President 4:00
2. **Public comment and announcements** 4:05
3. **Executive Update** - Executive Director 4:10
4. **Ambassador Update** – Operations Manager *Discussion Item* 4:15
 - a. Year-To-Date Statistics
5. **Governance Update** *Action Item* 4:20
 - a. Appointment of new Treasurer, Saied Karamooz
6. **Retail/Merchant Outreach** *Discussion Item* 4:30
 - b. Retail/Merchant Meetings, Outreach and Survey Results
7. **Approval of 2016 Carry-Forward allocation to special projects.** *Action Item* 4:40
Thanks to frugal spending, volunteer contribution to anticipated expenses, and short one staff member May-June 2016, carry-forward—or underspend, from 2016 is \$29,467. Marketing and Economic Development 2017 special project budget is \$26,000, totaling \$55,467. Potential special projects are sourced from community/merchant meetings, surveys, and task force work:

Staff recommended new projects/expenditures:

- Jack London Retail/Food-Promoting Events \$2,000
- All Terrain Litter Vacuum (ATLV) equipment for Block by Block team through existing contract \$12,000
- Broadway Tree Lights Option 1: Solar, off-grid \$1,850
- 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 \$16,500*

Staff recommended continued funding:

- Quarterly Panel Talks \$4,000
- Free B Shuttle Sponsorship \$20,000
- Community Partner Events (NCPC, Forums, Retail/Merchant Breakfasts, Development events) \$2,000

Additional options for discussion:

- Broadway Tree Lights Option 2: DC, grid-connected, \$36,000
- Quarterly Technical Workshops for Retail/Merchant Support on Merchandising, Marketing, Nightlife \$4,800

**2/3 vote necessary to initiate direct contract without competitive bidding as per Jack London Improvement District competitive bidding policy*

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 posts agendas 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.



8. Waterfront Warehouse District Enhancement **Action Item** 5:00

Continue leading community process for development of enhanced historic Waterfront Warehouse District. Approve selection of Gyroscope as consultant to the District to develop community-supported design and fabrication of pedestrian streetscape improvements as part of enhanced signage program according to the impact mitigations of the 4th and Madison Development. Staff to continue to coordinate with City and Carmel Partners for allocation of up to \$125,000 of funds (non-assessment, restricted) and management of consultant. *2/3 vote necessary to initiate direct contract without competitive bidding as per Jack London Improvement District competitive bidding policy.*

9. 880 Underpass Improvement Update **Discussion Item** 5:10

24,000 sqft Caltrans airspace Parcel at 5th and Webster will be offered for 3 year lease renewal at an auction on March 15th 2017. Parcel is within JLID boundary and boundary of City of Oakland public improvement projects: “Webster Green” and “Walk This Way” Broadway/Webster Underpass Improvements, and current operation contributes to blight and insecurity in the area. Jack London Improvement District is working with City of Oakland DOT and Administration Staff to negotiate with Caltrans to remove these parcels from lease auction and/or postpone the auction for that parcel, allowing continuance of the current lease on a month-to-month basis until City, JLID, & Caltrans reach agreement.

10. Financial Report Review - Treasurer and Executive Director **Discussion Item** 5:40

11. Approval of minutes – Secretary **Action Item** 5:45
a. Board Meeting: January 9th, 2017 (Attached)

12. Adjourn 6:00

Next regular meeting: May 8th, 2017, 4:00 pm



Executive Update, March 2017

Springtime is just around the corner, and our street planting, weeding, and cleaning is in high gear. We're looking forward to exciting [collaborative events](#) and longer, warmer days in the District. Here are the main highlights and challenges we're working on as we take on 2017:

Highlights

- **Panel Talk and Building Art Unveiling:** As part of our [Building Art Program](#), we hosted a panel talk about the piece at "On Broadway" as part of [Art, Social Space, and Public Discourse](#) on March 9th. Event was an outdoor, intimate discussion of the Artists' approach and connection deepened with Jack London & Oakland over the course of the project—thanks resident & curator Kevin Chen for moderating. Video posted soon. Already making plans for hosting the Artist's next event in series here in the District, and connecting to partners Stanford/Asian Art Museum to broaden the audience!
- **Retail support**—attraction and retention continue to be one of the District's core work areas. For the past three months we've convened regular meetings with attendance from representatives of over 15 different businesses and representatives from the Oakland Chamber of Commerce, Council Members, and property owners. Current challenges to retail operations, and steps our organization and City can take to support business are discussed. All welcome. info@jacklondonoakland.org for updates.
- **Historic District infrastructure improvements.** As a result of a coordinated effort and Carmel Partners' support through the project underway at 4th and Madison, planning and design for enhancement of the Historic District Signage Program as well as façade improvement funding for property owners is underway. Interested in joining the process? Own a property in the historic district? Email info@jacklondonoakland.org.
- **Over 380 units in mixed-use residential projects** broke ground this past month --at 201 Broadway and at 4th and Madison. For updates sign up at www.jacklondonoakland.org.
- **Broadway and Webster Underpasses get attention.** After much of work and advocacy alongside City, the [Broadway/Webster improvement RFP](#) is out, selection process underway—team soon to be announced.
- **Walk and Discover Jack London's Public Art:** Check out our fantastic collection of art in public right-of-ways and vacant spaces in the District. See [current inventory and map on website](#).

Continuing Challenges

- **Illegal dumping** in our District due to increased Waste Management service fees, and bad actors. We are combining forces with [our NCPC](#) to share camera installation recommendations and place signage. 4th Tuesdays, 5pm, at 333 Broadway.
- Increase of **unsheltered residents** throughout Oakland. Expansion of tent camps at 5th and Brush, Webster Place/Harrison, and Jackson underpasses.
- Despite increase in sales tax revenue District-wide, individual Retail and food businesses have experienced slow foot traffic in the past few months. Yes, great new places are opening everywhere, everyday—here's reminding you to [\(re\)discover our great businesses](#)—and spread the local love.
- Thanks to Oakland's development boom, the City's Building department is so busy that projects in our District face construction delays. We continue to work closely with Jack London Developers and the City through monthly meetings to **improve process and remove obstacles** for entitled, community-supported projects.

District News/ New Business-- Welcome Sea Wolf Public House, Sláinte, and Federation to the District!

- Find Sea Wolf at the Warehouse Bar's old location at 402 Webster and check out the [historical displays](#) of artifacts discovered in the extensive renovation process.
- Sláinte, sure to be Oakland's most beautiful Irish pub—and with serious culinary chops-- is aiming to open its doors at 131 Broadway for St. Patrick's Day this month.
- More beer-making in our industrial, food-rooted District? Federation Brewing's soft opening this week— then time to shout it out on March 25th. Say hello to Aram and his friendly brewers, next door to minimo on 3rd.

Hope to see you at this month's events and meetings.
-Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

STATISTICS

FEBRUARY 2017

**Jack London's
Ambassadors have been
hard at work**



7,173 lbs

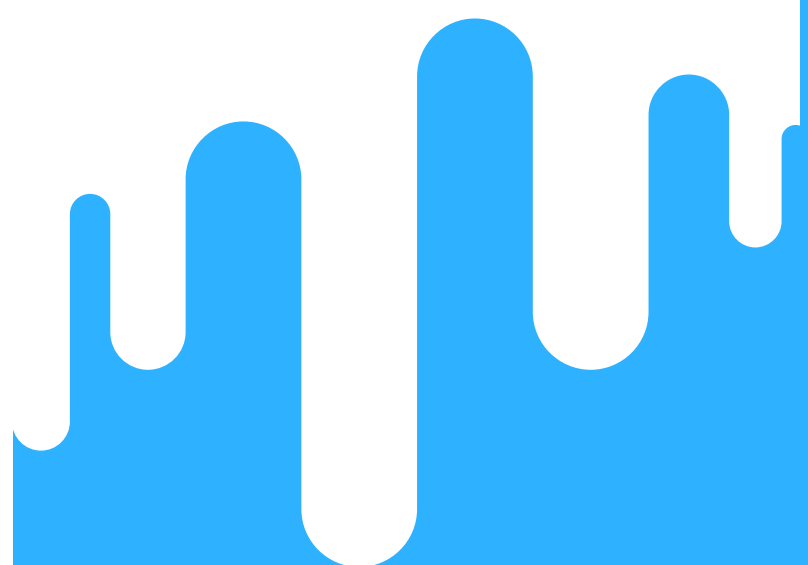
of trash and debris
removed from the
Public Right-Of-Way

164

Illegal Dumping
sites have been
cleared.

257

Blocks within the
District have
undergone weed
abatement.



211

Graffiti sites
addressed

347

Stickers, Posters,
Flyers removed
from City Fixtures.

225

Individuals assisted by
our Ambassadors
while in the District

| Jack London Improvement District Financial Report Year-to-Date February 28th | | | | | | |
|--|---------------------|---------------------|-------------------|---------------------|-------------------------|----------------------|
| | BUDGET | | | | ACTUAL | |
| | 2017 Calendar year | | | | Period ending 2/28/2017 | |
| | Non-Port 2017 | Port Share 2017 | 2016 Carryover | TOTALS | Actual | Remaining |
| Revenue | | | | | | |
| 4000 Assessment Income | | | | \$0.00 | \$0.00 | \$0.00 |
| 4100 Assessment Income:Port of Oakland | | \$115,386.18 | | \$115,386.18 | \$0.00 | -\$115,386.18 |
| 4200 Assessment Income:Non-Port | \$704,318.01 | | | \$704,318.01 | \$336,664.88 | -\$367,653.13 |
| 4250 Prior Year Assessment Adjustments | | | | \$0.00 | | \$0.00 |
| 9100 Bank Interest | | | | \$0.00 | \$0.00 | \$0.00 |
| 4300 Grants/Contributions | | | | \$0.00 | \$82,651.36 | \$82,651.36 |
| Total Cash Available | \$704,318.01 | \$115,386.18 | \$0.00 | \$819,704.19 | \$336,664.88 | -\$483,039.31 |
| Expenditures | | | | | | |
| 7000 MBSSI Maint., Beautification, Safety, etc. | | | | | | |
| 7100 Ambassador Services (Block By Block) | \$333,392.49 | \$94,386.18 | | \$427,778.67 | \$82,651.36 | \$345,127.31 |
| 7200 Services on Tidelands Trust Lands | \$0.00 | \$21,000.00 | | \$21,000.00 | \$0.00 | \$21,000.00 |
| 7300 Special Projects | \$0.00 | | | \$0.00 | \$342.93 | -\$342.93 |
| 7400 Maintenance Operations | \$24,000.00 | | | \$24,000.00 | \$2,768.02 | \$21,231.98 |
| Total 7000 MBSSI Maint., Beautification, Safety | \$357,392.49 | \$115,386.18 | \$0.00 | \$472,778.67 | \$85,762.31 | \$387,016.36 |
| 7700 MED Marketing & Economic Development | | | | | | |
| 7710 District Management (1 FTE) | \$94,593.83 | | | \$94,593.83 | \$25,129.32 | \$69,464.51 |
| 7750 Marketing Operations | \$8,000.00 | | | \$8,000.00 | \$1,724.78 | \$6,275.22 |
| 7800 Special Projects | \$26,000.00 | | | \$26,000.00 | \$346.28 | \$25,653.72 |
| Total 7700 MED Marketing & Economic Development | \$128,593.83 | \$0.00 | \$0.00 | \$128,593.83 | \$29,160.00 | \$99,433.83 |
| 8000 AGCR Admin & Govt/Comm Relations | | | | | | |
| 8010 District Management (1 FTE) | \$94,593.83 | | | \$94,593.83 | \$27,210.54 | \$67,383.29 |
| 8050 Training & Professional Development | \$4,500.00 | | | \$4,500.00 | \$0.00 | \$4,500.00 |
| 8110 Accounting & Taxes | \$2,500.00 | | | \$2,500.00 | \$0.00 | \$2,500.00 |
| 8130 Computer Service & Support | \$500.00 | | | \$500.00 | \$175.00 | \$325.00 |
| 8150 Consulting & Legal Expenses | \$3,000.00 | | | \$3,000.00 | \$150.00 | \$2,850.00 |
| 8200 Fees & Permits | \$500.00 | | | \$500.00 | \$14.00 | \$486.00 |
| 8410 Insurance (D&O) | \$675.00 | | | \$675.00 | \$600.00 | \$75.00 |
| 8420 Insurance (General Liability & Auto) | \$2,900.00 | | | \$2,900.00 | \$3,225.00 | -\$325.00 |
| 8450 Special Projects | \$500.00 | | | \$500.00 | \$1,340.21 | -\$840.21 |
| 8510 Office Rent | \$34,250.00 | | | \$34,250.00 | \$5,500.00 | \$28,750.00 |
| 8520 Office Improvements | \$2,500.00 | | | \$2,500.00 | \$0.00 | \$2,500.00 |
| 8530 Office Furniture & Equipment | \$1,400.00 | | | \$1,400.00 | \$0.00 | \$1,400.00 |
| 8540 Postage, Shipping, Delivery | \$500.00 | | | \$500.00 | \$100.75 | \$399.25 |
| 8545 Local Transportation | \$1,000.00 | | | \$1,000.00 | \$0.00 | \$1,000.00 |
| 8550 Printing & Copying | \$1,200.00 | | | \$1,200.00 | \$0.00 | \$1,200.00 |
| 8560 Supplies | \$1,700.00 | | | \$1,700.00 | \$228.25 | \$1,471.75 |
| 8570 Telephone & Telecommunications | \$3,000.00 | | | \$3,000.00 | \$145.67 | \$2,854.33 |
| 8580 Utilities | \$4,320.00 | | | \$4,320.00 | \$816.08 | \$3,503.92 |
| Total 8000 AGCR Admin & Govt/Comm Relations | \$159,538.83 | \$0.00 | \$0.00 | \$159,538.83 | \$45,844.60 | \$113,694.23 |
| 8610 Collection Fees | | | | | | |
| 8630 Alameda County fees (1.7%) | \$10,764.00 | | | \$10,764.00 | \$10,867.76 | -\$103.76 |
| 8640 City of Oakland fees (1% except Port) | \$7,043.00 | | | \$7,043.00 | \$250.00 | \$6,793.00 |
| Total 8600 CFC Collection Fees | \$17,807.00 | \$0.00 | \$0.00 | \$17,807.00 | \$11,117.76 | \$6,689.24 |
| Total Expenditures | \$663,332.15 | \$115,386.18 | \$0.00 | \$778,718.33 | \$171,884.67 | |
| Contingency (5% of 2016 Assessment Income) | \$40,985.86 | \$0.00 | \$0.00 | \$40,985.86 | \$40,985.86 | |
| Cash available | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$123,794.35 | |

**Jack London Improvement District - Meeting of the Board of Directors
January 9th, 2017 – 4:00 p.m., Jack London Headquarters – 333 Broadway**

Present: Bill Stotler, Sara May, Vivian Kahn, Michael Carilli, Saied Karamooz, Jenni Koidal, Paul Thyssen, Erin Coburn

Absent: Barry Pilger, Peter Gertler, Sam Nassif

Staff: Savlan Hauser, Courtney Rosiek, Carlos Paz Rivera

Guests: Nick Baldwin, Frank Schultz, Steve Lowe, Patricia Rossi

Discussions held and decisions made by the Board of Directors

| <i>SUBJECT</i> | <i>DISCUSSION</i> | <i>ACTION?</i> |
|--|---|----------------------|
| 1. Closed Session | Closed session from 3:30-4:00 p.m. Discussion regarding staffing contract. Management Transition Task Force was formed to oversee transition from contracted management to direct employees by March 31, 2017. | |
| 2. Call to order and introductions | The meeting was called to order at 4:08 p.m. | |
| 3. Public comment and announcements | <p>Steve Lowe commented on the importance of the Oakland Urban Forestry Forum to the Board. Tree management funding has seen a decrease in a crucial time for Oakland Parks. Steve asked the Board to consider a letter of support to the City of Oakland on behalf of the Urban Forestry Forum.</p> <p>Frank Schultz wanted to commend the Ambassador/Clean Safe Streets Program for the improvements to the public right of way. He drew attention to graffiti blight within the District.</p> <p>Patricia Rossi commented on the serious rash of curb theft occurring within the district. The perpetrators seem to be well organized. It was noted that curb theft is a citywide issue. Bill proposed a position letter to the Mayor of Oakland, as well as the newly appointed Chief of Police. The purpose is to draw attention to the detriment to small business caused by curb theft.</p> <p>Patricia addressed her concern over the new Mobile Food Vending Program initiated by the City. Savlan encouraged all food related business to get involved in the process with the City.</p> <p>An update on the Small Business Task Force initiated by Annie Campbell Washington. Discussion about the Districts involvement in the task force meetings.</p> | |
| 4. Executive Committee update | Savlan reported highlights of the Executive Update to the Board. | |
| 5. Ambassador Update | Carlos Paz Rivera, Operations Manager, gave an update on the Clean Safe Streets Program | |
| 6. Review of Proposed 2017 | The Board engaged in discussion around the proposed 2017 | Sara moved to |

