



Jack London Improvement District - Meeting of the Board of Directors

March 14, 2016 – 4:00 p.m.

Jack London Headquarters – 333 Broadway

Agenda

1. Call to order and introductions -President 4:00
2. Public comment and announcements -President 4:05
3. Approval of minutes –Secretary 4:10
 - a. Board Meeting: January 11, 2016 (Attached) **Action Item**
4. Executive Update 4:15
 - a. Update on Committee Work Group Structure- Sara & Savlan
 - b. Recap of Project Roster, invitation for participation
5. Financial Review -Treasurer and Executive Director 4:25
 - a. January-February 2016 Financial Report
7. Governance—Replacement of Departing Board Member, Meredith Melville 4:30
8. Land Use and Transit/Governance and Advocacy 4:40
 - a. Discussion of District participation and support for Downtown Specific Plan Process.
 - b. Update on December Community Meeting. Next Community Meeting for Draft Alternatives phase of Downtown Plan March 22, 2016
9. Maintenance and Beautification 5:00
 - a. Update on encampments at underpasses and at gateways to District. Should the Improvement District support declaration of a state of emergency, fund allocation for restroom facilities, or other stronger measures of response to homeless encampments near and within District? **Action Item**
10. Public Presentation- Better BART- Richard Fuentes, BART 5:15
11. Adjourn- Next regular meeting: May 9, 2016, 4:00 p.m. 6:00

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 jacklondonoakland.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@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 described in the meeting agenda under agenda item number 2.

[Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412](http://jacklondonoakland.org)

Jack London Improvement District - Board of Directors Meeting Minutes

January 11, 2016 – 4:00 p.m.

Jack London Headquarters – 333 Broadway

Present: Bill Stotler, Sara May, Vivian Kahn, Paul Thyssen, Peter Gertler, Saied Karamooz, Jenni Koidal

Absent: Barry Pilger, Michael Carilli, Sam Nassif

Staff: Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

Guests: Gary Knecht, Pam Kershaw, Steve Lowe, Frank Shultz, Andrew Jones, Steve Snider

Discussions held and decisions made by the Board of Directors

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The meeting was called to order at 4:05 p.m.	
2. Public comment and announcements	Gary acknowledged the work that has been done to improve the Broadway underpass and noted that there is still room for improvement especially in the underpasses at Webster and Harrison Streets. He asked that the board of directors make these issues a priority in 2016. There was some discussion of the City of Oakland’s approach to addressing homelessness. Frank Shultz commended the organization for their work and noted his support. He also requested that the board of directors continue to focus their attention to the core services, most notably graffiti removal.	
3. Executive Update	<p>Savlan announced that the banner program has been fully installed, and the Bike Solar Oakland pilot will be launching this week in the district headquarters parking lot. She reported that the district co-hosted a community meeting with the Jack London District Association to gather feedback from Jack London stakeholders on the Downtown Specific Plan and report it to the City of Oakland and Specific Plan consultants. She also noted that the next public meeting regarding the specific plan will be held on February 2 at City Hall. Savlan reported that the Maintenance and Beautification committee had a productive meeting with Frank Foster of the City’s Public Works Agency. Frank and the Ambassador team will be coordinating the pick-up of illegal dumping in the district. The Committee is planning to meet again with Frank to discuss graffiti in the district.</p> <p>Savlan noted that she has been asked to speak on a panel hosted by SPUR that will also feature Joe DeVries of the City of Oakland, Rick Phillips of HNTB, and Sebastian Smyth.</p>	
4. Financial Review a. December 2015 Financial Report b. Approval of 2016 Proposed	<p>a. The 2015 year-end financial report was presented to the board for review.</p> <p>b. Staff explained that the contingency for uncollected assessments has been reflected in the 2016 operating</p>	Sara moved and Saied seconded the motion to approve the 2016 Operating

<p>Operating Budget</p>	<p>budget as a contingency of 5% of the budgeted 2016 assessment. Staff explained that the Operating Budget includes a number of cost increases and account adjustments, including increasing the allocation to the Clean and Safe line item to \$405,676.74 for the ambassador program. The Operating Budget reflects revenue of \$780,769.98, a 2015 carryover of \$127,772.34, total Expenses of \$748,587.27, a reserve of \$39,038.49, and a total of \$140,666.46 to be allocated to Special Projects.</p>	<p>Budget. The motion was approved unanimously.</p>
<p>5. 2016 Project Roster and Participation a. Discuss proposed project attributes and feasibility: budget, alignment with mission, staff time commitment, and participation for selection of project roster for 2016</p>	<p>Staff asked the board to each distribute the \$140,666.46 available for special projects among the projects listed in the project roster. Bill advocated for the development of a Community Engagement Strategy, Sara advocated for the landscaping of medians, Paul advocated for the implementation of a Building Art Program, Saied advocated for an information kiosk and free public wifi, Jenni advocated for the sponsorship of the Free Broadway Shuttle, and Peter advocated for funding the Train Quiet Zone. Comments from the public included support for the Ambassador program and basic services, support for the Free Broadway Shuttle and landscaping. Savlan noted that staff will tally the results after the meeting.</p>	
<p>6. Staff recommendation: committee structure update a. Discuss formation of finance committee and review work group structure</p>	<p>Sara and Savlan proposed evolving the committee structure to shift focus from regular committee meetings to more flexible working groups that focus on one project at a time with the committees meeting on an as-needed basis. Additionally they proposed creating a Finance Committee. The Board requested a more detailed scope of work of the committees and work group to be reviewed at the following Board meeting.</p>	
<p>7. Approval of minutes a. Board meeting: November 9, 2015</p>	<p>The minutes of November 9, 2015 were presented to the board for review.</p>	<p>Sara moved and Jenni seconded the motion to approve the minutes of November 9, 2015. The motion was approved unanimously.</p>
<p>8. Next regular meeting</p>	<p>Monday, January 11, 2016. 4:00 - 6:00 p.m.</p>	
<p>9. Adjournment</p>	<p>The meeting adjourned at 6:00 p.m.</p>	

Minutes taken by: Fiona Simms



Executive Update, March 2016

Highlights

- Through consistent advocacy and partnership-building with community stakeholders and City, Jack London is working to allocate funds toward community-supported infrastructure and enhancement of our cultural and historic resources. This effort will direct impact mitigation measures of 4th & Madison Project towards façade improvements within the federally recognized historic Waterfront Warehouse District, as well as the repair, update, and vitalization of the District signage and walking tour program.
- Grant applications were submitted for vacancy/blighted space activation with support from Kelley Kahn, City of Oakland in collaboration with Fictilis and Great Wall of Oakland. Applications included Zellerbach Family Foundation, Creative Work Fund, ARTPLACE, and Emily Tremaine Fund.
- Good connection formed with Frank Foster of Public Works for response to illegal dumping. Multiple pickups have been coordinated.
- Utility Box Artists have been selected, and installation permit applications are in process.
- Coordination with Urban Releaf for street tree planting

Challenges

- Records Request regarding California Assembly Bills 24, 504, and 828; and California Senate Bill 608
- Illegal Dumping
- Graffiti
- Expansion of tent camps at 5th and Brush, Harrison, Embarcadero and Oak

District News/ New Business

- Starbucks leased corner location at 222 Broadway with unique concept store
- New Pizza Delivery Restaurant, "Pantry" on Madison between 2nd and 3rd
- Upcoming Jack London Community Stakeholder Meeting for Plan Downtown, March 22nd at 6:00 PM coordinated with City Plan Downtown team

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



Jack London 2016 Funded Special Project Roster

<u>Project</u>	<u>Assigned Funds</u>
Streetscape/ Median Landscaping	\$8,000.00
Quarterly Panel Talks	\$6,000.00
Community Partner Events	\$2,000.00
Building Art Implementation	\$20,000.00
B-Shuttle Sponsorship	\$20,000.00
Additional Clean/Safe Services	\$59,000.00
Publicity	\$1,500.00
Jack London Collateral	\$1,500.00
Community Engagement	\$12,000.00
Train Quiet Zone	\$10,000.00

Projects Underway

- Underpass Infrastructure Improvements**
- Bike Solar Oakland**
- Utility Boxes Wrapped in Art**
- Neighborhood Crime Prevention Council**
- Branded Light Pole Banners**
- Activation of 333 Broadway**

Volunteer Roles Needed in Projects:

- Friend-raising**
- Community Outreach**
- Event logistical support**
- Outreach to property owners as host venues for art, events**
- Publicity**
- Content development for Panel Talks, web**
- Grant research and application writing**
- Recruit and coordinate volunteers**
- Grow network of experts**

Jack London Improvement District Project Roster 2016

Project: Landscaping /Planting Medians

Budget: \$8,000

Staff Commitment: 10-15 hours/month over 3 months
Description: Provide landscape services and 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)



Quarterly Panel Talks

Budget: \$6,000

Staff Commitment: 10-15 hours/panel talk

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 and coordination
- Event publicity
- Event hosting and staffing



Project: Community Partner Events

Budget: \$2,000

Staff Commitment: Nominal ongoing oversight/coordination
Description: Sponsorship, partnership, or direct hosting of community events such as launch events for publicity of projects, National Night Out, Crime Prevention Council meetings, developer outreach forums, etc.

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

Volunteer roles:

- Content development,
- Community outreach and event publicity
- Event hosting



Project: Building Art Implementation

Budget: \$20,000

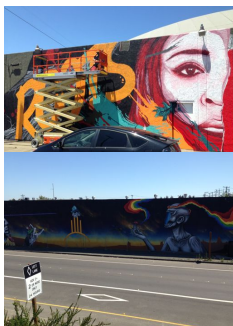
Staff Commitment: 4-8 hours/monthly during active project; coordination and oversight.

Description: Fund Artist's fees, materials, and logistics expenses relating to the Building 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
- Grant funding research and writing



Project: Print Advertising

Budget: \$3,000

Staff Commitment: 2-3 hours coordination/ad

Description: Print advertising design and placement in publications such as East Bay Express, Visit Oakland Guide, etc.

Alignment with mission: Promotes district as a destination and publicizes local businesses

Volunteer Roles:

- Identify advertisement opportunities,
- Ad Design
- Seek funding partnerships



Project: B-Shuttle Sponsorship

Budget: \$20,000

Staff Commitment: Nominal, collateral design, coordination
Description: Sponsorship of B-Shuttle to Jack London provides transportation services to residents and employees, visitors of Jack London. JLID Sponsorship is directed to extended service from 7pm - 10pm to serve evening commuters and nighttime activities.

Alignment with mission: Enhances quality-of-life for commuters and promotes District as a destination.

Volunteer Roles:

- Ad and Collateral Design
- Manage updates of on-board Jack London advertisements

Quarter	Trips	Trips/hour
Mon-Fri 7am-7pm (each day):		
Jan-March 2014	2,701	229
April-June 2014	2,752	229
July-Sept 2014	2,794	233
Oct-Dec 2014	2,643	223
Jan-March 2015	2,645	220
April-June 2015	2,731	228
July-Sept 2015	2,837	211
Mon-Thurs 7pm-10pm (each day):		
Jan-March 2015	220	73
April-June 2015	212	72
July-Sept 2015	422	141
Fri 7pm-1am & Sat 6pm-1am (combined Fri + Sat):		
Jan-March 2014	901	69
April-June 2014	1,104	85
July-Sept 2014	1,242	96
Oct-Dec 2014	964	76
Jan-March 2015	1,043	80
April-June 2015	898	69
July-Sept 2015	1,437	111



Project: Additional Ambassador Services

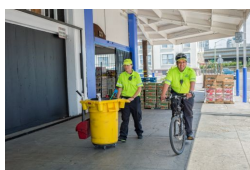
Budget: \$216,000

Staff Commitment: Nominal additional oversight
Description: ~ 3.7 FTEs of additional Ambassador services to respond to excess litter and boost visibility of safe, welcoming presence.

Alignment with mission: Provides greater visibility and more effective delivery of clean and safe services in District

Volunteer Role:

- Seek funding partnerships
- Advocate for increased revenue through parking districts, community benefit agreements, etc.



Project: Copywriter/Publicist

Budget: \$1,500

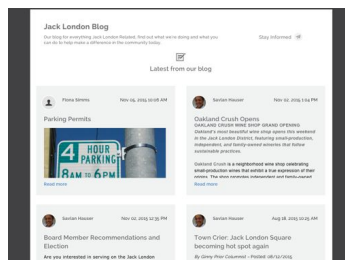
Staff Commitment: 2-4 hours/project for additional oversight

Description: Contract with consultant to supplement content generation for website, press releases, and marketing of District milestones and projects.

Alignment with mission: Promotes district, enhances communications and outreach

Volunteer Role:

- Develop content



Project: Jack London Collateral

Budget: \$1,500

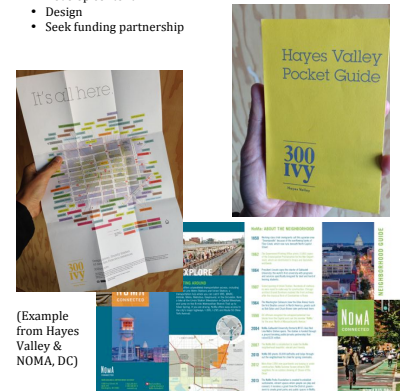
Staff Commitment: 12-15 hours

Description: A consumer and business friendly neighborhood guide to promote what's here and what's to come.

Alignment with mission: Promotes district, reveals assets, attracts new retailers, enhances communications and outreach

Volunteer Roles:

- Develop content
- Design
- Seek funding partnership



(Example from Hayes Valley & NOMA, DC)

Jack London Improvement District Project Roster 2016

Project: Community Engagement

Budget: \$15,000

Staff Commitment: To be defined

Description: Develop outreach tools for Board and Staff of District. Research and coordinate engagement training and compile community outreach resources and work plan.

Alignment with mission: The District relies on responsiveness to community needs and is required to communicate effectively with its stakeholders. A community engagement plan improves community participation, stakeholder interaction, and grows volunteer and advisor resources for the District. Additionally, in order for the District to be an advocate, it needs to be able to quantify community feedback supporting its advocacy.

Volunteer Roles:

- Workgroup to create community engagement strategies and identify tools that support that strategy.
- Recruit volunteers for special projects and events
- Conduct outreach and assist in communications to grow attendance at events.
- Grow the pool of experts and networks for the District



Project Underway: Branded Jack London Banners on Light Poles

Budget: \$17,000

Staff Commitment: 8-15 hours/month over 4 months
Description: Jack London branded banners printed on weather-resistant material and installed on lampposts around the District, designed to be long-term temporary fixtures.

Alignment with mission: Promotes district, reveals assets, attracts new retailers, increases visibility

Milestones: Eligible lampposts mapped, banner design complete, contractors identified and installation scheduled

Volunteer Roles:

- Signage design
- Permit coordination
- Installation coordination



Project Underway: Utility Boxes Wrapped in Art

Budget: \$13,000

Staff Commitment: 12-15 hours total
Description: Beautification of the fixtures of the right-of-way by covering utility boxes in strategic places with art.

Alignment with mission: Street beautification and promotion of arts and culture in the District

Milestones: Call for Art released, Potential boxes mapped and identified, portfolios received and under review

Volunteer Roles:

- Selection of Artists
- Seek funding partners/business sponsors



Project Underway: Building Art Program

Budget: \$9800

Staff Commitment: 6-10 hours/month

Description: Coordination with Building Art Curator and property owners to identify and implement art on buildings in the District, secure funding sources for art placemaking programs

Alignment with mission:

Activates district, engages property owners, beautifies underutilized spaces through creative uses and arts.

Milestones: RFQ developed, released, consultant selected, sites under consideration.

Volunteer Roles:

- Seek grant funding
- Coordinate with property owners for use of walls and underutilized spaces
- Promote program through marketing and events



Project Underway: Bike Solar Oakland

Budget: \$400

Staff Commitment: 12-15 hours

Description: Installation of a Solar Bike Charging and Share Station, in collaboration with California Clean Energy Fund, Sungevity, Bay Area Bikes

Alignment with mission: Promotes local businesses and innovators, provides a quality-of-life amenity to community

Milestone: Insurance secured, installation plans complete, funding secured.

Volunteer Roles:

- Promotion of program
- Coordinate Mobile tours and events



Project Underway: Underpass Infrastructure Improvements

Budget: \$800

Staff Commitment: 80-100 hours

Description: Improve the underpasses through direct cleaning and maintenance, as well as multi-agency and planning advocacy. Ongoing planning efforts which address the underpass include City of Oakland Circulation Study, Freeway Access Study, Downtown Specific Plan, as well as impact mitigations associated with individual District developments.

Milestones: 4 workshops have been hosted so far, culminating in the pro-bono Gensler-hosted design charrette and work product. Caltrans has agreed to contribute towards a project in-lieu of assessment payment.

Alignment with mission: Addresses fundamental beautification and safety goals of the district as well as accessibility and connectivity for all who come and go.

Volunteer Roles:

- Organization and participation in community workshops and charrettes
- Advocacy



Project Underway: Neighborhood Crime Prevention Council

Budget: \$500

Staff Commitment: 8 hours/monthly

Description: Organization, outreach, documentation, and communications associated with hosting the Beat 1X Neighborhood Crime Prevention Council

Alignment with mission: Improves public safety, coordination with police, enhances communications and outreach with neighborhood stakeholders

Milestones: Re-establishment of Beat 1x council with 6 successful meetings attended by community residents, business owners, and public safety partners

Volunteer Roles:

- Outreach
- Guest speaker coordination



Project Underway: Train Quiet Zone

Budget: \$650

Staff Commitment: 20-30 hours to-date, 4-8 hours/monthly coordination time when project commences

Description: Initiation of a Train Quiet Zone in Jack London

Alignment with mission: Promotes safety and quality-of-life through enhanced infrastructure for train crossings within District.

Completed Milestones: Funds raised, consultant identified, outreach to city.

Volunteer Roles:

- Project coordination
- Outreach to stakeholders for additional fundraising

Jack London: Train Quiet Zone



(Screenshot of Indiegogo Campaign which successfully crowdsourced over \$8,000 for Feasibility Study renewal)

Project Underway: Activation of 333 Broadway

Budget: 75.00

Staff Commitment: 8 hours/monthly for ongoing programming and oversight

Description: Continual activation of the 4th and Broadway intersection and ILID Headquarters. Program parking lot and interior office space to support start-up businesses and community uses aligned with goals of district.

Alignment with mission: Fosters community engagement, creative uses, start-up businesses, interaction, and vibrancy.

Milestones: Hosted 3 food businesses, several community groups, and STEAM Factory, a pop-up maker space for kids taught by practitioners

Volunteer Roles:

- Recruit community groups and compatible businesses
- Promote and coordinate events
- Promote pop-ups



Jack London Improvement District
Budget Report February 2016

Revenue	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS	Actual	Remaining
4000 Assessment Income			\$127,772.34	\$127,772.34	\$127,772.34	\$0.00
4100 Assessment Income:Port of Oakland		\$109,868.45		\$109,868.45	\$0.00	-\$109,868.45
4200 Assessment Income:Non-Port	\$670,901.53			\$670,901.53	\$319,182.86	-\$351,718.67
4250 Prior Year Assessment Adjustments				\$0.00	\$9,868.03	\$9,868.03
9100 Bank Interest				\$0.00	\$77.35	\$77.35
Total Cash Available	\$670,901.53	\$109,868.45	\$127,772.34	\$908,542.32	\$456,900.58	-\$451,641.74
Expenditures						
7000 MBSSI Maint., Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$315,808.29	\$89,868.45		\$405,676.74	\$33,806.39	\$371,870.35
7200 Services on Tidelands Trust Lands	\$0.00	\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Special Projects	\$0.00		\$63,886.17	\$63,886.17	\$14.14	\$63,872.03
7400 Maintenance Operations	\$19,996.12			\$19,996.12	\$2,533.01	\$17,463.11
Total 7000 MBSSI Maint., Beautification, Safety	\$335,804.41	\$109,868.45	\$63,886.17	\$509,559.03	\$36,353.54	\$473,205.49
7700 MED Marketing & Economic Development						
7710 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$12,895.10	\$85,872.64
7750 Marketing Program	\$7,702.00			\$7,702.00	\$71.98	\$7,630.02
7800 Special Projects	\$15,807.05		\$63,886.17	\$79,693.22	\$7,251.61	\$72,441.61
Total 7700 MED Marketing & Economic Development	\$122,276.79	\$0.00	\$63,886.17	\$186,162.96	\$20,218.69	\$165,944.27
8000 AGCR Admin & Govt/Comm Relations						
8010 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$12,895.10	\$85,872.64
8050 Training & Professional Development	\$1,200.00			\$1,200.00	\$165.00	\$1,035.00
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$164.66	\$2,335.34
8130 Computer Service & Support	\$500.00			\$500.00	\$0.00	\$500.00
8150 Consulting & Legal Expenses	\$2,000.00			\$2,000.00	\$0.00	\$2,000.00
8200 Fees & Permits	\$500.00			\$500.00	\$11.00	\$489.00
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$2,961.00	-\$61.00
8450 Special Projects	\$500.00			\$500.00	\$154.40	\$345.60
8510 Office Rent	\$31,250.00			\$31,250.00	\$4,999.75	\$26,250.25
8520 Office Improvements	\$3,800.00			\$3,800.00	-\$923.66	\$4,723.66
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$77.17	\$1,322.83
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$757.78	-\$257.78
8545 Local Transportation	\$500.00			\$500.00	\$50.00	\$450.00
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$766.00	\$434.00
8560 Supplies	\$1,700.00			\$1,700.00	\$243.42	\$1,456.58
8570 Telephone & Telecommunications	\$2,820.00			\$2,820.00	\$460.42	\$2,359.58
8580 Utilities	\$4,246.24			\$4,246.24	\$751.08	\$3,495.16
Total 8000 AGCR Admin & Govt/Comm Relations	\$156,958.98	\$0.00	\$0.00	\$156,958.98	\$24,133.12	\$132,825.86
8610 Collection Fees						
8630 Alameda County fees (1.7%)	\$10,113.84			\$10,113.84	\$5,057.54	\$5,056.30
8640 City of Oakland fees (1% except Port)	\$6,709.02			\$6,709.02	\$250.00	\$6,459.02
Total 8600 CFC Collection Fees	\$16,822.85	\$0.00	\$0.00	\$16,822.85	\$5,307.54	\$11,515.31
Total Expenditures	\$631,863.03	\$109,868.45	\$127,772.34	\$869,503.82	\$86,012.89	
Contingency (5% of 2016 Assessment Income)	\$39,038.50	\$0.00	\$0.00	\$39,038.50	\$39,038.50	
Cash available	\$0.00	\$0.00	\$0.00	\$0.00	\$331,849.19	