



Jack London Improvement District Meeting of the Board of Directors

472 Water St – March 9th, 2020, 5:00PM

1. **Call to order and introductions** 5:00
2. **Public Comment and Announcements** 5:00
3. **Executive Update** 5:05
 - a. **Monthly Cleaning and Safety Statistics, March 2020:** over 13,000lbs of litter picked up, 27 Graffiti sites cleaned, 34 illegal dumping sites cleared. Detail and map of distribution of service activity is attached.
 - b. **Underpass update:** Oak & 5th Community Cabin is now open; Webster Street has been prioritized and closed. Stakeholders have been informed to contact our Community Resources Officer Fajardo for transition issues and enforcement. Paul & Savlan writing periodic updates on progress for public distribution.
 - c. **Crime update:** NCPC Included discussion of safety and Jack London Aquatic Center and preventing robberies, burglaries, and organized crime-related activities.
4. **Facilitated Session with Kerry Morrison and Downtown Leadership Partners** 5:15
 - a. Final Report and Recap of 2/6/20 event **Discussion Item**
 - b. Next Step Action: Staff recommends Jack London Improvement District to convene same invited stakeholders on a quarterly basis to continue the momentum and build valuable cross-sector partnerships, bring in speakers as discussed to inform the group, and track & relay opportunities to advocate with a broader voice. Recommend Q2 invite Robert Ratner, Director, Alameda County Behavioral Health, and Q3 invite Caltrans D4 Director. Staff recommends coordination work to be shared with key District leadership of the Oakland BID Alliance.
Action Item
5. **Financial Review and Report** 5:40
 - a. Approve Financial Reports
Statement of Financial Position, Budget v Actual December 2019 **Action Item**
6. **Governance Update** 5:45
 - b. Select Treasurer/Secretary Roles **Discussion/Action Item**
7. **Approval of Minutes** 5:55
January 13th, 2020 **Action Item**
8. **Adjourn** 6:00
Next Board Meeting April 13th, 5:00 PM

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412

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 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.



A bridge someday across the Estuary? Stay tuned!



Kerry Morrison speaks to a group of community leaders about lessons learned at the Fireside Chat, 2/5

Executive Update, March 2020

Spring is just a few days away, and March kicks off with a full calendar of community events.

On March 10th from 4-6pm, we will explore exciting options for a bike and pedestrian bridge that connects Oakland and Alameda's waterfronts. Imagine what a stroll that would be! And it could be a big step forward in alleviating traffic and helping get Alamedans connected with transit. We look forward to generating some momentum and excitement with our friends at the City of Alameda, Bike Walk Alameda, Bike East Bay, and OakDOT. Thanks Crooked City Cider for hosting.

This past month we held a facilitated session with Kerry Morrison who is an innovator and leader, launching a pilot working with other LA County leaders to find a new way forward, to help people with mental illness move from the streets and jails to home. Coincidentally, the long awaited encampment interventions and opening of our Community Cabins at 6th and Oak started in February, which is progressing well.

We are so appreciative to our downtown leader partners in joining in conversation with us as we look at our respective roles in solving this crisis in Oakland. It's important to keep pushing longer range efforts forward as we continue to address day-to-day challenges.

Jack London In the News

[South Bay Developer Swenson to Break into Market with 157 Units near Jack London Square](#)- SF Business Times

[Explore the 4 Most Popular Spots in Jack London Square Neighborhood](#) - Hoodline

[St. Patrick's Day- 10 Great Irish Pubs in the Bay Area](#) - Mercury News

This Month's Events

- **Jack London Beat 1X NCPC 6:15PM 3/24.** Meet neighbors and connect with public safety officers
- **Jack London's 3rd Annual St. Patrick's Day Block Party.** 3/14, 10-6PM, 2nd and Broadway. Music, food, dancing, festivities. Free!
- **#BridgetheGap Workshop.** 3/10, 4-6PM, 206 Broadway (Crooked City Cider)

Development/ Construction Updates

- **"Mirador" 201 Broadway-** 48 Homes 4,000sqft retail—Entitled property listed for sale
- **"Modera"- Mill Creek 377 2nd St-** 134 Homes complete, 25% leased
- Rehabilitation at **322 Broadway @ 4th** underway, by Christopher Porto, Smart Growth
- **4th and Alice** street sold to SunCal/Swenson, for lease
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust

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

-Savlan Hauser, Executive Director



Testimonials and Feedback

This month we have been in a central role in facilitating tough discussions about homelessness and our Downtown, and coordinating with the City to ensure the much needed encampment interventions go as smoothly as possible. It was wonderful to hear this feedback from our stakeholders.

Facilitated Session with Kerry Morrison, 2/6

“Glad to be connecting the dots, and I’m optimistic about a path forward.”

--Erin

“It’s wonderful to have resolve and be connecting the dots--- this is the group resolving to not look the other way.”

--Debra

“I’m very impressed by this group...You are a business minded group that takes care of your neighborhood. You are a canary in a coalmine. Be empowered by that and own that.”

--Kerry

Oak Street Community Cabins and Webster Street Encampment Intervention -- Ongoing

“I think it's wonderful you are doing this work. To start, I'll make a donation.”

--Ned

“Hi Savlan, I didn't know that JLID had a role in the recent encampment interventions. I was just discussing the state of the encampments with some students and we were all very impressed with the work that is being done. Homelessness in JLD is not an easy subject to confront and there are certainly only difficult answers. I'm glad to see that JLID has taken a proactive stance and that there is noticeable improvement in the neighborhood as a result. Keep up the good work!”

--Brendon

Awesome work on such a difficult and challenging project. You’ve made Oakland better for everyone and this time including the unhoused occupants. Thanks so much for hitting this out of the park!!

--Dan (Seawolf)



CITY OF OAKLAND

SALES TAX REVENUES BY GEOGRAPHIC AREA - 3Q 2019

ADJUSTED FOR
ECONOMIC DATA

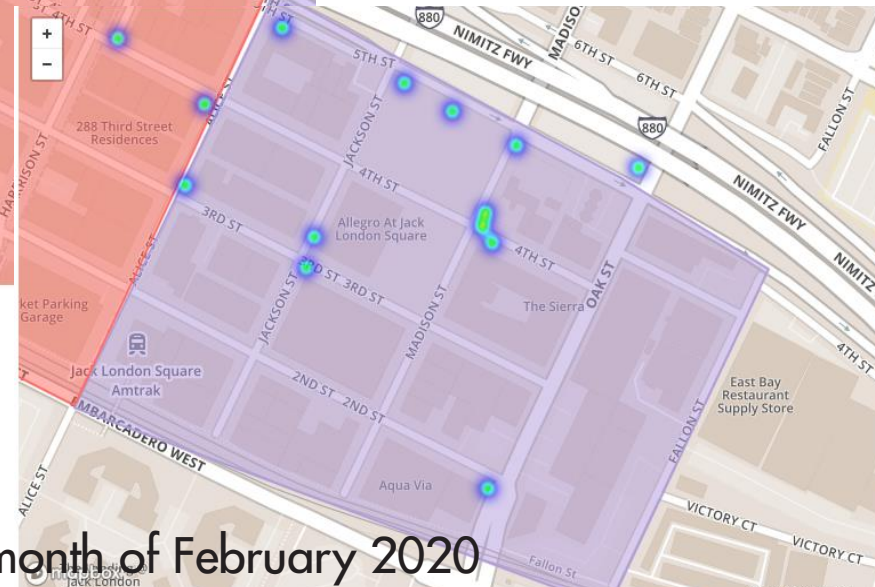
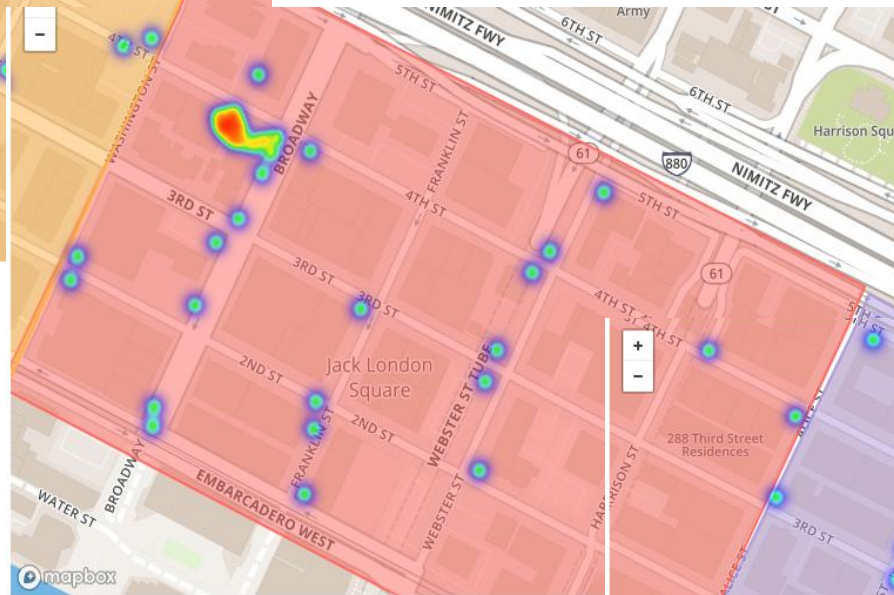
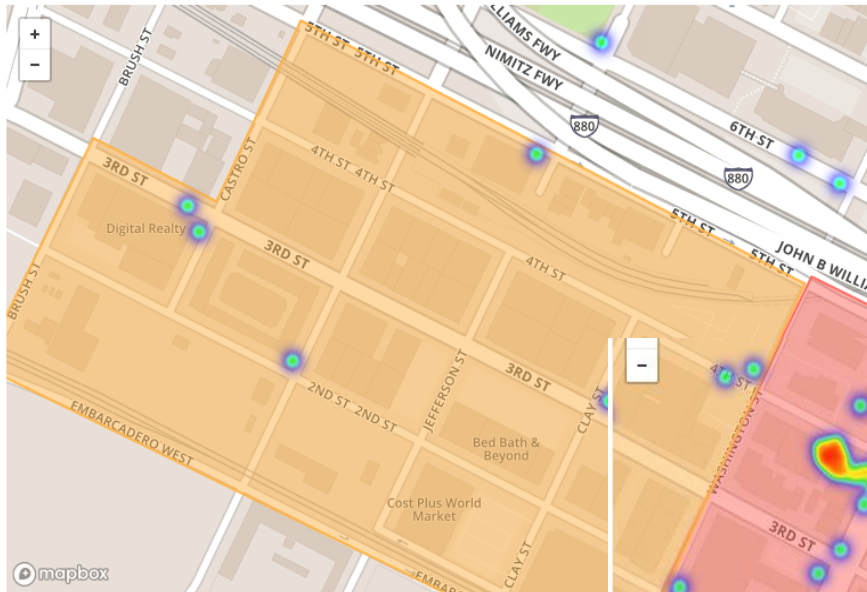
| Geographic Area | Count | Current Year | | | Prior Year 3Q 2018 | 3Q 2019 | 2Q 2019 | 1Q 2019 | 4Q 2018 | 3Q 2018 | 2Q 2018 | 1Q 2018 | 4Q 2017 |
|------------------------------------|---------------|-------------------|--------------|---------------|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | | 3Q 2019 | % Chg. | % of Ttl. | | | | | | | | | |
| 0030 - Lakeshore/Lake Park BID | 75 | 141,507 | 0.4% | 1.1% | 140,951 | 141,507 | 150,534 | 139,644 | 161,187 | 140,951 | 149,351 | 146,469 | 160,372 |
| 0031 - Montclair BID | 152 | 149,163 | 0.4% | 1.2% | 148,596 | 149,163 | 153,532 | 142,949 | 166,667 | 148,596 | 152,563 | 142,879 | 174,334 |
| 0033 - Laurel District BID | 100 | 92,338 | 11.3% | 0.7% | 82,999 | 92,338 | 90,384 | 81,439 | 84,712 | 82,999 | 88,568 | 80,902 | 82,130 |
| 0039 - Koreantown CBD | 212 | 108,122 | -33.0% | 0.9% | 161,285 | 108,122 | 102,556 | 116,911 | 146,322 | 161,285 | 165,908 | 147,144 | 147,090 |
| 0058 - Downtown Oakland CBD | 575 | 212,889 | -1.7% | 1.7% | 216,675 | 212,889 | 233,283 | 228,724 | 212,850 | 216,675 | 232,345 | 221,648 | 239,231 |
| 0059 - Lake Merritt / Uptown CBD | 425 | 299,019 | 4.3% | 2.4% | 286,767 | 299,019 | 319,521 | 329,085 | 304,290 | 286,767 | 291,609 | 270,081 | 274,244 |
| 0139 - Rockridge BID | 236 | 318,535 | -2.1% | 2.5% | 325,457 | 318,535 | 344,993 | 308,537 | 357,214 | 325,457 | 329,156 | 315,311 | 372,222 |
| 0141 - Fruitvale BID | 166 | 156,082 | 6.3% | 1.2% | 146,787 | 156,082 | 161,233 | 141,976 | 142,365 | 146,787 | 146,775 | 130,177 | 129,098 |
| 0201 - Temescal/Telegraph Ave BID | 283 | 374,417 | -7.9% | 3.0% | 406,590 | 374,417 | 387,314 | 360,127 | 379,375 | 406,590 | 392,305 | 359,529 | 376,270 |
| A0059 - Jack London District CBD | 343 | 345,171 | 6.3% | 2.7% | 324,706 | 345,171 | 356,685 | 332,603 | 371,345 | 324,706 | 323,199 | 301,623 | 345,019 |
| Totals For Listed Geo Areas | 2,567 | 2,197,242 | -1.9% | 17.5% | 2,240,813 | 2,197,242 | 2,300,033 | 2,181,996 | 2,326,329 | 2,240,813 | 2,271,780 | 2,115,764 | 2,300,011 |
| Totals For All Outlets | 14,505 | 12,559,996 | -3.7% | 100.0% | 13,037,985 | 12,559,996 | 13,265,102 | 11,590,859 | 13,104,238 | 13,037,985 | 12,760,826 | 11,423,160 | 12,767,850 |

* Businesses may be in overlapping geo areas. Totals may be greater than 100%.

CONFIDENTIAL INFORMATION - DO NOT COPY OR DISTRIBUTE WITHOUT AUTHORIZATION

Monthly Ambassador Statistics

| Task | TOTALS |
|--|--------|
| Business Assist | 40 |
| Business Contacts | 30 |
| Car Break-In (No Car) | 5 |
| Escorts | 19 |
| Graffiti - Removed | 27 |
| Graffiti Reported | 22 |
| Hospitality Contacts | 469 |
| Illegal Dumping | 34 |
| Motorist Assist | 21 |
| Motorist Assistance | 16 |
| Outreach Contact | 2 |
| Panhandling - Aggressive | 7 |
| Panhandling - Passive | 5 |
| Power Washing (block faces) | 4 |
| Request for Police / Fire / EMS / Assistance | 2 |
| Services Contacted | 3 |
| Special Project (hours) | 10 |
| Stickers/Flyers/Posters Removed | 184 |
| Trash (lbs) | 13003 |
| Weed Abatement (block faces) | 8 |



Map shows Illegal Dumping and Litter Abatement Activity, month of February 2020

**Jack London Improvement District
Simplified View: Budget vs Actuals 2020**

| | Actual YTD | Budget YTD |
|---|------------------|-----------------|
| Revenue | | |
| Total 4000 Assessment Income | \$408,651 | \$87,580 |
| 8700 Contingency allowance for uncollected assessments* | -\$55,482 | -\$4,379 |
| Total Budgeted Revenue | \$353,169 | \$83,201 |
| Expenditures | | |
| 7000 MBSSI Maintenance, Beautification, Safety & Streetscape | | |
| 7100 Ambassador Services- Non-Port Assessment Funds | \$26,577 | \$28,191 |
| 7150 & 7200 Subtotal- Port Share | \$14,048 | \$14,750 |
| 7400 Maintenance Operations | -\$157 | \$4,811 |
| Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape | \$40,467 | \$47,752 |
| 7700 MED Marketing & Economic Development | | |
| 7710 & 7800 Management & Operations | \$7,921 | \$9,744 |
| 7800 Special Projects | \$2,417 | \$7,167 |
| Total 7700 MED Marketing & Economic Development | \$10,338 | \$16,911 |
| 8000 AGCR Administration & Government/Community Relations | | |
| 8010-8450 District Management & Governance | \$10,601 | \$11,611 |
| 8510-8580 Office Operations | \$4,011 | \$4,711 |
| Total 8000 AGCR Administration & Government/Community Relations | \$14,613 | \$16,321 |
| Total 8600 Collection Fees | \$6,907 | \$2,217 |
| Total Expenditures | \$72,325 | \$83,201 |
| Gross Difference | \$280,844 | \$0 |

| Percentage Allocation by area of Work | Management Plan | 2020 |
|--|------------------------|-------------|
| Maintenance & Beautification | 55% | 55% |
| Marketing & Economic Development | 18% | 19% |
| Administration & Government | 19% | 19% |
| Contingency & Collection | 8% | 8% |

Budget Management. 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 31, 2020

| | Total |
|--|----------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 1100 Bridge Bank Operating Account | 154,621.94 |
| 1105 Discretionary Spending at Bridge Bank | 2,192.73 |
| 1110 Money Market at Bridge Bank* | 484,290.94 |
| Total Bank Accounts | \$ 641,105.61 |
| Total Current Assets | \$ 641,105.61 |
| Other Assets | |
| 1510 Security Deposits | 2,000.00 |
| Total Other Assets | \$ 2,000.00 |
| TOTAL ASSETS | \$ 643,105.61 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Total Liabilities | |
| Equity | |
| 3100 Without Donor Restriction | 248,108.12 |
| 3300 With Donor Restriction | |
| 3310 Steam Factory | 4,000.00 |
| 3320 Train Quiet Zone | 7,328.84 |
| 3350 Waterfront District Special Project | 47,793.13 |
| Total 3300 With Donor Restriction | \$ 59,121.97 |
| Net Revenue | 335,875.52 |
| Total Equity | \$ 643,105.61 |
| TOTAL LIABILITIES AND EQUITY | \$ 643,105.61 |
| Unpaid Caltrans Assessments | \$ 262,025.00 |

*250,000 from Money Market Account to be transferred to Reserve Fund at Bank of San Francisco

Friday, Feb 21, 2020 06:33:56 PM GMT-8 - Accrual Basis

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

January 13th, 2020 – 5:00 p.m., 472 Water Street

Present: Mark Everton, Erin Coburn, Paul Thyssen, Taj Tashombe, Chris Wittler, Dana Bushouse, Jonathan Fong, Michael Bernstein, Greg Pasquali, Sam Nassif, Chris Pastena, Sara May, Peter Gertler

Absent: Beth VanClute

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht

| <i>SUBJECT</i> | <i>DISCUSSION</i> | <i>ACTION?</i> |
|---|--|--|
| 1. Call to order | The Board of Directors meeting was called to order at 5:03 p.m. | |
| 2. Public comment and announcements | FanFest will be in Jack London Square on January 25 th starting at 9 am; 30,000 people are expected to attend. Taj provided an update on the recent Howard terminal community outreach meeting. Taj encourages continued input and dialogue from the Jack London community, especially on the topic of transportation. The initial selection of steering committee members has been made, but assignments to 7 focus areas will be selected at the next community outreach meeting. Staff will continue to advocate for Jack London interests at these meetings. | |
| 3. Executive Update a. Cleaning and Safety b. Underpass updates c. Crime/NCPC Update | <p>Savlan presented the Executive Update:</p> <p>a. Year end 2019 Ambassador clean and safe statistics were discussed. 2017, 2018, and 2019 year-end statistics reports were included for comparison. Board would like to continue to develop a hot spot map to identify where resources are being deployed the most, especially underpasses.</p> <p>b. The underpass update: Oak & 5th shelter is planned to open in Q1 2020, City staff to report back on which current encampment sites will be targeted first for intervention. Staff advocates for Broadway and Webster as first priority due to hazardous conditions. Paul & Savlan writing periodic updates on progress for public distribution.</p> <p>c. Crime update: NCPC meetings will start up again this month. NCPC considering use of \$1,400 allocated from the City to expand crime prevention and safety communications. The Board requested an update on crime statistics for break-ins and robbery to share with buildings and HOAs in the District. There was an increase in commercial and residential break-ins and theft in 2019. The Board recommended a coordinated effort to lobby for more police presence, education programs and eyes on the street.</p> <p>See the agenda packet for the Executive Update and accompanying slideshow at www.jacklondonoakland.org.</p> | |
| 4. Financial Review and Report a. Approve Financial Reports <i>Action Item</i> b. Approve 2020 Budget – Draft Special Project Allocation <i>Action Item</i> | <p>a. The Board reviewed the December 2019 Statement of Financial Position and Budget v Actual Reports. The Board plans to route 2019 carry forward funds to a rainy day fund for renewal and County disbursement delays. The Board requested a break-down of uncollected assessments for discussion at an upcoming meeting and would like staff to determine the best way to represent uncollected assessments on financial reports with bookkeeper. A small correction was made to the Budget v Actuals report.</p> <p>b. Staff recommended the special project budget of \$86,000 be distributed amongst the following projects: Broadway Beautification, Economic Development, Community Programming, National Night Out, Retail Support, Annual Stakeholder Communications, Cleaner Wholesale Produce District Operations, and B Shuttle Sponsorship. Project allocation detail and range of potential activities are attached in the agenda. Members suggested a larger</p> | <p>a. Peter moved to approve the financial statements and Sara seconded. Motion passed unanimously.</p> <p>B. Sara moved to approve the 2020 Budget and Sam seconded. Motion passed unanimously.</p> |

Discussions held and decisions made by the Board of Directors.

| | | |
|--|---|--|
| | budget toward Broadway Beautification to allow for lighting and more gateway improvements. Staff noted that budget distribution among projects is flexible and open to Board member input. Savings from Waste Management Fees were suggested as an additional source of funds for special projects. Board members volunteered to focus on various special projects. | |
| 5. Approval of Minutes– December 9 th , 2019. <i>Action Item</i> | The Board reviewed the December meeting minutes. No changes to the minutes were proposed. | a. Paul moved to approve the minutes as presented and Sam seconded. Motion passed unanimously. |
| 6. Adjourn | The meeting was adjourned at 6:15 pm. Next Board meeting will be held Monday, February 10th, 2020 at 5:00 PM at 472 Water St. | |

Board Attendance Record

2020 Elected Board Members

| 2019 - 2020 | Sara | Erin | Sam | Mark | Paul | Peter | Chris P. | Taj | Greg | Beth | Jonathan | Dana | Michael | Chris W. |
|-------------|------|------|-----|------|------|-------|----------|-----|------|------|----------|------|---------|----------|
| Dec | | x | x | x | x | | | x | x | x | x | x | x | x |
| Jan | x | x | x | x | x | x | x | x | x | | x | x | x | x |
| Feb* | x | x | x | x | x | | x | | | | x | x | | x |
| Mar | | | | | | | | | | | | | | |
| April | | | | | | | | | | | | | | |
| May | | | | | | | | | | | | | | |
| June | | | | | | | | | | | | | | |
| July | | | | | | | | | | | | | | |
| Aug | | | | | | | | | | | | | | |
| Sept | | | | | | | | | | | | | | |
| Oct | | | | | | | | | | | | | | |
| Nov | | | | | | | | | | | | | | |

*February Facilitated Session, no public board meeting.