



Jack London Improvement District Meeting of the Board of Directors

April 10th, 2021, 5:00PM (VIA ZOOM MEETING)

<https://us02web.zoom.us/j/6999564114>

1. **Call to order and introductions** 5:00
2. **Public Comment and Announcements** 5:00
3. **Executive Update (See attached)** 5:05
 - a. **Maintenance and Beautification Work**
 - Statistics 4/2021
4. Introduction to Councilmember Fife’s Office – Justin Tombolesi, Constituent Liaison 5:15
Discussion Item
 - Discussion of Councilmember Fife’s priorities and how our organization can supportOur organizational priorities:
 - Creating an equitable, inclusive, welcoming environment for a diversity of businesses and downtown activity in support of City of Oakland’s economic development goals
 - Connectivity among downtown neighborhoods—improving underpasses, prioritizing safety for pedestrians
 - Finding cross-sector solutions for homelessness and mental health in our downtown and commercial areas
5. **Financial Review and Reports** 5:40
 - a. Approve Statements of Financial Position, Budget v Actual as of March 31st, 2021
Action Item
6. **Approval of Minutes** 5:50
April 2021 **Action Item**
7. **Adjourn** 6:00
Next Board Meeting June 14th, 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.



Executive Update, May 2021

Savlan Hauser, Executive Director

This month's work:

- Our partnership with the Downtown Streets Team fellowship has been initiated, and two fellows experiencing homelessness are included in Ambassador Team training and duties, earning living wages and receiving employment support.
- **Big Projects on the Horizon: Link 21 and our Neighborhood:** As part of our work in development advocacy and providing educational opportunities for our stakeholders, the BID is hosted a forum on [Link 21](#). Link21 will transform Northern California's passenger rail network into a faster, more integrated system, providing safe, efficient, and affordable travel for everyone. At the core of Link21 is a new transbay crossing between Oakland and San Francisco. Also present were representatives of the Oakland Alameda Access Project and the A's Stadium at Howard Terminal, speaking to project synergies. A recording is on our webpage at <https://jacklondonoakland.org/panel-talks>
- **The District is seeking merchant input for the DOT's parking policy update.** Take the survey [here](#).

Other resources and highlights:

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We have been working with the City, property owners, and merchants on **Flex Streets** in Jack London, which allow merchants space in the public right-of-way to serve customers and shoppers outdoors. If your business needs help implementing outdoor seating or curbside use, contact us.

Our District In the News

[Much-Delayed Jack London Square Food Hall Project Thwarted Again As Star Chefs Back Out](#) – SFist

[Housing Guide: Where to live in Oakland](#) – SF Chronicle

[Up The Game on the Oakland A's Proposed Ballpark, Say Advocates](#) – SF Streetsblog

**Hospitality contacts include interactions with unhoused individuals, offering welfare checks/ connection to services, and visitors to the district are increasing*

Jack London Improvement District	
April 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	16
Car Break-Ins Reported	25
Graffiti - Removed	21
Hospitality Contacts*	1447
Illegal Dumping	23
Stickers/Flyers/Posters Removed	226
Trash (lbs)	7778
Weed Abatement (block faces)	226

This Month's Events

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next meeting- 5/25, 6:15PM

Development/ Construction Updates

- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation in the final stages, 10,500SF divisible available for lease 1/21
- **County Broadway Properties:** Development teams shortlisted & submitted RFPs 1/28
- **412 Madison** 157 homes, ground floor retail. Developer: Swenson

Jack London Improvement District
Statement of Financial Position
As of March 31, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	41,979.04
1105 Discretionary Spending at Bridge Bank	3,098.76
1110 Money Market at Bridge Bank	461,281.36
Total Bank Accounts	\$ 506,359.16
Accounts Receivable	
1200 Accounts Receivable	88,547.05
Total Accounts Receivable	\$ 88,547.05
Total Current Assets	\$ 594,906.21
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 596,906.21
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
PPP Loan	38,222.00
Total Long-Term Liabilities	\$ 38,222.00
Total Liabilities	\$ 38,222.00
Equity	
3100 Without Donor Restriction	297,596.77
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	7,328.84
3350 Waterfront District Special Project	47,168.13
Total 3300 With Donor Restriction	\$ 59,121.97
Net Revenue	201,965.47
Total Equity	\$ 558,684.21
TOTAL LIABILITIES AND EQUITY	\$ 596,906.21
Cumulative Unpaid Caltrans Assessments	\$ 262,025.00

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

As of March 31st, 2021

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$421,983	\$275,921
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$27,592
Total Budgeted Revenue	\$311,615	\$248,329
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$88,313	\$88,921
7150 & 7200 Subtotal- Port Share	\$47,384	\$46,463
7400 Maintenance Operations	\$10,951	\$9,585
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$146,648	\$144,969
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$24,952	\$31,215
7800 Special Projects	\$0	\$16,695
Total 7700 MED Marketing & Economic Development	\$24,952	\$47,910
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$29,104	\$34,332
8510-8580 Office Operations	\$12,213	\$14,133
Total 8000 AGCR Administration & Government/Community Relations	\$41,317	\$48,464
Total 8600 Collection Fees	\$7,241	\$6,985
Total Expenditures	\$220,158	\$248,328
Gross Difference	\$91,457	\$0

Percentage Allocation by area of Work	Management Plan	2021
Maintenance & Beautification	55%	53%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i>Budget Management.</i> 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 - Meeting Minutes of the Board of Directors
April 12th, 2021 – 5:00 p.m., Remotely via Zoom**

Present: Mark Everton, Jonathan Fong, Chris Pastena, Taj Tashombe, Greg Pasquali, Kim Cole, Michael Carilli, Jen Nettles, Peter Gertler

Absent: Dana Bushouse, Keith Stephenson, Melissa O’Keefe, Dan Hagerty, Sam Nassif

Staff: Savlan Hauser, Kaylee Hudson

Guests: Jackson Moore, Keith Gaby, Guillaume Egles, Mark McComb, Nick Anthis, Katie Nakonek

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:03 p.m. Mark McComb joined the meeting as the new owner of the Allied Pringle building.	
2. Public comment and announcements	<p>Guests asked if JLID was going to formally submit comments regarding the Howard Terminal development. Any comments will be informed by stakeholder feedback from several years of participation in the community meetings and hearings associated with the project.</p> <p>Guests announced that there was a recent Jackson underpass cleanup and asked if there were any planned upgrades to the area. It was most likely part of a routine underpass cleanup.</p>	
3. Executive Update a. Maintenance and Beautification Work b. Marketing & Economic Development	<p>Savlan presented the Executive Update to the Board.</p> <p>There is a Link 21 Jack London Community Forum on April 19th from 5-6PM with representatives from Howard Terminal and OAAP to be hosted.</p> <p>There is also a BID Alliance/Cross-sector Coalition on Homelessness Event on April 21st, 12-1PM. There will be a tour of the Village of Love Day Center on service day as a case study for a scalable service model as continuation of work initiated in 2020.</p> <p>Savlan invited Board Members to join the review team for the business grant. Additionally, the Board expressed support contributing to commemorate Dorothy King’s memory. The next step is to explore options and approve the next action item. Funds for the commemoration could come from the special projects budget and/or donations.</p> <p>See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings.</p>	
4. Financial Review and Reports a. Approve Statements as of February 28th, 2021 <i>Action Item</i>	The Board reviewed the Statement of Financial Position and Budget v Actual Report as of February 28th, 2021.	Chris moved and Peter seconded to approve the financial statements. The motion passed unanimously.
5. Approval of Minutes– March 2021. <i>Action Item</i>	The Board reviewed the March meeting minutes. No changes to the minutes were proposed.	Kim moved and Peter seconded to approve the minutes. The motion passed unanimously.
6. Adjourn	The meeting was adjourned at 5:43 PM. Next Board meeting will be held Monday, May 10th, 2021 at 5:00 PM virtually via Zoom. Caroll Fife will be a guest at next month’s meeting.	

Board Attendance Record

Discussions held and decisions made by the Board of Directors.

2020 - 2021	Mark	Taj	Jonathan	Chris P.	Greg	Peter	Sam	Dana	Jen	Dan	Keith	Michael	Melissa	Kim
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
Feb	x	x	x	x	x	x	x				x	x		x
Mar	x	x	x	x	x		x		x	x	x	x	x	x
April	x	x	x	x	x	x			x			x		x
May														
June														
July														
Aug														
Sept														
Oct														
Nov														