



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe Co-Chair: Shannon Mclsaac

Focus on Hospitality

May 9th, 2022, 5:00 -6:00PM (VIA ZOOM MEETING)

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

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| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:00 |
| 3. Executive Update & Governance Discussion Items –Savlan Hauser | 5:05 |
| a. Cleaning and Safety Program Report – <i>Tinea Adams, Operations Manager</i> | |
| b. Renewal Task Force Report – <i>Savlan Hauser</i> | |
| c. Mayoral Forum Task Force Report – <i>Taj Tashombe</i> | |
| 4. Financial Review | 5:20 |
| a. March 2022 Financial Reports | Action Item |
| 5. Approval of Minutes | 5:25 |
| April 2022 | Action Item |
| 6. Our District as Destination: Hospitality industry in Jack London – Discussion Item | 5:30 |
| a. State of tourism in Jack London – <i>Shannon Mclsaac</i> | |
| b. Cross-sector marketing, Policy Advocacy, Other ways BIDs can support-- <i>Discussion</i> | |
| 7. Adjourn | 6:00 |
| Next Board Meeting June 11th, 5:00 PM | |

To follow: Presentation by VISTRA – Renewable Energy Project at Embarcadero & MLK

[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 2022 - Savlan Hauser, Executive Director



[Vote for Jack London Square and other nominated businesses in Annual “Best of the East Bay” awards by East Bay Express](#)

This month we focus on the hotel industry and hospitality in Jack London. Visitors activate the District, support local businesses, and hotels are a key part of the infrastructure of this diverse mixed-use District.

Workers are returning to offices, and new businesses are working on setting up shop in Jack London. We’re working to support the needed information gathering, tenant improvements and permissions for new businesses filling long-vacant spaces in our District—and we look forward to introducing them to the community as soon as possible!

The Merchant Community continues to work together Combat Auto Break-ins we continue our focused meetings for better coordination amongst District private security teams and OPD, and are seeking to implement Lit signage, lighting, expanded presence, and strategic patrols.

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**, allowing merchants space in the public right-of-way. If your business needs help with outdoor seating or curbside use, contact us.
- [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team will continue to address what we can as quickly as possible—we also want to drive more deployment to our District for support.

Our District In the News

[Proposed A’s stadium receives important regulatory recommendation from SF Bay Conservation and Development Commission](#) - Port of Oakland Press Release

[EXCLUSIVE: Atlanta couple visiting for grandma's 91st birthday robbed of \\$40K in Oakland](#) – ABC 7 News



This Month’s Events

- **Jack London Beat 1X NCPD meets Fourth Tuesdays.** Next Meeting 5/24/22 at 6:15PM Via ZOOM

Development/ Construction Updates:

Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **“Mirador” 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Entitled

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation

Proposed

- **County-Owned Broadway Properties:** Development team selected: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz

JACK LONDON IMPROVEMENT DISTRICT

April 2022

Operations Manager- Tinea Adams



Statistics

January 2022 through April 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Assist	'22	--	1	10	3	--	--	--	--	--	--	--	--	14
Business Contacts	'22	--	12	227	67	--	--	--	--	--	--	--	--	306
Car Break-In	'22	9	21	31	17	--	--	--	--	--	--	--	--	78
Escorts	'22	1	--	84	21	--	--	--	--	--	--	--	--	106
Graffiti - Removed	'22	24	86	36	61	--	--	--	--	--	--	--	--	207
Hospitality Contacts	'22	1178	926	448	867	--	--	--	--	--	--	--	--	3419
Illegal Dumping	'22	12	26	22	14	--	--	--	--	--	--	--	--	74
Infrastructure Cleaned	'22	--	255	930	1483	--	--	--	--	--	--	--	--	2668
Stickers/Flyers/Posters Removed	'22	172	257	130	287	--	--	--	--	--	--	--	--	846
Trash (lbs)	'22	2171	4864	2590	4396	--	--	--	--	--	--	--	--	14021
Weed Abatement (block faces)	'22	136	202	89	159	--	--	--	--	--	--	--	--	586

Jack London

Recovering

April has been the month of recovery for the Jack London Improvement district. After being burglarized two times in the month of March, we are finally getting our tools and supplies back in stock. We now have weed eaters, a paint gun, smart devices that track our statistics and radios so that we can communicate through the district. We have enough supplies to put us on track to make some new changes in the district.

The Golden Road

Broadway the main street into our district and we want to make sure that this street is shining like gold. This month we have made changes to Broadway to make it look new and shine. We have been wiping down the parking meters, trashcans removing and graffiti. From de-weeding the medians, cleaning tree wells, and making some store fronts shine; this is all part of making Broadway shine like gold. We are excited about the many new changes that are coming in the month of May.



Highlights



Jack London Improvement District
Statement of Financial Position
As of March 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	11,481.21
1105 Discretionary Spending at Bridge Bank	529.56
1110 Money Market at Bridge Bank	418,729.87
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 680,740.64
Total Current Assets	\$ 680,740.64
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 682,740.64
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Without Donor Restriction	455,557.80
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84
Net Revenue	217,534.00
Total Equity	\$ 682,740.64
TOTAL LIABILITIES AND EQUITY	\$ 682,740.64
Cumulative Unpaid Caltrans Assessments	\$ 295,619.57

**Jack London Improvement District
Simplified View: Budget vs Actuals 2022**

As of March 31th, 2022

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$462,971	\$275,921
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$27,592
Total Budgeted Revenue	\$352,603	\$248,329
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$88,000	\$88,921
7150 & 7200 Subtotal- Port Share	\$47,384	\$46,463
7400 Maintenance Operations	\$10,876	\$8,710
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$146,260	\$144,094
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$26,779	\$31,910
7800 Special Projects	\$0	\$16,796
Total 7700 MED Marketing & Economic Development	\$26,779	\$48,707
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$31,677	\$34,410
8510-8580 Office Operations	\$15,411	\$14,133
Total 8000 AGCR Administration & Government/Community Relations	\$47,088	\$48,543
Total 8600 Collection Fees	\$7,213	\$6,985
Total Expenditures	\$227,341	\$248,329
Gross Difference	\$125,262	\$0

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	52%
Marketing & Economic Development	18%	18%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i>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.</i>		

Jack London Improvement District - Meeting Minutes of the Board of Directors
April 11th, 2022 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Melissa O’Keefe, Taj Tashombe, Greg Pasquali, Jen Nettles, Chris Pastena, Kim Cole, Michael Carilli, Dan Hagerty, Ener Chiu

Absent: Peter Gertler, Keith Stephenson, Dana Bushouse, Shannon McIsaac, Amy Tharpe

Staff: Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

Guests: Gary Knecht, Tom Dean, Marc Zuazua

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:02 p.m.	
2. Public comment and announcements		
3. a. Executive Update b. Cleaning and Safety Statistics c. Renewal Task Force Report d. Mayoral Candidates’ Forum Hosted by BID leadership—Taj Tashombe	a. Executive Update ULI competition: Savlan - Last month our district was the site for the ULI competition; we hosted the finals for the competition and the winners are from University of Texas (task was to create a mixed-use affordable housing complex) Will be hosting the boards from the event in public, and will also host an event to show the boards to city staff Taj - I’d love to see an area on our website dedicated to the future; whether that’s residential or commercial. Even including neighborhoods near us Kim - I think that’s really important; people want to see what’s new and it will give hope Taj - Mark, we can also work on this in a cross promotional way with Yoshi’s. Just digital for now, but perhaps also physical in the future Marc - physical displays are great; we could always use that and that’s one of the first things I ran by Jen. Things like that are definitely what we need. Signage that can be changed somewhat regularly is good; we don’t need evergreen ads. We have so many different genres and 30+ shows a month Savlan - I love the idea of having something referring to the future, because we are involved in a lot of projects already in this category JL Focus on Community Safety: Savlan: This month we had our second monthly merchant meeting with OPD. Auto burglary is the #1 concern. Gary - we have to step up our efforts at a higher level: OPD can’t do much without reporting, even though they have more people on the street. Savlan -Nido’s is spending 1,000s a week on private security; we hope for that not to be an expectation for businesses who come to our neighborhood b. Cleaning and Safety Statistics Tinea - we were burglarized at the beginning and end of the month and our devices were taken, so our numbers aren’t 100% correct Regardless March was a great month, we were able to block out one of the double-yellow lines on 3rd street. We also painted planters to match our office. We’re trying to improve the tree wells on Broadway, and weeded the median. Michael - (re: sidewalk concrete repair) absentee owners are responsible for that; we may be able to talk to them Tinea - I’ve been reporting it to 311/SeeClickFix, they are just behind.	

	<p>Been reporting the abandoned cars too. Taj - let's get these statistics in front of Carroll Fife. This info is critical for the Mayor's Forum later this summer Melissa - just want to express my gratitude to staff Taj - I'd also love for the ambassadors to join us for one of these board meetings, once there is a team in place</p> <p>c. Renewal Task Force Report Savlan - RFQ release; meetings with top stakeholders, your assignments coming soon!</p> <p>d. Mayoral Candidates' Forum Hosted by BID leadership Taj - there is now a task force for this. We're looking at the week of 8/20 or 8/28 for the event, and thinking about indoors.</p> <p>e. Other ongoing work Sucharitha - update on brewing district, planters, website updates, alternative business models, and other items. Contact me if you want to get involved or know more!</p>	
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<p>4. Financial Review a. February 2022 Financial Reports</p>		<p>Taj moved to approve the reports. Melissa approved, seconded by Michael. Motion passed unanimously.</p>
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<p>5. Approval of February 2022 minutes</p>		<p>Taj moved to approve the minutes. Melissa approved, seconded by Michael. Motion passed unanimously.</p>
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<p>6. Our District as an Entertainment and Nightlife Destination – Discussion Item a. Oakland Metro Opera House and Underworld Opera- Mia and Tom Dean b. Yoshi's- Marc Zuazua, Marketing Director, Yoshi's c. Other ways BIDs can support</p>	<p>a. Oakland Metro Opera House and Underworld Opera- Mia and Tom Dean We're starting to do shows again; will be doing another one in Old Oakland venue in June We haven't been able to produce as many shows as we like As more people move in we need more support from the community and less of a NIMBY attitude Our shows have been drawing significant numbers but it's expensive to put them up</p> <p>b. Yoshi's- Marc Zuazua, Marketing Director, Yoshi's Marc - we've definitely had some trials and tribulations throughout the pandemic, luckily we've had many diverse genres in our acts. The traditional blues and jazz fans weren't coming in, but our R&B and soul audiences were coming. Most of our marketing is digital through Facebook. That's where a display screen would really help to get our calendar out there; we are kind of hidden and it would be great to get people who are maybe just a block away and don't know we're here Melissa - getting your poster inside businesses is also great; then there's no vandalism issues</p> <p>C. Heiroglyphics - We had done events in the area before and that's how I met Dan at</p>	
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