



**Jack London Improvement District Meeting of the Board of Directors
472 Water Street -- November 13th, 2018 --5:00PM**

- 1. **Call to order and introductions** 5:00
- 2. **Public Comment and Announcements** 5:05
- 3. **Executive Update** 5:10
 - a. Advocacy for assistance to businesses impacted as a result of the PG&E Pipeline Replacement
 - b. LavaMae pilot at Webster encampment, hygiene and hospitality for the homeless
 - c. Ambassador Update
 - d. 2018 International Downtown Association Conference Attendance- Staff Recap

- 4. **Governance Update** 5:20
 - a. Elections- Board of Directors 2018-2020 **Action Item**

The following 6 individuals are candidates for Board Membership. The Board of Directors is the governing body of the Jack London Improvement District, and Board Members are strategic partners in advancing the mission of the organization. Eligible Candidates represent a property or a business in the District, and are encouraged to have participated in District projects and programs.

<i>Candidate Name</i>	<i>Affiliation</i>
Jenni Koidal (3)	General Manager, Jack London Square
Sam Nassif (3)	Owner, Z Hotel at Jack London Square
Peter Gertler (3)	Property Owner
Erin Coburn (3)	Owner, minimo wine shop
Taj Tashombe (1)	Oakland A's
Greg Pasquali (1)	Carmel Partners

Name, (Term Sought)

All Board members may vote. Each candidate will be offered 1 minute to introduce themselves and their interest in Board membership. Voting Board members are given a ballot with the names of the candidates to distribute as many of their votes to candidates as there are vacant seats in a secret ballot. After the ballots are collected, a member of the public, or if none present, Staff or an Ambassador will count the votes. In case of a tie, voting Board members will vote in a runoff to determine the final member.

- b. Elections- Officers 2018-2019 (President, Secretary, and Treasurer) **Action Item**

- 5. **IKE Interactive Kiosks** 5:40
 - Motion to direct staff to negotiate partnership agreement with IKE to bring to December Board Meeting and select locations for kiosks in Jack London, reject participation with IKE, or defer decision to participate until after IKE Kiosks are installed in Downtown Berkeley. **Action Item**

- 6. **Facilitated Board Workshop Recap- Communications** 5:45
 - New communications tools gained through Board workshop/retreat on October 5th

- 7. **Financial Review** 5:50
 - Financial Report: District Operations Budget vs Actual Q3, 2018

- 8. **Approval of Minutes** 6:00
 - September 10th, 2018 **Action Item**

- 9. **Adjorn- Next Meeting December 10th, 5:00 PM**

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

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.



Hosted Business Coffee Hour—rotating spots throughout District



Expanding our playful wayfinding to new businesses in the District—thanks Kaylee and brewery volunteers!

NEW BALLPARK COMMUNITY WORKSHOP
 Councilmember Lynette Gibson McEllhany and the Oakland Athletics invite you to participate in an interactive workshop with representatives from the design and master planning team to learn, share, and weigh in on the proposed new ballpark development site at Howard Terminal in West Oakland.
Sunday, October 28th, 2018
 4PM to 3PM
 City Hall - Hearing Room 1, 1 Frank H. Ogawa Plaza, Oakland, CA 94607
 Complimentary food and refreshments will be served.
 To RSVP please email: externalaffairs@athletics.com

Getting the word out—Community feedback meetings for a Howard Terminal Ballpark

NEIGHBORHOOD PLANNING MEETING

LOCATIONS + TIMES

- WEST OAKLAND BRANCH LIBRARY
SAT 11/10 1:00-3:00 PM
- CHARLES PORTER GOLDEN GATE COMMUNITY RECREATION CENTER
THUR 11/15 5:30-8:30 PM
- CÉSAR E. CHAVEZ BRANCH LIBRARY
SAT 11/17 1:00-3:00 PM
- 81ST AVE LIBRARY
SAT 11/20 1:00-3:00 PM

PRO TIP 1: Wear a helmet!
 PRO TIP 2: Ride in the BIKE LANE!
 Questions and comments? In advance? Feel free to email: scooters@oaklandca.gov
 Can't make it? Feel free to forward this invite to a friend or neighbor. And say hi to scooter developers at!

Participating in legislation for scooter use in Oakland

Executive Update, November 2018

Here are this month's highlights and projects going on in the District:

- **Holiday Marketing Support for Local Retail:** We're working with Oakland Grown and the City of Oakland to promote Jack London businesses for shopping, dining, self-care throughout the holiday season and beyond.

- **Fourth Street East is beginning leasing of 330 new homes, and we're welcoming new neighbors** with Jack London Swag Bags with info on where to shop, eat, rent a kayak, get a great haircut, and more, right in the District.

- **LavaMae Pilot.** For the next 6 weeks on a weekly basis, starting on Monday November 12th from 9-2, we are thrilled to host [LavaMae](#), a mobile trailer providing critical hygiene services to the unhoused at Webster and 5th as a pilot program. Conditions at the encampment at 5th and Webster are unsafe. Hosting this service is a small step in the right direction to connect with services and improve hygiene and safety where people are living on the streets.

- **We are always working to improve Broadway's Gateway to the District,** We're taking a close look at the county-owned blocks at 5th and Broadway as these buildings go out of commission. Join us on November 29th at 6pm, 419 Water Street for a facilitated, fun community design event with a professional urban design team. Thanks Jack London Square for hosting.

- **The 2018 International Downtown Association Conference** was held in San Antonio – Our Staff was fortunate to attend and has brought back inspiration and pragmatic solutions shared from other Districts across the country.

District Event Highlights

- **Jack London Beat 1X NCP Meeting** – November 27th at 6:15PM, 333 Broadway
- **Community Design Workshop:** November 28th at 6:00PM, 419 Water Street. Re-Imagining Broadway and 5th, Jack London. Join a pre-workshop pop-up at Bicycle Coffee on November 9th, and come to the workshop for results.

Development/ Construction Updates

- **4th and Madison-** by Carmel Partners- 330 Homes in two buildings on North & South sides of 4th Street/Planned completion date Q3 2018 (south)/Q2 2019(north). JLS4thAndMadison@gmail.com
- **"Mirador"**-Austin Group, **201 Broadway-** 48 Homes 4,000sqft retail/ Paused Indefinitely
- **"Modera"**- Mill Creek , **377 2nd Street-** 134 Homes /Broke ground Q22017, complete Q2/3 2019.
- Rehabilitation at **322 Broadway @ 4th**underway, by Christopher Porto, Smart Growth
- 4th and Alice street sold to SunCal Hotel Developers
- **PG&E Pipeline Replacement** 3rd St underway-finished 10/18. Email rect@PGE.com
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust. Application submitted

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

-Savlan Hauser, Executive Director



October 28th, 2018

To: City of Oakland
Re: PG&E's impact on Jack London Business during Pipeline Replacement.

Dear City Official,

We are the Jack London Improvement District, a nonprofit 501(c)3 community improvement organization serving an industrial mixed-use downtown neighborhood of Oakland, California. The Jack London Improvement District has been hosting public community meetings starting May 14th with the PG&E Project Team and their consultants following our Board Meetings for several months since their project initiation. A core group of impacted businesses, along with members of the public and District staff have been in consistent attendance.

The impacted businesses were told repeatedly at these monthly meetings by PG&E representatives to file a claim to compensate for their acknowledged loss of business. They were assured speedy response. The PG&E Project Team gave every indication that the claims process will ameliorate the business' loss-- and even stated their preference to pay a claim instead of adjust their hours or intensity/area of construction in ways that were suggested by the businesses. This claims payment solution offered by PG&E quelled the complaints of the businesses. The businesses relied on this understanding and did not oppose the project proceeding.

The impacted businesses have all received negative or no response to their applications. Markus Supply Hardware, Minimo Wine Shop, Chop Bar, Nido, Jack London Print and Mail, and Federation Brewing all experienced significant losses, spent efforts documenting and submitting their claims, and have had their claims denied. The impacted businesses are currently considering their options in pursuing financial remedy through legal action, and we will support them in providing written statements or other documentation as appropriate.

We ask that the City of Oakland take under consideration impact to businesses in proximity when it issues permits for such major projects. In addition, we ask that the Business Improvement District be notified so that the community can give input on the potential impact and reasonable mitigations prior to final permit issuance and project initiation.

Thank you for your consideration.

Sincerely,

Savlan Hauser, Executive Director

Board of Directors

Mark Everton, President
CEO Visit Oakland

Paul Thyssen, Secretary
Property Owner

Jennifer Koidal, Treasurer
GM, Jack London Square

Sara May
Metrovation

Sam Nassif
Z Hotel at Jack London Square

Erin Coburn
Owner, Minimo Wine Shop

Chris Pastena
Owner, Chop Bar and Lungomare

Saied Karamooz
Business and Property Owner

Peter Gertler
Property Owner

Vivian Kahn
Kahn Mortimer Associates

JACK LONDON CLEAN AND SAFE

STATISTICS

OCTOBER 2018 REPORT

AMBASSADOR DISPATCH PHONE

510 363 0989



72,773 lbs

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

51

Illegal Dumping sites have been cleared.

128

Stickers, Posters, Flyers removed from City Fixtures.



28

Graffiti sites addressed

18

Blocks of Sidewalk Power Washed

1,541

Visitors greeted by an ambassador

- 76 safety escorts
- 62 motorist assists
- 10 business assists
- 13 homeless services outreach

Ballot: Jack London Improvement District Board Member Elections: 2018

All Board members may vote. Each candidate will be offered 1 minute to introduce themselves and their interest in Board membership. Voting Board members are given a ballot with the names of the candidates to distribute as many of their votes to candidates as there are vacant seats in a secret ballot. After the ballots are collected, a member of the public, or if none present, Staff or an Ambassador will count the votes. In case of a tie, voting Board members will vote in a runoff to determine the final member.

FIRST	LAST	AFFILIATION	(i)	(ii)	(iii)
CURRENT BOARD MEMBERS					
Paul	Thyssen	Property Owner	X		
Chris	Pastena	Business Representative: Chop Bar, Lungomare			X
Vivian	Kahn	Property Owner	X	X	
Mark	Everton	Business Representative: Visit Oakland			X
Sara	May	Property Owner Representative: Metrovation	X		

ONE BOARD MEMBERS' TERM IS EXPIRING – NOT SEEKING REELECTION

Saied	Karamooz	Property Owner	x		
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ONE BOARD MEMBER RESIGNED – DUE TO RELOCATION

Tim	Engler	Property Owner	x		
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For clarity, there are 6 vacant board seats in this election and each voting member can place up to 6 full votes for any one candidate or distributed across all the candidates. Fractional votes are not allowed.

PLEASE DISTRIBUTE UP TO 6 VOTES AMONG THE FOLLOWING CANDIDATES

Erin	Coburn	Business Licensee: minimo Wine Shop				VOTE
Peter	Gertler	Property Owner: The Bond	x			
Jenni	Koidal	Property Owner Nominee: CIM Group	x			
Sam	Nassif	Property Owner and Business Licensee: Z Hotel Jack London Square	x	x		
Taj	Tashombe	Property Owner and Business Nominee: Oakland Athletics	x	x		
Greg	Pasquali	Property Owner Nominee: Carmel Partners	x			

OTHER CURRENT BOARD MEMBERS

- (i) A property owner or the nominee of a property owner within the boundaries of the Jack London Improvement District
- (ii) An Oakland business licensee within the boundaries of the district.
- (iii) A business licensee within the district who is not also a property owner within the District.*

*According to Jack London Improvement District Bylaws, at least one Board Member shall be a business licensee who does not own property within the District

Brief Biography of Board Candidates

Erin Coburn

Erin is co-owner of minimo, a natural wine shop in Jack London which she opened in 2015. Erin previously had a 20-year career in museums, spending the bulk of that time working at the Getty in Los Angeles before moving to New York to run the [Met's Digital Media Department](#). Throughout her time in New York's art world, her roots in California were ever-present, and Erin knew she wanted to open a wine shop. Minimo is community-focused and Erin's intent is that it serve as a model for retail in a diverse, changing neighborhood. Erin has worked collaboratively to build commercial community in Jack London through her business. In addition to serving on the Board of Directors for two terms, Erin has been a dedicated volunteer focused on District projects of particular interest to Jack London merchants including branding, beautification, and development.

Peter Gertler

Peter has lived and raised his family in Oakland for over 30 years, and has been an owner and resident in the Jack London District for over 5 years. He has been a Board member of JLID for 3 years, and has served on the Executive Committee as Secretary and led the Train Quiet Zone Initiative during his tenure.

Peter has over 30 years of experience in the development, design and program management of transportation infrastructure and rail projects. He has held various leadership positions in major US based engineering consulting firms, global technology firms and with the Bay Area Transit District (BART). Currently he is a Senior Vice President for strategic sales and advisory services at HNTB, and previously was a Director of their High Speed, and Rail and Transit Practice. Peter leads strategic program business development and practice building in the transportation infrastructure market and serves as a subject matter expert on rail programs. HNTB is a national leader in transportation and rail projects and is currently leading major sections on the California High Speed Rail Program and other projects and program in the US.

Jenni Koidal

Treasurer

Jenni joined the Jack London Improvement District Board of Directors in April 2015. As the General Manager of Jack London Square with CIM Group, Jenni oversees the management, marketing, accounting, engineering, janitorial, security and landscaping departments for more than 15 square blocks of mixed use commercial real estate and common area for Ellis Partners and the Port of Oakland. Prior to joining Cushman & Wakefield, Jenni spent over 9 years with Sunset Development Company as a Senior Property Manager at Bishop Ranch in San Ramon, an office park boasting over 600 thriving companies in more than 30 industries. In this role she acted as Portfolio Manager for over a million square feet of Class A office space, and oversaw all operations as well as capital and tenant improvements. Jenni has been particularly focused on District-wide improvements important to businesses

and visitors, issues such as safety and illegal dumping. Jenni is currently serving as Treasurer and seeks re-election in this position.

Sam Nassif

Sam W. Nassif is a Managing Principal at the Z Hotel, a remodeled and rebranded boutique hotel in Jack London. Sam currently serves on the Board of Directors for the Oakland Metropolitan Chamber of Commerce and Visit Oakland, is the Co-founder and past Chairman of the Oakland Convention & Visitor's Bureau and has been a member of the Jack London Improvement District Board since 2015. Sam is a hospitality veteran who spent 22 years with Hilton Hotels Corporation. He came to Oakland in 1987 as General Manager for the Hilton Oakland Airport, and in 1991, he left Hilton to pursue an independent hospitality career. He joined the Waterfront Plaza Hotel in 1993 as General Manager and became partner shortly after. In 1997, he founded Creative Hospitality Corporation, a hospitality consulting firm, and took the management contracts for the Waterfront Plaza Hotel, the historic Hotel Durant and the Park Plaza Hotel before selling the hotels prior to the economic recession. Sam is also a licensed California Real Estate Broker with a degree in Business Administration.

Taj Tashombe

Taj is VP of External Affairs, Office of the President of the Oakland Athletics. Prior to his role with the A's, Taj has had leadership experience in global brand engagement, strategy, and external affairs with Toyota, Hilton Hotels, and Hyundai. Taj began community outreach to the District starting in 2017, before the A's Headquarters moved to Jack London Square. Since bringing over 200 employees to Jack London Square, Taj has been collaborating with District staff to connect the A's office to local businesses and organizations, and patronize Jack London merchants. Additionally Taj is leading the community outreach about a potential downtown baseball stadium at Howard Terminal.

Greg Pasquali

Greg has a degree in Architecture from Yale University and is currently Director of Development with Carmel Partners, leading entitlement and execution of multiple large-scale multifamily projects in the East Bay. In the entitlement and development of 4th Street East, Greg and his team worked with staff to engage the community. In Jack London he has worked closely with the Improvement District to advocate for over \$300K of impact fees allocated towards façade improvement funds and the Waterfront Warehouse District Signage program. Greg also is working to address the condition of the I-880 underpass gateways to the District, having advocated for the change of a council ordinance to allow the project's 1% for Art funds to be implemented for an installation at the Madison Street Underpass. Greg also advocates for better access to the District through attendance at the Oakland Alameda Access Project and Downtown Specific Plan project meetings.

One Page Summary of Jack London Improvement District

What is the Jack London Improvement District?

We're a nonprofit organization creating, promoting and maintaining an inviting environment for people who visit, live and work in the Jack London District. In 2014, the District was established after a two year grassroots organizing effort by community members to assess their properties to fund improvement efforts for the common good. We work in collaboration with city agencies such as Public Safety (OPD), Public Works, the Department of Transportation, Economic and Workforce Development and municipal partners, providing a special benefit to Jack London beyond basic City services.

What's the purpose of our work?

As an organization of property owners, residents, and business owners, we're working together to invest in projects and programs to build on what's here, making a vibrant and unique waterfront neighborhood that's more accessible and attractive. .

What difference are we making?

Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.

In the past four years we have re-invested the District's own dollars collected from property assessments into programs and projects through a democratic and transparent decision-making process responsive to the needs of the District. With a current annual budget of \$840K, We have completed beautification projects such as pedestrian and vehicular wayfinding signage, installed 100 banners branding and celebrating District identity, installed 7 blocks of street trees, commissioned 13 original works of public art, hosted tens of public events including 6 block parties, 8 panel talks, and dozens of engagement meetings for residents and businesses around new development projects such as Fourth Street East, Jack London Square residences, and more. We've also brought over \$500K to the District in grants and impact mitigation funds contributed from Development projects entitled in Jack London.

Tens of thousands of pounds of trash aren't on the streets thanks to our work-- each year we've picked up over 80,000lbs of litter. Today, 850 residential units are under construction. Sales tax revenue has been increasing year over year (4% over last year alone), and chronic vacancies are being filled. Jack London stakeholders experience better responsiveness from City. Jack London is more vibrant, welcoming, safer, cleaner, and better connected thanks to us; representing a significant return on investment by our stakeholders.

What's our unique role/approach?

We are the only nonprofit focused solely on the promotion and implementation of improvements in Jack London. We are collaborative, accountable, and invested. We are creative and flexible in ways the City and other agencies can't be. Our 11-member volunteer Board of Directors is reflective of the diverse range of stakeholders in Jack London, and our decision making process is inclusive, transparent, and informed.

Jack London Improvement District
Budget vs. Actuals: Operating Budget 2018 - FY18 P&L
 Q3--January - September 30, 2018

	Total			% of Budget YTD	Notes	Annual Budget	% Utilized YTD
	Actual YTD	Budget YTD	Variance YTD				
Revenue							
4000 Assessment Income							
4100 Port of Oakland Assessment	\$126,245	\$90,847	\$35,397	39%	Variance note on expected date of receipt. 90% of annual assessment received in first two disbursements	121,130	104%
4200 Non Port Assessment Income	\$696,733	\$557,812	\$138,921	25%		743,749	94%
Uncollected Caltrans Assessment	\$0	\$28,548	-\$28,548	-100%		28,548	0%
4250 Prior Year Assessment Adjustments	\$18,361		\$18,361			0	
Total 4000 Assessment Income	\$841,339	\$648,659	\$192,680	30%	Income not equally distributed among disbursements	864,879	97%
Uncategorized Revenue	\$5,000	\$2,500	-\$2,500	-100%	2017 Carry-forward	5,000	100%
9100 Bank Interest	\$792	\$0	-\$792	-100%	Interest not budgeted	0	
Total Revenue	\$846,339	\$651,159	\$195,180	30%		869,879	97%
Expenditures							
7000 MBSSI Maintenance, Beautification, Safety & Streetscape							
7100 Ambassador Services	\$278,965	\$278,965	\$0	0%		371,953	75%
7150 Ambassador Services-Port of Oakland	\$74,310	\$74,310	\$0	0%		99,080	75%
7200 Services on Tidelands Trust Lands	\$0	\$16,538	\$16,538	100%	Expected payment in December.	22,050	0%
7400 Maintenance Operations	\$19,707	\$13,875	-\$5,832	-42%	Tree pruning expense- once every 10 years	18,500	107%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$372,982	\$383,687	\$10,705	3%		511,583	73%
7700 MED Marketing & Economic Development							
7710 District Management	\$67,416	\$69,060	\$1,644	2%		92,080	73%
7750 Marketing Operations	\$807	\$6,000	\$5,193	87%	Additional expense in year-end cover Waterfront Warehouse District Design Fee of \$30K received 6/1	8,000	10%
7800 Special Projects	\$13,154	\$15,050	\$1,897	13%		25,067	52%
Total 7700 MED Marketing & Economic Development	\$81,377	\$90,110	\$8,733	10%		125,147	65%
8000 AGCR Administration & Government/Community Relations							
8010 District Management	\$67,416	\$69,060	\$1,644	2%		92,080	73%
8050 Training & Professional Development	\$3,237	\$3,375	\$138	4%		4,500	72%
8110 Accounting & Taxes	\$1,856	\$3,150	\$1,294	41%	Additional expense in year-end	4,200	44%
8130 Computer Service & Support	\$99	\$375	\$276	74%		500	20%
8150 Consulting & Legal Expenses	\$563	\$2,250	\$1,688	75%	Allowance not needed to date.	3,000	19%
8200 Fees & Permits	\$335	\$375	\$40	11%		500	67%
8410 Insurance (D&O)	\$600	\$506	-\$94	-19%		675	89%
8420 Insurance (General Liability & Auto)	\$3,225	\$2,513	-\$712	-28%		3,350	96%
8425 Insurance (Workers Comp)	\$1,802	\$975	-\$827	-85%		1,300	139%
8430 Membership Fees	\$1,000	\$975	-\$25	-3%		1,300	77%
8450 Special Projects Board Development	\$2,000	\$2,400	\$400	17%		3,200	63%
8510 Office rent	\$27,750	\$28,125	\$375	1%		37,500	74%
8520 Office Improvements	\$446	\$1,875	\$1,429	76%	Allowance not utilized to date.	2,500	18%
8530 Office Furniture & Equipment	\$36	\$1,050	\$1,015	97%	Researching new work tables	1,400	3%
8540 Postage, Shipping, Delivery	\$1,096	\$900	-\$196	-22%		1,200	91%
8545 Local transportation	\$150	\$750	\$600	80%		1,000	15%
8550 Printing & Copying	\$252	\$900	\$648	72%		1,200	21%
8560 Supplies	\$790	\$1,500	\$710	47%		2,000	39%
8570 Telephone & Telecommunications	\$710	\$1,935	\$1,225	63%	Reduced phone expense	2,580	28%
8580 Utilities	\$2,330	\$2,835	\$505	18%		3,780	62%
Total 8000 AGCR Administration & Government/Community Relations	\$115,691	\$125,824	\$10,133	8%		167,765	69%
8600 Collection Fees & Contingency							
8680 Contingency allowance for uncollected assessments	\$32,433	\$32,433	\$0	0%		43,244	75%
8610 Collection Fees							
8630 Alameda County fees (1.7%)	\$11,242	\$7,352	-\$3,890	-53%	Income + associated fees not equal among disbursements	14,703	76%
8640 City of Oakland fees (1% except Port)	\$7,080	\$5,578	-\$1,502	-27%		7,437	95%
Total 8610 Collection Fees	\$18,321	\$12,930	-\$5,392	-42%		22,140	83%
Total 8600 Collection Fees & Contingency	\$18,321	\$45,363	\$27,041	60%		65,384	28%
Total Expenditures	\$588,371	\$612,551	\$24,179	4%		869,879	68%

Accrual Basis

**Jack London Improvement District - Meeting of the Board of Directors
September 10th, 2018 – 4:00 p.m., 472 Water Street**

Present: Erin Coburn, Paul Thyssen, Sam Nassif, Mark Everton, Sara May, Jennifer Koidal, Tim Engler, Vivian Kahn, Chris Pastena

Absent: Saied Karamooz, Peter Gertler

Staff: Savlan Hauser, Kaylee Hudson

Guests: Carina Wittler, Chris Wittler, Jennifer Newman, Roger Rudich, Gary Knecht, Ben Delaney, Alan Katz, Justine Bagale, Dina Potter (OAAP), Chadi Chazbek (OAAP), Susan Chang (OAAP), Kimley Horn (OAAP)

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Presentation of Oakland Alameda Access Project by Consultant Team and ACTC Staff	The meeting was called to order at 4:10 p.m. The OAAP team presented the project to the Board. The project is currently in the environmental review phase and expects a draft of the environmental report in late 2019/early 2020. Concerns were raised by Board members and guests about how the project may overload Jackson St with traffic and create bicycle-car conflicts. Proposed intersection changes at 5 th and Broadway were also reviewed. Project leads emphasized how CalTrans limits some improvements that would create backup on the freeway, even if it improves safety of bicyclists and pedestrians. The team noted that they are collaborating with a bicycle working group to get more ideas for ped/bike infrastructure. Savlan noted the goals of the Jack London BID to keep the streets of the neighborhood welcoming and accessible. To provide feedback and learn more the OAAP team can be reached at (510)2864736 and at alamedaactc.org/Oakland-alamedaproject .	
2. Call to order & introductions	The meeting was called to order at 5:34 p.m.	
3. Public comment and announcements	Gary stated that he would like the agenda posted more clearly and with more notice.	
4. Executive Update a. Ambassador Statistics b. District Update	Savlan presented the Executive Update to the Board with an accompanying slideshow. See agenda packet for executive update and ambassador statistics. The Board gave positive feedback on completion of Broadway tree trimming. Sara asked if staff could develop a proposal for a tree-trimming subsidy or matching grant for property/business owners in the district.	
5. Jack London Improvement District and the B Shuttle	The item was moved to the October Board meeting to have more time for discussion.	
6. Complete Wayfinding Project – Action Item a. Approve allocation of up to \$9,200 of additional funds to Pedestrian and Automobile Wayfinding Project.	The Board discussed allocating additional funds to complete the Formal Wayfinding Signage Project. Pilot phase of Wayfinding Project is complete as of 6/2018, with \$4,200 underspent from funds initially allocated to the project. Staff has received positive stakeholder feedback and recommends completing the design and installation of all signs that were designed as part of the project.	Paul motioned to approve \$9,200 allocation of funds for Wayfinding Project. Chris Seconded. The motion passed unanimously.
7. Improving communications with relevant city	Erin began the discussion emphasizing that the city needs to notify the business improvement districts when they grant any	

<p>departments for events, projects, street closures, and any disruption that could impact business activity in the District</p>	<p>economic impact activity in the district. Especially for street closures and no parking zones. Vivian noted a recent example of lack of communication at Hiero Day, a music festival that closed a few blocks in West Jack London. Savlan explained that the BID Alliance held a meeting with city department heads in January, asking Department of Transportation and Public Works to keep BIDs informed of projects and activities with potential impacts. Sara still wants the district to be event friendly, and just simply wants BID to be notified. Erin requested 24 hours notice to BID so they can reach out to stakeholders and small business owners in the district. Gary thinks that the Oakland Marathon team does a good job of giving notice and information about impacts and they should be seen as a model for what the BID is asking for from the city. Mark proposed that staff and executive team meet with Jim McElvane from City of Oakland to discuss the topic.</p>	
<p>8. 2018 Board Retreat with Lightbox Content – October 5th 2018 a. Review of 2015, 2016, and 2017 Board Retreat Content</p>	<p>Savlan reviewed past Board Retreat topics and takeaways with the Board. The topic for this year’s Board Retreat, communication, was introduced to the Board.</p>	
<p>9. Approve Meeting Minutes – August 13th, 2018 – Action Item</p>	<p>The Board reviewed last month’s meeting minutes. Vivian corrected the spelling of her last name to Kahn.</p>	<p>Paul moved to approve August meeting minutes. Chris seconded. The motion passed unanimously.</p>
<p>10. Adjourn</p>	<p>The meeting was adjourned at 6:09 pm. Next Board meeting will be held Monday, October 8th, 2018.</p>	

	Tim	Sara	Erin	Sam	Vivian	Mark	Paul	Saied	Peter	Jenni	Chris
January	x	x	x	x	x	x	x	x	x	-	x
February	-	-	x	x	-	x	x	x	-	x	x
March	x	x	x	x	x	x	x	-	x	x	x
April	x	x	x	x	-	-	-	x	x	x	x
May	(Phone)	x	x	x	x	x	x	x	x	x	x
June	(Phone)	x	x	-	x	x	x	x	-	x	x
July	-	x	x	x	x	x	x	-	x	x	x
August	x	x	x	x	-	x	x	x	x	x	-
September	x	x	x	x	x	x	x	-	-	x	x
October											
November											
December											

2018 Board Attendance Record