



**Jack London Improvement District**  
**Meeting of the Board of Directors on September 11th, 2017**  
**\*SPECIAL LOCATION: JACK LONDON SQUARE OFFICES 472 WATER STREET\***  
**Public Meeting Agenda 4:00PM**

- |   |                             |
|---|-----------------------------|
| 1. <b>Call to order and introductions</b> - President   | 4:00                        |
| 2. <b>Public comment and announcements</b>  | 4:05                        |
| 3. <b>Oakland Clean Energy Initiative</b> - Thomas Guarino, PG&E  | 4:10                        |
| 4. <b>Executive Update</b> - Executive Director   | 4:25                        |
| 5. <b>Ambassador Update</b> – Operations Manager  | <i>Discussion Item</i> 4:30 |
| a. Year-To-Date Statistics  |                             |
| b. 20 Minute Brainstorm: Public Spotlight on Illegal Dumping  |                             |
| 6. <b>Governance Update</b>   | 4:50                        |
| a. Approve of slate of District Organizational Policy and Governance documents, <a href="#">Link to Folder</a><br><i>(Thanks to volunteers John Betterton, Bill Baker and Officers for their work)</i> <b>Action Item</b> |                             |
| b. Discuss monthly meeting schedule: Discussion session alternating monthly with regular Board Meeting  | <b>Action Item</b>          |
| c. Stakeholder Engagement- Focus of 2017 Board Workshop/Retreat   | <b>Discussion Item</b>      |
| d. Appointment of New Board Member- President   |                             |
| 7. <b>Train Quiet Zone/ Embarcadero Safety Improvement Update</b>   | 5:00                        |
| a. Plan to host educational panel talk and circulate survey to contributors to determine use of funds raised.   |                             |
| 8. <b>Financial Report Review</b> - Treasurer and Executive Director  | <i>Discussion Item</i> 5:20 |
| 9. <b>Approval of minutes</b> – Secretary   | <b>Action Item</b> 5:30     |
| a. Board Meeting: July 3rd, 2017 (Attached)   |                             |
| 10. <b>Adjourn</b>  | 6:00                        |

Next regular meeting is our Annual Meeting: November 13th, 2017, 4:00 pm

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 from the Jack London Improvement District at 333 Broadway, Oakland, CA 94607 or through [jacklondonoakland.org](http://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](mailto: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, September 2017

Here are the main highlights and projects we're working on in these months:

- **National Night Out:** Thank you to all who participated and attended in this year's festivities! It was an epic street party, and we had participation from over 15 local businesses and organizations. No wonder we were featured on [KTVU Channel 2 News](#).
- **Engaging the Community about a Downtown Ballpark.** The opportunity to invest in Oakland at this scale doesn't come around every day. That's why we're engaging businesses, residents, and District stakeholders in this community conversation about how we can maximize positive impact and vibrancy for Jack London. An exciting panel talk with participation from seasoned local experts will engage and provide an educational opportunity for the community later this month.
- **Developing both Formal and Rapid-deployment Wayfinding** Signage project kicked off this spring. Thanks to stakeholder input and workshops all summer, coming down the home stretch on signage design and placement in the District. Come by 333 Broadway to see and give feedback on final mockups and maps. A tactical urbanist component has been added to our program to enhance branding reveal the many themes of the neighborhood. Our pilot program—to be installed in the next few months—is meant to encourage exploration of art, beer, wine, coffee and more in the District and we're working with several local business owners to deploy the project.
- **Monthly Neighborhood Crime Prevention Council:** residents and businesses gathered in July and August to make progress on ongoing safety and crime challenges. Look for new and improved "Curb Theft" signs posted at parking areas throughout District. **Want one at your building? Email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org).**
- **Mitigating impact from our Construction Projects:** Along with positive impact sometimes comes growing pains. The District assisted in mitigating construction impact caused by commercial and construction vehicles parked in business-adjacent street parking, and coordinated with the Construction management to encourage onsite parking. The District also engaged the DOT to increase enforcement and review current 4 hour street parking zones, to increase turnover and ensure availability of parking for local businesses.
- **Monthly Retail/Merchant's meeting on August 25<sup>th</sup>:** New businesses, vacancies, challenges were discussed, with particular focus on the impact on accessibility and business attraction caused by the encampment crisis. We discussed the location of the Ballpark, which could be transformational for economic activity and infrastructure improvement of the District.

### District Event Highlights

- **A Ballpark for Everyone:** As part of our community engagement work about the potential Ballpark move to Downtown Oakland, We're hosting a Panel Talk with a diverse range of experts third or fourth week of September. Stay tuned for Date and Time TBA.
- **BAY DAY is October 7<sup>th</sup>, 2017:** An annual day to celebrate our Bay will be centered around Jack London Square with music, educational activities, and ways to enjoy being in, on, and near the Bay! Opportunities for businesses to participate and be promoted. More information at [www.bayday.org](http://www.bayday.org)
- **Jack London is ready to Shop Local on Plaid Friday:** We're kicking off Plaid Friday (Weekend) November 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>. Would you like to be included in collateral to let shoppers know about your wares or where they can take a break and eat or drink? Email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)

### Construction Updates

- 4<sup>th</sup> and Madison- 330 Homes in two buildings on North and South sides of 4<sup>th</sup> Street/Planned completion date Q2 2018 (south)/Q2 2019(north). Construction contact: [JLS4thAndMadison@gmail.com](mailto:JLS4thAndMadison@gmail.com)
- "Mirador" at 201 Broadway- 48 Homes and 4,000sqft retail/ Planned completion date Q3 2018
- "Modera" at 377 2<sup>nd</sup> Street- 134 Homes / Broke ground Q2 2017, planned completion Q2 2018

There's no better place to enjoy long sunny days of the season than Oakland's waterfront. We invite you to [\(re\)discover our great businesses](#)—and exciting [collaborative events](#) in the District.

-Savlan Hauser, Executive Director

# JACK LONDON CLEAN AND SAFE

STATISTICS

SEPTEMBER 2017 YTD

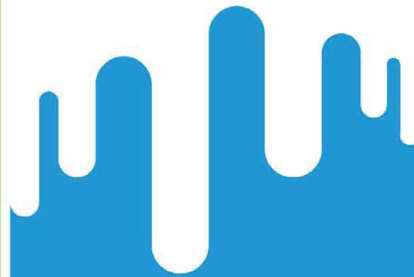
## Jack London's Ambassadors have been hard at work

Comments? Contact us at:  
[info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)



**50,948 LBS**

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



**755**

Illegal Dumping  
sites have been  
cleared.

**1,335**

Graffiti sites  
addressed

**2,398**

Stickers, Posters,  
Flyers removed  
from City Fixtures.

**1,192**

Blocks of weed  
abatement

**1,480**

Individuals  
assisted by our  
Ambassadors

Jack London Improvement District	BUDGET				ACTUAL		
Budget Report Year-To-Date	2017 Calendar year				Period ending 8/31/17		
Revenue	Non-Port 2017	Port Share 2017	2016 Carryover	TOTALS	Actual	Variance	Variance Comment
4000 Assessment Income			\$29,467.00	\$29,467.00	\$29,467.00	\$0.00	
4100 Assessment Income:Port of Oakland		\$115,361.80		\$115,361.80	\$0.00	-\$115,361.80	RECEIVED 8/17, to be entered in books
4200 Assessment Income:Non-Port	\$704,139.01			\$704,139.01	\$661,683.63	-\$42,455.38	
4250 Prior Year Assessment Adjustments				\$0.00		\$0.00	
9100 Bank Interest				\$0.00	\$561.90	\$561.90	
4300 Grants/Contributions				\$200,000.00	\$200,000.00	\$0.00	EHT Grant, Wine Festival
<b>Total Revenue</b>	<b>\$704,139.01</b>	<b>\$115,361.80</b>	<b>\$29,467.00</b>	<b>\$1,048,967.81</b>	<b>\$891,712.53</b>	<b>-\$157,255.28</b>	
<b>Expenditures</b>							
<b>7000 MBSSI Maint., Beautification, Safety, etc.</b>							
7100 Ambassador Services (Block By Block)	\$362,138.20	\$115,361.80		\$477,500.00	\$344,812.80	\$132,687.20	
7200 Services on Tidelands Trust Lands	\$21,000.00			\$21,000.00	\$0.00	\$21,000.00	
7400 Maintenance Operations	\$1,554.96		\$12,000.00	\$13,554.96	\$9,776.42	\$3,778.54	
<b>Total 7000 MBSSI Maint., Beautification, Safety</b>	<b>\$384,693.16</b>	<b>\$115,361.80</b>	<b>\$12,000.00</b>	<b>\$512,054.96</b>	<b>\$354,589.22</b>	<b>\$157,465.74</b>	
<b>7700 MED Marketing &amp; Economic Development</b>							
7710 District Management (1 FTE)	\$94,594.00			\$94,594.00	\$30,951.44	\$37,841.10	
7750 Marketing Operations	\$8,000.00			\$8,000.00	\$4,120.11	\$3,879.89	
7800 Special Projects	\$26,000.00		\$15,912.04	\$41,912.04	\$40,197.09	\$1,714.95	
7810 Core Exhibition (Museum of Capitalism)				\$140,000.00	\$121,380.18	\$18,619.82	Received additional production grant
7820 Video & Documentation (Museum of Capitalism)				\$25,000.00	\$10,194.65	\$14,805.35	EHT GRANT
7830 Curatorial Dev Funds (Museum of Capitalism)				\$5,000.00	\$5,086.66	-\$86.66	EHT GRANT
7840 Living Artists Stipend (Museum of Capitalism)				\$25,000.00	\$23,103.36	\$1,896.64	Received additional 10K Matching Grant
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$128,594.00</b>	<b>\$0.00</b>	<b>\$15,912.04</b>	<b>\$339,506.04</b>	<b>\$238,983.49</b>	<b>\$100,522.55</b>	
<b>8000 AGCR Admin &amp; Govt/Comm Relations</b>							
8010 District Management (1 FTE)	\$94,594.00			\$94,594.00	\$82,554.37	\$37,841.10	
8050 Training & Professional Development	\$4,500.00			\$4,500.00	\$984.47	\$3,515.53	
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$1,380.60	\$1,119.40	
8130 Computer Service & Support	\$500.00			\$500.00	\$175.00	\$325.00	
8150 Consulting & Legal Expenses	\$3,000.00			\$3,000.00	\$0.00	\$3,000.00	
8200 Fees & Permits	\$500.00			\$500.00	\$112.01	\$387.99	
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00	
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$3,225.00	-\$325.00	
8450 Special Projects	\$500.00			\$500.00	\$12.00	\$488.00	
8510 Office Rent	\$34,250.00			\$34,250.00	\$31,250.00	\$3,000.00	rent increase- Projected 1,750
8520 Office Improvements	\$2,500.00			\$2,500.00	\$338.85	\$2,161.15	
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$144.76	\$1,255.24	
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$932.38	-\$432.38	
8545 Local Transportation	\$1,000.00			\$1,000.00	\$0.00	\$1,000.00	
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$756.71	\$443.29	
8560 Supplies	\$1,700.00			\$1,700.00	\$890.27	\$809.73	
8570 Telephone & Telecommunications	\$3,000.00			\$3,000.00	\$1,201.53	\$1,798.47	
8580 Utilities	\$4,320.00			\$4,320.00	\$2,602.51	\$1,717.49	
<b>Total 8000 AGCR Admin &amp; Govt/Comm Relations</b>	<b>\$159,539.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$159,539.00</b>	<b>\$131,480.11</b>	<b>\$28,058.89</b>	
<b>8610 Collection Fees</b>							
8630 Alameda County fees (1.7%)	\$10,764.00			\$10,764.00	\$10,617.76	\$146.24	
8640 City of Oakland fees (1% except Port)	\$7,043.00			\$7,043.00	\$461.00	\$6,582.00	
<b>Total 8600 CFC Collection Fees</b>	<b>\$17,807.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$17,807.00</b>	<b>\$11,078.76</b>	<b>\$6,728.24</b>	
<b>Total Expenses</b>				<b>\$1,028,907.00</b>	<b>\$736,131.58</b>	<b>\$292,775.42</b>	
<b>Collection Contingency (5%)</b>				<b>\$52,448.39</b>			
<b>Projected Year-End Budget Variance</b>				<b>\$20,060.81</b>			

**Jack London Improvement District - Meeting of the Board of Directors  
July 3<sup>rd</sup>, 2017 – 4:00 p.m., Jack London Headquarters – 333 Broadway**

**Present:** Michael Carilli, Saied Karamooz, Paul Thyssen, Erin Coburn, Sam Nassif, Vivian Kahn, and Bill Stotler , and Jenni Koidal via video conference

**Absent:** Peter Gertler, Sara May, Michael Carilli

**Staff:** Savlan Hauser, Courtney Rosiek

**Guests:** Steve Lowe, Gary Knecht. Pam Kershaw

*Discussions held and decisions made by the Board of Directors*

<b>SUBJECT</b>	<b>DISCUSSION</b>	<b>ACTION?</b>
1. <b>Call to order and introductions</b>	The meeting was called to order at 4:06 p.m.	
2. <b>Public comment and announcements</b>	<p>No public comment.</p> <p>Jack London Nextdoor Activity was discussed. Prevailing threads:  <b>-Homeless encampments at critical access points</b>  <b>-Open Board of Director seats</b></p> <p>Savlan cautioned that the nature of Nextdoor is a non-inclusive and un-democratic forum as its limited to a certain constituency within the district. Staff responds to any comments relevant to our scope of work are responded to and redirected to the correct forum. Any crime or safety related concerns are redirected to the monthly Neighborhood Crime Prevention meetings.</p> <p>For all interest in Board of Director seats were we refer to Board of Directors application on District website:  <a href="http://www.jacklondonoakland.org/board_member_recommendations_and_election">http://www.jacklondonoakland.org/board_member_recommendations_and_election</a></p>	
3. <b>Executive update</b>	Savlan presented the Executive Update to the Board.	
<b>Ambassador Update</b>	Board reviewed Ambassador Statistics	
4. <b>Economic Development Update</b>	<p>a. Staff Recommendation to allocate 2,800 of funds to develop and test Rapid Deployment Wayfinding/Branding Concept.</p> <p>The board discussed how currently only businesses deemed tourism essential (hotels, transportation, theaters, etc.) are included. The tactical urbanism project compliments the formal wayfinding project by creating a rapidly implementable, scalable, economical effort focused on the themes of the District represented by local businesses, initially highlighting: Wine, Coffee, Beer, and Art. The concept will be visible, support branding and exploration of the District, and is not intended to be a comprehensive business directory. The proposed allocation of \$2,800 is approximately 2/3 design and 1/3 for implementation for a Phase 1 implementation.</p> <p>Comments from Board and Community: Jenni recommended approval of funds come along with a design concept. Erin cautioned that the project should be clear and legible, and contribute to District Branding. Savlan clarified that the funds would be used to create a design concept that would take this input into account, and more funds may be sought in the future to expand the project.</p> <p>Savlan suggested modification of the motion as to allocate \$2800 for the wayfinding/branding project so the scope of work would include design and concept/mock up implementation, and the existing Wayfinding Ad Hoc Task Force would be included in the work.</p>	Saied moved to approve the Rapid Deployment Wayfinding Budget with the aforementioned amendments Sam seconded the motion. The motion passed unanimously.

