



Jack London Improvement District Meeting of the Board of Directors

September 13th , 2021, 5:00PM Via Video Conference

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

- 1. Call to order and introductions** 5:00
- 2. Public Comment and Announcements** 5:10
- 3. Executive Update** 5:20
 - a. Safe, Clean Streets: Commercial District / Community Safety Updates
 - Meeting with Alameda DA Nancy O’Malley
 - Meeting with Captain Bobby Hookfin
 - b. Economic Development
 - Introduction – Riaz Capital/Z Hotel-- Brett Thomas, Seth Lang, Lisa Vilhauer
 - Introduction—Swenson Builders/412 Madison Street—Bill Ryan
 - Vibemap Jack London Challenge to promote district exploration launches September 21
 - Community Events: Estuary Park Planning Update: September 14th, 6:00PM via Zoom, Night Watch Art Viewing Event on Estuary September 19 at Ferry Landing (with huge thanks to Jack London Square for event accommodations). For details visit www.jacklondonoakland.org/events
- 4. Vaccinations for Staff and Block by Block Ambassador Team- Action Item** 5:30
 - a. Require all employees of District and Ambassador team to be fully vaccinated against COVID-19 to protect workplace and community health. Approve 1 additional day of PTO for recovery. Scheduling and deadlines for mandatory vaccination to be determined in coordination with Block by Block.
- 5. Financial Review and Reports – Action Item** 5:40
 - a. Approve Statements of Financial Position, Budget v Actual as of July 31st, 2021
- 6. Approval of August 2021 Minutes– Action Item** 5:50
- 7. Adjourn** 6:00

Next Board Meeting October 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.



**Executive Update
September 2021**

Savlan Hauser, Executive Director



This month's work:

Community safety continues to be top of mind as increased commercial activity and visitors come to the District. We're engaging with OPD, Alameda County, and our business organizations to advocate for a consistent safety presence and response. Last month the Board of Directors allocated an additional \$50,000 to strengthen safety in our neighborhood. In response to an open invitation for safety solutions, community members shared a number of creative, constructive ideas. We're currently researching cost and feasibility. In addition:

- We're helping get the word out: Estuary Park renovation is continuing in planning phase—and a community meeting is hosted Tuesday 9/14 at 6pm
- This month we launch a collaboration with the city exploration app [Vibemap](#), engaging our local merchants and celebrating our neighborhood assets and destinations.

Activation Through Art Events:

- [Night Watch](#) floating video installation September 19th @Estuary, Viewing from Ferry Landing with live music accompaniment.
- [Findings](#) Women of Color in Science Mural completed @Modera JLS.

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.

Our District In the News

- [Business Improvement Districts are all over Oakland, but what are they?](#) – Oaklandside
- [How Oakland's Only Black-Owned Brewing Company is Diversifying the Craft Beer Scene](#) – KQED
- [Big Residential Complex is Eyed in Oakland's Jack London Square](#) – Mercury News
- [Oakland Waterfront Hotel is Slated to be Converted into Affordable Homes](#) – Mercury News

Jack London Improvement District	
July 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	7
Car Break-In Reported	41
Graffiti - Removed	10
Hospitality Contacts*	660
Illegal Dumping	103
Stickers/Flyers/Posters Removed	101
Trash (lbs)	12423
Weed Abatement (block faces)	20

This Month's Events

- **Jack London Beat 1X NCPD meets Fourth Tuesdays.** Next meeting- 8/24, 6:15PM
- **Jack London Business Coffee Hour.** Next meeting 8/17, 6-7:30PM via Zoom

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 team selected: Related Companies and EBALDC
- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson

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

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	45,495.39
1105 Discretionary Spending at Bridge Bank	2,708.96
1110 Money Market at Bridge Bank	366,564.60
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 664,768.95
Accounts Receivable	
1200 Accounts Receivable	88,547.05
Total Accounts Receivable	\$ 88,547.05
Total Current Assets	\$ 753,316.00
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 755,316.00
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	5,023.84
3350 Waterfront District Special Project	47,168.13
Total 3300 With Donor Restriction	\$ 56,816.97
Net Revenue	362,680.26
Total Equity	\$ 717,094.00
TOTAL LIABILITIES AND EQUITY	\$ 755,316.00
Cumulative Unpaid Caltrans Assessments	\$ 262,025.00

Sunday, Aug 08, 2021 07:00:30 AM GMT-7 - Accrual Basis

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

As of July 31st, 2021

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$889,321	\$643,815
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$64,381
Total Budgeted Revenue	\$778,953	\$579,433
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$205,994	\$207,483
7150 & 7200 Subtotal- Port Share	\$110,564	\$108,413
7400 Maintenance Operations	\$14,664	\$22,365
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$331,222	\$338,261
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$57,336	\$72,836
7800 Special Projects	\$30,682	\$38,954
Total 7700 MED Marketing & Economic Development	\$88,018	\$111,790
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$64,101	\$80,107
8510-8580 Office Operations	\$29,158	\$32,976
Total 8000 AGCR Administration & Government/Community Relations	\$93,259	\$113,083
Total 8600 Collection Fees	\$14,432	\$16,299
Total Expenditures	\$526,931	\$579,433
Gross Difference	\$252,022	\$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 August 9th, 2021 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Taj Tashombe, Greg Pasquali, Michael Carilli, Jen Nettles, Melissa O’Keefe, Kim Cole, Sam Nassif

Absent: Dan Hagerty, Chris Pastena, , Peter Gertler, Keith Stephenson, Dana Bushouse,

Staff: Savlan Hauser

Guests: Tim Godfrey, Gary Knecht

<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.	
2. Public comment and announcements	<ul style="list-style-type: none"> - Jen: Two new leases signed at JLS. - Sam: Question about property at 101 Broadway- Port Kitchens is event venue restaurant. Temporary idea of a grocery store did not work, and now is being remodeled for events. Michael welcomes those interested for a tour. 	
3. Executive Update a. Maintenance and Beautification Work b. Planned public forum on Public Safety in Commercial Districts with Candidates c. Howard Terminal Development Update	<ul style="list-style-type: none"> - Clean and Safety stats included in packet - New mural – Monday at 3pm Unveiling - Marketing campaign, partnering with Vlbemap, leverages city exploration, rollout in September. - Façade improvement grant funded by 4th Street East for 4th & Alice Property - Crime & Safety – uptick in crime makes our neighborhood unwelcoming. - Proactively with business organization partners we will host a candidates forum for DA race, this continues our examination of many stakeholders and factors in safety. Exact date TBA, fall 2021 - Our letter and accompanying statement sent prior to City Council meeting, Savlan testified in support of project at City Council Meeting. City Council approved a slightly different term sheet than A’s proposed, but working towards supporting the project. Talks between A’s and City will resume in September. <p>See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings.</p>	
Community Safety Takeaways	<ul style="list-style-type: none"> - Increase communication between commercial security teams together, and with OPD - Determine highest impact allocation of up to \$50,000 for improved safety and crime reduction in the neighborhood - Advocacy- letter to Mayor, OPD chief, DA, State Attorney General, etc to elevate public safety issues of commercial Districts - Task Force to determine budget allocation of \$50,000 – Jen Nettles and Greg Pasquali volunteered to work with staff. 	
5. Financial Review and Reports a. Approve Statements as of June 30th, 2021 <i>Action Item</i>	<ul style="list-style-type: none"> - The Board reviewed the Statement of Financial Position and Budget v Actual Report as of June 30th, 2021. - Budget underruns across all categories - 20% of budget difference will be allocated to previously discussed community safety strategy 	Taj moved and Michael seconded to approve the financial statements. The motion passed unanimously.
6. Approval of Minutes–July 2021	The Board reviewed the July meeting minutes. No changes to the minutes were proposed.	Michael moved and Greg seconded to

Discussions held and decisions made by the Board of Directors.

<i>Action Item</i>		approve the minutes. The motion passed unanimously.
8. Adjourn	The meeting was adjourned at 6:05 PM. Next Board meeting will be held Monday, September 13, 2021 at 5:00 PM virtually via Zoom.	

Board Attendance Record

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	x	x	x	x	x			x	x			x	x	x
June	x	x	x	x	x	x		x	x		x	x	x	
July	x	x	x	x	x		x	x	x				x	x
Aug														
Sept														
Oct														
Nov														