

**Jack London Improvement District - Meeting of the Board of Directors**  
**Monday, August 11, 2014 – 4:00 p.m.**  
**JLID Office – 333 Broadway**

**Agenda**

1. Call to order and introductions- Bill
2. Public comment and announcements- Bill
3. Approval of minutes - Sara
  - a. Board Meeting: July 14, 2014 (Attached) **Action Item**
4. Executive Committee update - Bill
  - a. Discussion of committee goals and priorities (Draft Overview Attached)
  - b. Update on hosting community gatherings, events, and temporary retail uses (pop-ups) at 333 Broadway
  - c. Update on Discussion of policy/best practices for operations of JLID committees
5. Budget Task Force update - Gary
  - a. Approval of Proposed 2014 JLID Operating Budget **Action Item**
    - b. Use Net Operating Revenue of \$35,000 (or more) to repay at least 50% of each Steering Committee loan **Action Item**
6. Land Use and Transportation Committee update – Vivian
  - a. Update on meeting with Lynette- Savlan
  - b. Update of 880 Underpass workshop and PAAC meeting- Savlan
7. Marketing and Economic Development Committee update - Paul
  - a. Follow-up from Kickoff Celebration
  - b. Publicity Strategy
  - c. Board to authorize expenditure of up to \$25,000 for marketing initiatives including website redesign and graphic identity package development **Action Item**
8. Next regular meeting: Monday, September 8, 2014, 4:00 pm
9. Adjournment

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. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. 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 [jlid.org](http://jlid.org). Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at [info@jlid.org](mailto:info@jlid.org) at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

**Jack London Improvement Association Board of Directors Meeting  
Minutes of Monday, July 14, 2014 – 4:00 p.m.  
JLID Office – 333 Broadway**

**Present:** Bill Stotler, Sara May, Vivian Kahn, Michael Carilli, Barry Pilger, Paul Thyssen (by phone)

**Absent:** Gary Knecht

**Staff:** Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

**Guests:** Saied Karamouz, John Betterton, Jim Ellis/Ellis Partners, Jonathan Ball/Ball Law Corp.

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

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order and introductions</b>	The meeting was called to order at 4:05 p.m.	
<b>2. Public comment and announcements</b>	<p>John Betterton noted that the JLID Bylaws contain a number of items that are not allowed under the Brown Act such as action by unanimous written consent. Bill asked if John would be willing to help us audit the bylaws and correct them. He agreed and the board decided that Sara as Secretary would partner with John on this project.</p> <p>Saied Karamouz updated the board on his progress with implementing a Train Quiet Zone. He has reached out to consulting company that did initial Wilger-Smith study in 2011. He noted that the original report cost \$24,000 and they gave an estimate of \$27,000 to revise the report which is now out of date.</p> <p>Saied met with board of the Bond, who have expresses support of this initiative. He noted that the expectation is that each benefactor will contribute to refresh of report. A list of benefiting organizations and groups needs to be generated.</p> <p>Saied also met with Ken, a former Caltrans employee who is familiar with this process. Ken provided some helpful tips on getting through the process and noted that the report is valid and actionable.</p> <p>Vivian inquired if there is any legal restriction preventing us from contributing to this initiative. Bill noted that the Maintenance and Beautification Committee will need to make a recommendation to the board. It was noted that some clarity is needed of whether this is an official task force of the board, or a community effort that the district supports. Staff was instructed to clarify this point and outline a process to be discussed at the next board meeting.</p> <p>John Betterton asked what the next step is one we have the updated report. Saied noted that the report defined what needed to happen to get quiet zone designation.</p>	

	<p>Bill mentioned the possibility of using money from MTC from the circulation study for the new report. Sara said she would talk to Rachel Flynn about this.</p>	
<p><b>3. Approval of the minutes</b>  <b>a. Special Board Meeting: June 4, 2014</b>  <b>b. Regular Board Meeting: June 9, 2014</b>  <b>c. Special Board Meeting: June 25, 2014</b></p>	<p>The minutes of Special Board Meeting: June 4, 2014, Regular Board Meeting: June 9, 2014, and Special Board Meeting: June 25, 2014 were presented to the board for review. Staff noted that the following changes must be made to the minutes of June 9, 2014:</p> <ol style="list-style-type: none"> <li>1) Removal of the phrase “Vivian moved and Gary seconded the motion to” from “District Startup Task Force” in the “Action?” column.</li> <li>2) Addition of the action for Budget Task Force Update a and c using the language:  “a. Sara moved and Paul seconded the motion to approve the 2014 interim operating budget, chart of accounts, classes, and customers. The motion was approved unanimously.  d. Vivian moved and Paul seconded the motion to approve the staff recommendation on expenditure protocol. The motion was approved unanimously.”</li> <li>3) Attached to the minutes will be the interim budget as approved at the June 9, 2014 meeting and the Staff Recommendation regarding expenditure protocol signed by Sara May, Secretary and approved at the June 9, 2014 meeting.</li> </ol>	<p><b>Vivian moved and Michael seconded the motion to approve the minutes of June 4, 2014, June 9, 2014, and June 25, 2014. The motion was approved unanimously.</b></p>
<p><b>4. Executive Committee update</b>  <b>a. Discussion of the authority of Board to take positions on legislation within the guidelines set forth by JIID’s Disbursement Agreement, Bylaws, and Tax Status</b>  <b>b. Discussion of hosting community gatherings, events, and temporary retail uses (pop-ups) at 333 Broadway (both interior and exterior space)</b>  <b>i. Consideration of staff recommendation for events and retail uses</b>  <b>c. Discussion of policy/best practices for operations of JIID committees</b>  <b>i. Consideration of</b></p>	<ol style="list-style-type: none"> <li>a. Bill noted that agenda item 4a, and item 6 are related and should be discussed together given no objection.</li> <li>b. Savlan outlined the staff recommendation for activating the parking lot by hosting community events and pop-up retail. She noted that retail uses will be approved by landlord and the Marketing and Economic Development Committee (MED). She noted that 1 time community event that are aligned with the guidelines can be approved by the Executive Director, while any recurring events or retail uses must be approved by the MED Committee. Vivian suggested that staff prepare monthly reports to update the board on who has submitted requests and who will be using the space. All events must be publicized on website and guidelines will be posted on the web as well. John Betterton asked if the JIID will be collecting fees or making a profit on these uses. Savlan responded that fees will only be collected to cover costs incurred by the proposed use, including labor. Staff will present a form, guidelines, and protocol to the MED Committee. Barry suggested that staff contact the insurance agent and review activities for each event to ensure that the district is properly insured.</li> <li>c. Savlan explained that Gary has offered to lead a task force to establish protocols and policies for committee operations. John Betterton recommended that the district explore the use of an ad hoc committee for this purpose. It was suggested that the ad hoc committee be given a deadline to report back within 2 meetings. John also cautioned that as a new organization, the JIID should consider the issues carefully before giving the committees the authority to make final actions. The board decided not to approve the staff recommendation, but instead to create an ad hoc committee to establish protocols and</li> </ol>	<p><b>Vivian moved and Barry seconded the motion to approve the staff recommendation on hosting community gatherings, events, and temporary retail uses at 333 Broadway. The motion was approved unanimously.</b></p> <p><b>Sara moved and Michael seconded the motion to approve the allocation of an amount not to exceed \$5,000 for the kickoff celebration event; and to create a task force led by Gary to establish protocols and policies for committee operations. The</b></p>

<p><b>staff recommendation to amend JLID Bylaws Article 6, Section 2 “Other Committees”</b></p> <p><b>ii. Formation of Task force to form best practices protocol for committees</b></p>	<p>policies for committee operations and report back to the board within 2 board meetings. Fiona noted that in the interim, the committees have no ability to move forward on projects, including most urgently, the kickoff celebration. Sara suggested that the board approve an allocation not to exceed \$5000 for the kickoff celebration event.</p>	<p><b>motion was approved unanimously.</b></p>
<p><b>5. Budget Task Force update</b></p>	<p>Savlan reported that the port share plan will be reviewed by the Board of Port Commissioners on the 24<sup>th</sup>. The staff report supports proposed port share plan. Savlan asked what kind of JLID presence at the commissioners meeting would be appropriate. Sara suggested that Savlan and Bill should attend, and possibly Gary if we anticipate specific budget questions. John Betterton suggested that we let Pam know that we plan to attend and she will announce our presence which will show support. He noted that speaking may not be necessary.</p>	
<p><b>6. Land Use and Transportation Committee update- Vivian and Michael</b></p> <p><b>a. Discussion of Ellis Partners development in Jack London Square</b></p> <p><b>i. Accept, reject, or modify position statement</b></p>		
<p><b>Next regular meeting</b></p>	<p>Monday, August 11, 2014 – 4:00 p.m.</p>	
<p><b>Adjournment</b></p>	<p>The meeting adjourned at 5:32 p.m.</p>	

Minutes taken by: Fiona Simms

# DRAFT JLID Committee Projects and Priorities

	Land Use & Transportation	Marketing & Economic Development	Maintenance & Beautification	Executive Committee
	Develop mission for Committee	Develop mission for Committee	Develop mission for Committee	Develop mission for Committee
1	Establish JLID role in relation to development and city 880 Underpass Improvement  Forum/workshop series on development-related topics Committee composition and recruiting	Brand and Graphic Identity	Determine and ensure delivery of baseline services	Oversee development of committee best practices document (task force)
2		Website Redux	Property Neglegence	Establish "job description" for members of Board of Directors (task force)
3		Coordinate Mural Program	Coordinate Mural Program	Establish plan for Board composition and new Member recruiting
4		Attract new businesses	Train Quiet & Safe Zone	Oversee revision of bylaws according to advisors
5				
6		Get publicity for project milestones and special events	Committee composition and recruiting	
7		Committee composition and recruiting		
8		Creating welcome guidebook for new businesses to Jack London.		

2014 JLID OPERATING BUDGET (proposed 8-11-14)				MDP as approved on 7-16-13	NOTES
CHART OF ACCOUNTS	ASSESSMENTS		TOTALS		
	Non-Port	Port Share approved on 7-24-14			
<b>Revenue</b>					
4000 Assessment Income					
4100 Assessment Income:Port of Oakland Assessment		\$108,645			
4200 Assessment Income:State of California Assessments	\$26,322				
4210 Assessment Income:Tax Exempt Property Owner Assessment	\$53,146				
4220 Assessment Income:Private Property Owners Assessment	\$579,313				
<b>Total 4000 Assessment Income</b>	\$658,781	\$108,645	<b>\$767,426</b>		
<b>Total Revenue</b>	\$658,781	\$108,645	<b>\$767,426</b>	\$767,426	
<b>Expenditures</b>					
7000 MBSSI Maintenance, Beautification, Safety, etc.					
7100 Ambassador Services (BBB)	\$290,956	\$88,645	\$379,601		
7200 Services on Tidelands Trust Lands	\$0	\$20,000	\$20,000		
7300 Public Right of Way (PROW)	\$1,057	\$0	\$1,057		
7400 PROW Maintenance	\$12,000	\$0	\$12,000		min=\$379,876
<b>Total 7000 MBSSI Maintenance, Beautification, etc.</b>	\$304,013	\$108,645	<b>\$412,658</b>	\$422,084	max=\$464,293
7700 MED Marketing & Economic Development					
7710 Marketing Coordination (ED 0.30 FTE)	\$19,502	\$0	\$19,502		
7720 Marketing Assistance (MAA 0.15 FTE)	\$5,688	\$0	\$5,688		
7750 Marketing / Branding / Public Relations	\$50,000	\$0	\$50,000		
7800 Special Projects	\$50,000	\$0	\$50,000		min=\$124,323
<b>Total 7700 MED Marketing &amp; Economic Development</b>	\$125,190	\$0	<b>\$125,190</b>	\$136,137	max=\$151,950
8000 AGCR Administration & Govt/Community Relations					
8010 District Management (ED 0.70 FTE)	\$45,005	\$0	\$45,005		
8020 District Management Assisance (MMA 0.35 FTE)	\$13,273	\$0	\$13,273		
8050 Training & Professional Development	\$4,000	\$0	\$4,000		
8080 Annual Stakeholder Meeting	\$4,500	\$0	\$4,500		
8110 Accounting & Taxes	\$3,000	\$0	\$3,000		
8130 Computer Service & Support	\$2,000	\$0	\$2,000		
8150 Consulting & Legal Expenses	\$5,000	\$0	\$5,000		
8200 Fees & Permits	\$250	\$0	\$250		
8410 Insurance (D&O)	\$605	\$0	\$605		
8420 Insurance (General Liability & Auto)	\$3,265	\$0	\$3,265		
8430 Membership Fees	\$1,000	\$0	\$1,000		
8450 Miscellaneous	\$500	\$0	\$500		
8510 Office rent	\$13,500	\$0	\$13,500		
8520 Office Improvements	\$16,500	\$0	\$16,500		
8530 Office Furniture & Equipment	\$5,000	\$0	\$5,000		
8540 Postage, Shipping, Delivery	\$1,000	\$0	\$1,000		
8550 Printing & Copying	\$2,000	\$0	\$2,000		
8560 Supplies	\$2,000	\$0	\$2,000		
8570 Telephone & Telecommunications	\$1,500	\$0	\$1,500		
8580 Utilities (office expenses)	\$2,250	\$0	\$2,250		
8590 Utilities & Rent (offsite expenses)	\$5,300	\$0	\$5,300		min-\$131,230
<b>Total 8000 AGCR Administration &amp; Govt/Comm Relations</b>	\$131,448	\$0	<b>\$131,448</b>	\$145,811	max=\$160,392
8600 CFC Collection Fees & Contingency					
8610 Collection Fees	\$16,450	\$0	\$16,450		
8680 Contingency allowance for uncollected assessments	\$44,944	\$0	\$44,944		min=\$55,255
<b>Total 8600 CFC Collection Fees &amp; Contingency</b>	<b>\$61,394</b>	<b>\$0</b>	<b>\$61,394</b>	\$61,394	max=\$67,533
<b>Total Expenditures</b>	<b>\$622,045</b>	<b>\$108,645</b>	<b>\$730,690</b>		
<b>Net Operating Revenue</b>	<b>\$36,736</b>	<b>\$0</b>	<b>\$36,736</b>		Use Net Operating Revenue to repay S. C. loans