

Jack London Improvement District - Meeting of the Board of Directors
Monday, July 14, 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. Special Board Meeting: June 4, 2014 (Attached) **Action Item**
 - b. Regular Board Meeting: June 9, 2014 (Attached) **Action Item**
 - c. Special Board Meeting: June 25, 2014 (Attached) **Action Item**
4. Executive Committee update-Bill
 - a. Discussion of the authority of Board to take positions on legislation within the guidelines set forth by JLID’s Disbursement Agreement, Bylaws, and Tax Status
 - b. Discussion of hosting community gatherings, events, and temporary retail uses (pop-ups) at 333 Broadway (both interior and exterior space)
 - i. Consideration of staff recommendation for events and retail uses (attached) **Action Item**
 - c. Discussion of policy/best practices for operations of JLID committees
 - i. Consideration of staff recommendation to amend JLID Bylaws Article 6, Section 2 “Other Committees” (attached) **Action Item**
 - ii. Formation of Task force to form best practices protocol for committees- Gary Knecht **Action Item**
5. Budget Task Force update- Gary
6. Land Use and Transportation Committee update- Vivian and Michael
 - a. Discussion of Ellis Partners development in Jack London Square
 - i. Accept, reject, or modify position statement **Action Item**
7. Marketing and Economic Development Committee update - Paul
 - a. Update on Kickoff Celebration/National Night Out
 - b. Update on Branding/Identity Package
8. Next regular meeting: Monday, August 11, 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 580 2nd Street, Suite 260, Oakland, CA 94607 or through 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 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 District
Minutes of the Special Board of Directors Meeting
Minutes of Wednesday June 4, 2014 – 3:00 p.m.
The Ellington, Community Room – 222 Broadway**

Present: Bill Stotler, Sara May, Gary Knecht, Paul Thyssen, Vivian Kahn

Absent: Barry Pilger, Michael Carilli

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

Guests: Karen Wertman/Branding Consultant

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
Call to order and introductions	The meeting was called to order at 3:12 p.m.	
Brand/Identity Workshop with Karen Wertman a. Creation of a Brand Brief	Karen guided the board through a series of informational and brainstorming sessions around the topics of Mission, Vision, Core Values, Brand Essence, Brand Personality, Brand Voice, Brand Promise/Experience, and Brand Positioning.	
Public comment and announcements	None	
Next regular meeting	June 9, 2014	
Adjournment	The meeting adjourned at 5:23 p.m.	

Minutes taken by: Fiona Simms/Marketing & Administrative Assistant

**Jack London Improvement Association Board of Directors Meeting
Minutes of Monday, June 9, 2014 – 4:00 p.m.
Metrovation Conference Room – 580 2nd Street, Suite 260**

Present: Bill Stotler, Sara May, Gary Knecht, Vivian Kahn, Barry Pilger, Paul Thyssen

Absent: Michael Carilli

Staff: Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant, Andrew Jones/Oakland Venue Management

Guests: Teff Reed, John Betterton, Carrie Morris/Ellis Partners, Jennifer Koidal/Cushman & Wakefield

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
Call to order and introductions	The meeting was called to order at 4:06 p.m.	
Public comment and announcements	John Betterton asked if the JLID has a position on the Ellis Partners developments planned in the district. Vivian responded that the JLID has no position on the issues, and Bill noted that this topic will be covered more extensively in this meeting under agenda item 6.a. Several board members commented that they are very happy with the first few weeks work of the Ambassador program.	
Approval of the minutes a. Regular Board Meeting: May 12, 2014	The minutes of May 12, 2014 were presented to the board for review.	Barry moved and Vivian seconded the motion to approve the minutes of May 12, 2014. The motion was approved unanimously.
District Startup Task Force update a. Update on new office/HQ, lease, tenant improvements, and openings b. Update on Ambassador services c. Approval to change address of JLID's principal office from 5802nd Street, Suite 260 to 333 Broadway, Oakland d. Approval to create four JLID committees described in staff recommendation per information provided Deputy City Attorney e. Approval that Startup Task	a. Savlan noted that the Ambassadors launched their services on May 26 th , out of the new JLID office at 333 Broadway. The exterior and interior should be painted in the next two weeks and internet should be installed tomorrow. Gary asked Sara if we have a fully executed lease, to which she responded yes. b. Carlos reported that the Ambassadors have already collected over 300 bags of trash and removed 700 stickers from the district. He also noted that the crew has begun power washing throughout the district including under the I-880 overpass, and reported that they have prevented as many as 10 potential vehicle break-ins simply by being visible on the streets. He reported that he and Savlan have already met with the Beat Officer from OPD for the district and he reported that he is happy to have the Ambassadors in the area. Gary asked how many Ambassadors are on staff, what	c. Gary moved and Sara seconded the motion to approve the change of JLID's office and address to 333 Broadway. The motion was approved unanimously. d. Vivian moved and Barry seconded the motion to create 4 committees as recommended

<p>Force be elected as Executive Committee as described in staff recommendation</p>	<p>kind of employee growth we can expect and what hours they work. Carlos responded that we currently have 10 Ambassadors and do expect to hire a few more. They operate between 7 a.m. and 11 p.m., 7 days a week and 3 to 4 Ambassadors are on shift at any time. Gary also asked that the team pay attention to the historic trash cans in the district. Jenny Koidal noted that OPD recently added 4 extra patrol cars in the district beat.</p> <p>c. Gary explained that we have to file our change of address. He was identified by the board as the “responsible party” and given the authority to submit the change of address form.</p> <p>d. Savlan explained that per the Management District Plan, the Bylaws, advice from the Deputy City Attorney, and the Brown Act, staff is recommending the creation of the following 4 committees: Land Use and Transportation Committee; Maintenance and Beautification Committee; Marketing and Economic Development Committee; and the Executive Committee. There was some review and discussion of the difference between “committees” and “task forces” or “ad hoc committees” and the rules that govern them. The board accepted staff’s recommendation.</p> <p>e. Staff recommends that the Board elect the officers of the board to fill the Executive Committee.</p>	<p>by staff. The motion was approved unanimously.</p> <p>Vivian moved and Gary seconded the motion to</p> <p>e. Sara moved and Vivian seconded the motion to elect the officers of the board to the Executive Committee. The motion was approved unanimously.</p>
<p>Budget Task Force Update</p> <p>a. Approval of interim 2014 operating budget, chart of accounts, classes, customers</p> <p>b. Update on expenditures-to-date</p> <p>c. Approval of staff recommendation on expenditure protocol</p> <p>d. Update on contracts with OVM and BBB</p>	<p>a. Gary presented the Interim 2014 Operating Budget for review and approval of the Chart of Accounts, Classes, and Customers. He noted that this budget is interim because we have not yet received approval of the Port Share Plan from the Port. Gary noted that there are some delinquencies. The budget has a contingency fund which should cover any unpaid assessments. Caltrans has not paid. The City of Oakland sent them a certified letter. Sprint. There may be a small number of other delinquent property owners. The city will send us a full report in September or October.</p> <p>b. None</p> <p>c. Staff submitted a recommendation to open a second bank account with Torrey Pines which would have a credit/debit card in Savlan’s name. The board would have sole control over the transfer of funds into the account which would not exceed \$1,000 per month. Gary noted that the organization will not be able to get a credit card for at least 6 months because as of now JLID has no credit history. There was discussion of whether it is more appropriate to get a credit card or a debit card. The board accepted staff’s recommendation.</p>	

	<p>d. Gary noted that the contracts are being reviewed by the contractor's lawyers.</p>	
<p>Land Use Task Force update a. JLS projects and possible follow-up b. 880 steering committee formation</p>	<p>a. Vivian noted that there is a proposal from Ellis Partners to re-designate the plans for 2 development sites in the JLID. The CED Committee may review this issue on June 15th, and it could go before the City Council as early as July 8th. The Board requested that staff try to confirm those dates. Vivian noted that there is a lot of confusion about the roles and responsibilities of the various bodies involved. It was proposed that the Board be prepared to hold a Special Meeting to determine an official position on this issue prior to the City Council meeting. There was discussion of whether the newly formed Land Use and Transportation Committee should draft the position to put before the full board. There was discussion of who should be on the committee, whether members of the public can hold a committee seat or vote. It was decided that while members of the public are welcome to join committee meetings they do not have voting power. It was also decided that the Board President will have the power to appoint committee members from the board; Bill invited Barry Pilger to join. The Land Use and Transportation Committee was tasked with drafting a position.</p> <p>Gary noted that it is critical to take a position on driveways in new developments on Embarcadero. In order to implement a Train Quiet Zone, there cannot be any driveways on Embarcadero. There is currently only one.</p> <p>b. Savlan noted that this is not a committee of the board, but a community group that arose out of a town hall meeting. She noted that the group has representation from neighborhood stakeholders, Keep Oakland Beautiful, and the Chamber of Commerce. Gary noted that Caltrans produced a report with a section devoted to homelessness that outlines the responsibilities of the state, the county and the city.</p>	
<p>Marketing Task Force Update a. Review of workshop and next steps for branding process b. Kickoff celebration/National Night Out c. Press release</p>	<p>a. Paul reviewed the work done at the branding workshop with Karen Wertman.</p> <p>b. Savlan noted that the JLID annual meeting will be held on National Night out on August 5th. Staff will check the requirements for the meeting in the disbursement agreement and bylaws.</p> <p>c. The press release announcing the formation of the JLID is being written by the city. Staff provided the city with information about the startup. We will get to see a draft before it is released.</p>	
<p>Next regular meeting</p>	<p>Monday, July 14, 2014 – 4:00 p.m.</p>	
<p>Adjournment</p>	<p>The meeting adjourned at 5:38 p.m.</p>	

Jack London Improvement District Board of Directors Meeting
 Minutes of Wednesday June 25, 2014 – 4:00 p.m.
 JLID Office – 333 Broadway

Present: Bill Stotler, Sara May, Vivian Kahn, Michael Carilli, Barry Pilger, Paul Thyssen

Absent: Gary Knect

Staff: Savlan Hauser/Exe. Director, Fiona Simms/Marketing and Admin. Assistant,
 Andrew Jones/Oakland Venue Management

Guests: Deborah Kartiganer/Sedgwick LLP, Matt Weber/JLSV Land LLC, Dean Robinson/JLSV Land LLC, CK Kuebel/Kuebel.com, Tedd Reed/Resident, Tara Marchant/Resident, Patricia Rossi

Discussions held and decisions made by the Board of Directors

SUBJECT	DISCUSSION	ACTION?
Call to order and introductions	The meeting was called to order at 4:03 p.m.	
Public comment and announcements	None	
Land /use and Transportation Committee update – Vivian and Michael a. Approval of position statement on the Ellis Partners developments	<p>Bill explained that the concerns have been raised regarding the authority of the board to formulate a position. He reported that the board is seeking advice from counsel and suggested tabling the action. Savlan confirmed that she would seek clarification on this issue from legal counsel and reported that she checked with the City to confirm the dates of the Community and Economic Development committee and city council meetings. She stated that the city tentatively confirmed that the committee will meet on July 8th and the council will meet on July 15th.</p> <p>Deborah of Sedgwick LLP representing JLSV Land LLC, stated that adopting this position may constitute lobbying which could put our 501(c)3 tax exempt status in jeopardy and may violate the JLID Disbursement Agreement. Vivian responded that no funds or staff time has been spent on this issue, only on communicating with the City Attorney to determine the legality of this and other potential actions of the JLID. All work has been done by volunteers. There was discussion of what actions constitute “lobbying”. Deborah agreed to send all other points of contention in agreements and governing documents and legislation to Bill.</p> <p>The board explained that they began the process to adopt this position in response to inquiries from the community. Teff Reed, a resident and stakeholder in the district stated that he would like the JLID to adopt a position on this issue. Bill and Vivian noted that the JLID’s intention is not to oppose the development, but to be involved throughout the project, beyond the community meetings that were held.</p>	<p>Vivian moved and Michael seconded the motion to table this action until the next Special Board meeting, pending that the board receives an opinion from the City Attorney’s office. The motion was approved unanimously.</p>
Marketing and Economic Development Committee update – Paul a. Approval of Brand Brief	<p>Paul reported that the committee and board went through branding workshops with Karen Wertman, and have distilled the work done in those workshops into a single page “Brand Brief”. This brief will be used as a guide by any designers or consultants who work on PR or branding to ensure that they capture the feeling that we want with consistent themes and messaging. Bill and Paul mentioned that they would like to replace the work “superb” in the mission statement. The board and guests listed several possible options for replacement words. The board</p>	<p>Paul moved and Vivian seconded the motion to approve the brand brief contingent upon the replacement of the word “superb” with “inviting” in the mission statement; the addition of the words “distinct” and “unique” to the</p>

	approved the brand brief contingent upon the replacement of the word “superb” with “inviting” in the mission statement; the addition of the words “distinct” and “unique” to the end of the Vision statement; and the addition of the word “inviting” to the brand voice.	end of the Vision statement; and the addition of the word “inviting” to the brand voice. The motion was approved unanimously.
Next regular meeting	Monday, July 4 th , 2014 – 4:00 p.m.	
Adjournment	The meeting adjourned at 4:50 p.m.	

Minutes taken by: Fiona Simms

Staff Recommendation

To: Board of Directors

CC: Staff

From: Savlan Hauser

Date: 7/14/14

Re: Protocol for accommodating community use of 333 Broadway

Staff recommends the establishment of a protocol for accommodating the use of 333 Broadway by the district community for events, meetings, or temporary businesses (pop-ups or carts) which activate the space.

Any hosted use should meet the following guidelines, to be published on the JLID website:

- 1) Event or use is Jack London community-focused and supports mission/vision of JLID.
- 2) Marketing and Economic development committee is tasked with evaluating and authorizing temporary retail use, Executive Director is tasked with evaluating and authorizing use by community groups, according to guidelines.
- 3) Liability concerns are addressed by event sponsor showing proof of general liability insurance, and JLID is included on the policy (as needed).
- 4) Nominal admin/cleanup fee is charged (as needed).

Staff Recommendation

To: Board of Directors

CC: Staff

From: Savlan Hauser

Date: 7/14/14

Re: Committee protocol and amendment to JLID Bylaws Article 6, Section 2

Staff proposes an amendment to the JLID Bylaws Article 6, Section 2. The bylaws currently read as follows:

“SECTION 2. OTHER COMMITTEES:

The Corporation shall have such other committees as may from time to time be designated by resolution of the Board of Directors. Such other committees may consist of persons who are not also members of the Board. These additional committees shall act in an advisory capacity only.”

This language limits the committee to making recommendations and requires that every expenditure be approved by the board. This requirement will greatly interfere with the committee’s ability to work on projects and will slow the overall progress of the district’s operations.

Staff recommends that the JLID Bylaws Article 6, Section 2 be amended to replace the above language with the following:

“SECTION 2. OTHER COMMITTEES:

The Corporation shall have such other committees as may from time to time be designated by resolution of the Board of Directors. Such other committees may consist of persons who are not also members of the Board. *These additional committees shall submit a budget to the board for approval annually. The committee is authorized to spend funds at their discretion within the scope of the approved budget. Additionally the board may choose to delegate projects or oversight of programs that are not included in the approved committee budgets to the committees, endowing them with the authority to take action and make expenditures in relation to the delegated and approved projects or programs.”*

June 20, 2014

TO: Bill Stotler, President, Jack London Improvement District and Members of the Board of Directors

From: Vivian Kahn, FAICP, Chair, JLID Land Use Committee

Subject: Proposed JLID Position on Jack London Square Development Project

The JLID Land Use Committee met on June 18 and voted to recommend Board approval of the following position statement to be presented to the Oakland City Council.

The Jack London Improvement District supports amending the Estuary Policy Plan and the General Plan to allow residential development on Sites D and F-2. Without a more specific plan for the District that would establish a basis for future development or revisions to the Design Guidelines for Sites D and F-2 in Exhibit C of the approved Development Agreement, we request that the City Council reject the recommendation of the Planning Commission to change the classification of Site D to RD&E-2: Retail, Dining, Entertainment Land Use (Broadway) and the classification of Site F-2 to MUD: Mixed Use District on the grounds that these changes would:

- Double the Floor Area Ratio (FAR) allowed on Site D from 3.5 to 7.0 without providing any additional benefits to the surrounding community;
- Change the classification of Site F-2 to Mixed Use District, which is intended to encourage the development of nontraditional higher density housing within a context of commercial and light industrial/manufacturing uses and would allow the introduction of uses such as light industrial, warehousing, wholesale, manufacturing uses that would be inconsistent with existing and proposed public-oriented waterfront activities in the surrounding Waterfront Commercial Recreation area.

As an alternative, the JLID proposes that the Estuary Policy Plan and the General Plan be amended as follows:

- Revise the RD&E-1: Retail, Dining, Entertainment Land Use Classification to include residential as a permitted use to allow up to 125 units per gross acre with a maximum FAR of 3.5 per parcel (Estuary Policy Plan, p. 132)
- Revise the WCR-1: Waterfront Commercial Recreation Classification to include residential as a permitted use to allow up to 125 units per gross acre with a maximum FAR of 3.0 per parcel.

Additionally, the JLID requests that the Council amend the specific design guidelines for Site D to prohibit driveways that open onto Embarcadero and would preclude implementation of a train quiet zone, which is an objective of the adopted JLID Management District Plan.

The Jack London Improvement District (JLID) Brand Brief

Mission

Our mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District. Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.

Vision

Our vision is for a safe, clean, thriving Jack London District open 24/7, with flourishing businesses, vibrant events and an environment that ensures community members and visitors may be enriched by the District's distinct history, unique beauty and diverse assets.

Core Values

Vitality, Authenticity, Access, Collaboration and Community

Brand Essence

The Jack London District = Vibrant, historic urban waterfront

Brand Experience – Key Words

Safety, Connectivity, Innovation, Consistency, Fun, Reliability, Entertainment, Dynamism, Beauty, Transformation, Advocacy, Responsiveness

Brand Personality

Industrious, Exciting, Creative, Welcoming, Versatile

Brand Voice

The JLID brand voice is, inviting, positive, enthusiastic and playful. It is also informative and sincere. While casual, the tone should have the gravitas to instill confidence in the organization behind it.

Brand Positioning Statement

JLID is uniquely qualified to foster a thriving environment for Oakland's multi-faceted, historic, waterfront community. Through investment by its property-owners, its ambassador and other programs and services, JLID ensures that all who work, live, play or create here may savor the diverse assets the Jack London District offers.