

Jack London Improvement District - Special Meeting of the Board of Directors
Monday, October 13, 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: September 29, 2014 (Attached) **Action Item**
4. Financial report - Savlan and Barry
 - a. Review and approval of proposed 2015 Operating Budget **Action Item**
5. Review of Annual Report to the City of Oakland
6. Executive Committee update-Bill
 - a. Review of revised nominations process
 - b. Determine number of new board positions to be filled in 2014 and approach for filling vacant board position **Action Item**
 - c. Consideration of endorsement for Measure BB **Action Item**
7. Land Use and Transportation Committee update - Vivian and Michael
 - a. Review of 2015 projects
8. Marketing and Economic Development Committee update - Paul
 - a. Review of 2014 Expenditure plan and projects **Action Item**
9. Maintenance and Beautification Committee update - Sara
 - a. Review of 2015 projects
10. Amend bylaws to set new date for Annual Meeting to be National Night Out **Action Item**
11. Next regular meeting 3rd Monday in November (November 17th)
12. 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 - Meeting of the Board of Directors Minutes
Monday, September 29, 2014 – 4:00 p.m. / JLID Office – 333 Broadway**

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

Absent: Michael Carilli

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

Guests: Ben Delaney/JLDA, John Betterton/Resident, Saied Karamooz/Resident, Dave Campbell/Bike East Bay

Discussions held and decisions made by the Board of Directors

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The meeting was called to order at 5:04 p.m.	
2. Public comment and announcements	<p>Dave Campbell of Bike East Bay gave a brief presentation on Measure BB and his organization’s support of Measure BB. He stated that the measure will extend the existing transportation sales tax of one half cent to 2042 and will increase the tax to a full cent. The measure will raise approximately \$7.8 billion over full life of the sales tax. BART and AC Transit will receive funding from this measure. The measure will also fund freeway improvements; projects improving walking and bicycle conditions; the repaving of streets in Oakland; paratransit and improved transit for seniors; the streamlining of port transit to help the movement of trucks in and out of port; the completion of the bay trail and the east bay green way from Fruitvale BART to Hayward BART. The measure also provides competitive funding for shuttle services throughout Alameda county including the Free Broadway Shuttle. He also noted that many projects that come out of the Downtown Circulation study will be eligible to be funded from measure BB.</p> <p>Bill stated that MTC has granted \$3.2 million for the design of a bridge that would connect Lake Merritt's bike and pedestrian paths to the Bay Trail path.</p> <p>Saied mentioned that the space given to the knickknack store near the waterfront hotel is reduced in rent and it a grocery pop-up could occupy that space.</p>	
3. Approval of the minutes a. Regular Board Meeting: September 8, 2014	The minutes of September 8, 2014 were presented to the board for review. Sara noted that in future when a budget or similar document is approved, it should be attached to the minutes.	Sara moved and Vivian seconded the motion to approve the minutes of September 8, 2014, contingent upon the attachment of the approved budget. The motion was approved

<p>4. Executive Committee update</p> <p>a. Discussion: Consideration and approval of staff recommendation for JLID Board of Directors Nomination and Election procedure</p> <p>b. Election of Treasurer, Barry Pilger</p> <p>c. Review of adopted Committee Statements</p>	<p>a. Bill stated that according to the bylaws the JLID can only add new directors to the board at the annual meeting in November. Bill moved and Barry seconded the motion to assign the executive committee to serve as the nominations task force which will vet all nominations received and make a recommendation to the board in November on which nominations should be approved. Vivian requested that examples of “demonstrated interest” be included in the nominations packet. John recommended that staff include specific language allowing an individual to nominate himself or herself. Bill also noted that Gary’s position can be filled at any time, and the board should consider whether they want to fill it in November, or wait until they find the best candidate. At the next meeting the board will also need to decide how many of the 15 total spots do they want to fill i.e. how big they want the board to be.</p> <p>There was discussion of skills and expertise needed on the board. Staff was directed to compile a list of desired skills from the minutes of a previous meeting, then circulate that list to the board and request feedback and additions.</p> <p>Sara clarified that all nominees will be disclosed to the board at the November meeting along with the Nominations Task Force’s recommendations. Ben Delaney agreed to publicize the nominations process through JLDA channels.</p> <p>b. Bill stated that at our last board meeting Barry was appointed interim Treasurer, and now needs to be approved as the permanent Treasurer.</p> <p>c. There was no discussion about the committee statements. Vivian recommended that they be included in the nominations packet.</p>	<p>unanimously.</p> <p>a. Bill moved and Barry seconded the motion to appoint the Executive Committee to serve as the Nominations Task Force and to direct staff to compile a list of needed skills and expertise and circulate that list to the board for edits. The motion was approved unanimously.</p> <p>b. Bill moves and Sara seconds the motion to approve Barry as Treasurer. The motion was approved unanimously.</p>
<p>5. Budget Update</p>	<p>Savlan explained that staff recently linked the bank accounts electronically to Quickbooks Online. Barry noted that the next report will be refined easier to read.</p> <p>Vivian asked if all the State of California properties are Caltrans and what our route to collection is. Staff noted that they are Caltrans properties and Gary had reached out to several other districts with Caltrans properties, including 1 district who has collected an assessment from Caltrans at one time. JLID will receive full delinquency report from city in October.</p> <p>Sara encouraged the board to spend money on its projects. She also asked staff is our insurance has been paid in full</p>	

	<p>because the line items have not been depleted. Fiona noted that she contacted the JLID insurance agent last week and confirmed that the insurance premium has been paid in full. Staff will research why the budget has not been used.</p> <p>Bill noted that each committee is expected is expected to present a 2015 proposed budget at the October meeting.</p>	
<p>6. Land Use and Transportation Committee update</p> <p>a. Decision to be fiscal sponsor of crowd-sourced fundraising campaign for Train Safe and Quiet Zone study</p>	<p>a. Vivian stated that the Land Use and Transportation Committee met on Thursday last week and there was consensus to recommend that JLID serve as the fiscal agent to complete and update the feasibility study for the Train Safe & Quiet zone. The consultant will be engaged by the district and paid with funds that will be crowd-sourced through Indiegogo and sponsored by JLID. The work will be performed under a Train Safe and Quiet Zone Study Task Force, which will report to the Land Use and Transportation Committee. The Task Force will be led by Saied. The funds are not assessment monies; so there are no requirements for an RFP. Wilbur Smith, the same consultant that performed the previous study, will be engaged to expand and update it. Sara noted that the district will not engage in a contract until all the money is raised. Saied noted that once we have full proposal from Wilbur Smith, the collection will be capped at 4 to 6 weeks. Barry recommended that a request must be made in writing to the treasurer who would direct staff to disburse funds to the consultant. He also recommended that the recommendation be amended to name Saied as chair of the Task Force.</p> <p>Vivian stated that the Land Use committee will begin a series of informational meetings for the community about development and development issues affecting the community. The first meeting will be held on November 12th. These meetings will provide an introduction and context for development issues and engage the community. Vivian recommended that part of first meeting should be what planning guidelines are currently in place and how planning decisions are being made. Savlan outlined the following 5 areas of discussion and noted that they will be posted on the website with a space for people to post questions prior to the meeting.</p> <ul style="list-style-type: none"> -Industry and cities -Future -History -Resiliency -Retail <p>She also noted that this is a joint effort between the Land Use Committee and the Marketing Committee.</p>	<p>a. Barry moved and Vivian seconded the motion to approve the staff recommendation contingent upon the stated edits. The motion was approved unanimously.</p>
<p>7. Marketing and Economic Development Committee</p>	<p>Paul reported that since the last board meeting, the committee has contracted with Barretto-Co. to develop our</p>	

<p>Update a. Update on Branding/Identity Package</p>	<p>branding and design the website. He noted that it was a good kickoff meeting, and all left with action items to work on.</p> <p>Sara asked about a timeline for completion. Savlan stated that Steve Barretto has set a 6 week timeline but it is dependent on our response time to each action item and does not include the development of the website.</p> <p>Paul also reported that the committee met to prioritize projects and outline budgets for each in preparation for presenting a draft budget in October.</p>	
<p>8. Maintenance and Beautification Committee update</p>	<p>The committee will perform a district walkthrough on the 3rd Wednesday of October. Sara discussed the Master Encroachment Permit which will encompass a range of projects including to work on the medians and improved trash/recycling receptacles.</p> <p>Sara also reported that the committee is working on communicating with negligent property owners and tracking for opportunities for public art. Bill introduced the time-sensitive idea of holiday street lighting. Vivian recommended that the district develop guidelines or a process that governs the use and installation of street lighting and furniture in the public right of way. The board recommended the project list be shared with the Land Use committee.</p> <p>Dave mentioned that there have been car break-ins on 3rd Street and that he has seen kids spray painting cars. He noted that the police chief offered to look at the neighboring building for cameras, and expressed an interest in getting the community involved in crime prevention. Sara is to reinstate the Neighborhood Crime Prevention Council for the district.</p> <p>There was discussion of Block by Block's Ambassador hours and their response to crime. It was reported that the schedule is adjusted to respond to these issues and statistics are being kept. Sara noted that the committee is considering investing in Block by Block's multi-platform technology called the SMART system that helps Ambassadors track incidents on the spot using iPod Touch devices. Block by Block is working on a new layer of the software that will allow geotagging.</p>	
<p>9. Next regular meeting</p>	<p>Monday, October 13, 2014 – 4:00 p.m.</p>	
<p>10. Adjournment</p>	<p>The meeting adjourned at 5:17 p.m.</p>	

Minutes taken by: Fiona Simms

ANNUAL REPORT FOR THE
JACK LONDON
[BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JLID) 2015
OAKLAND, CALIFORNIA

1. Proposed Changes in boundaries of the BID:

There are no proposed changes to the boundaries of the Business Improvement Management District

2. Improvements and activities provided during fiscal year 2014:

Maintenance, Beautification, Safety & Streetscape:

A committee has been established to guide activities in this area. The Maintenance and Beautification Committee, chaired by Sara May of Metrovation, has the following statement of purpose:

This committee guides coordination of JLID's contracted services and actively engages district stakeholders with the goal of creating safe, clean, beautiful streets, sidewalks, and public spaces.

The safety ambassador program is run by Block by Block (BBB). The services provided by BBB include but are not limited to:

- walking and bike patrols
- safety and umbrella escorts
- pedestrian and motorist assistance
- acting as a witness to crimes and reporting incidents to the City
- deterring panhandling and loitering

The maintenance, beautification, and streetscape improvements are also implemented by ambassadors and delivered through a contract with BBB. The services include:

- Sidewalk Sweeping
- Sidewalk Steam Cleaning
- Landscaping and Weed Removal
- Reporting & Removal of illegal Dumping
- Graffiti abatement
- Public Space Improvements
- Gateway and underpass treatments

BBB is operated under the on-site supervision of operations manager Carlos Paz Rivera, working out of the JLID office.

Other projects initiated by JLID in 2014 to continue into 2015:

- JLID has determined the baseline services as outlined by the City of Oakland and has begun to track them in order to be able to ensure delivery.
- JLID has begun to track property negligence and develop strategy for property owner engagement
- Coordination of a mural program (in cooperation with the Marketing Committee and area community arts groups)



- Initiated 880 Underpass Improvements through workshops with City of Oakland, area stakeholders, and the City of Oakland Public Art Advisory Committee.

Marketing and Economic Development:

A committee has been established to guide activities in this area. The Marketing and Economic Development Committee, chaired by Paul Thyssen, district resident, has the following statement of purpose:

Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

Activities initiated in 2014 include:

- Development of District Brand and Identity
- Promotion and representation of the district at City and other organizations' events
- Publicizing business openings, events, and other happenings of the District
- Establishing a social media and online presence through active accounts with Facebook, Twitter, Townsquared, Nationbuilder (website host) and Instagram. Townsquared and Instagram are also integrated with our website platform.
- Sponsorship of events such as community forums both on-site and at local venues which contribute to community-building and develop strategy and additional programs to help achieve the district's vision
- Hosting popup businesses which activate the public space onsite, add vibrancy to the corner at 4th and Broadway, and introduce the start-up business to the Jack London community.

Administration and Advocacy:

Executive Committee:

The Executive Committee guides organizational policy and administration, seeks strategic partnerships, and serves as the task force for recruiting and nominating new Board members.

Land Use and Transportation:

A committee has been established to guide activities in this area. The Land Use and Transportation Committee chaired by Vivian Kahn, district resident and business owner, has the following statement of purpose:

The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London.

The Land Use and Transportation Committee focuses mainly on advocacy and does not have an allotment of funding, however, it develops and oversees projects and initiatives such as:

- Hosting the forum series on development and revitalization of the District in collaboration with the Marketing and Economic Development Committee.
- Oversight of the train safe and quiet zone project, starting with the raising of funds and



engagement of consultant for the initial feasibility study for project implementation.

Staff:

The management and administration of the district is led by contracted Staff. The District Management Corporation has no employees and contracts out all services. Two individuals, one full time (Executive Director) and one part time (Marketing and Administrative Assistant) have been hired through Oakland Venue Management (OVM) the principle contractor for the district. The staff oversees District projects and programs and is the primary point of contact for board members, district stakeholders, the City of Oakland, and the general community. Staff executes the preparation, coordination and implementation of all JLID program activities; oversees the daily business and operations of the PBID in accordance with the policies set by the District Management Plan and the Board of Directors; implements the Strategic Plan for District Management and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all service contracts, staff, interns, volunteers to fulfill the JLID's vision of a safe, clean, and thriving district.

JLID also hosts an annual public meeting, noticed to all District stakeholders as required in Section 5.12.1 in the Disbursement Agreement between JLID and the City of Oakland.

3. The improvements and activities planned for the fiscal year 2015:

Maintenance, Beautification, Safety & Streetscape services and improvements

In 2015, JLID will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements guided by the Committee and through BBB as the primary service provider and at the service level outlined in the management district plan. In addition, JLID will move the following projects forward:

- JLID will identify and address opportunities for more permanent crime prevention through environmental design, strategies (CPDED) such as lighting, removal of PROW obstructions, improvement of visibility, and enhancement of overall district identity beyond the provision of a safe presence and consistent response to dumping and graffiti
- Continue coordination of Mural program with the Marketing committee,
- Implementation of district identity enhancements such as banners, median improvements, and utility box art.
- Coordinate the identification and mapping of security cameras in the district, both on private buildings and in the public right-of-way.
- JLID will consider investment in improved data gathering technologies to allow geo-reference of maintenance and safety issues for prompt resolution.

Marketing & Economic Development

In 2015, JLID will continue to deliver the same Marketing and Economic Development services and improvements, guided by the Committee. In addition, JLID will move the following projects forward:

- Development of District identity and brand
- Redesign and improve online presence
- Development of public relations strategy



- Forum for economic and land-use development - related topics (in collaboration with Land Use and Transportation committee)
- Host annual community event
- Development of retail strategy for improving amenities
- Improve communications and connections between district businesses and the City of Oakland through in-person and online platforms, focused meetings, and outreach.
- Facilitate public art; for example initiate collaboration with Schnitzer Steel, sponsor utility box art wraps, and create mural district (in collaboration with the Maintenance and Beautification Committee)
- Streetscape improvements such as banners and holiday lighting on Broadway to promote District identity as visitor destination
- Creation and promotion of special retail events
- Continual review of opportunities for business attraction and retention in the district and overall economic conditions in the district

Administration & Governmental/Community Relations

In 2015, JLID will continue to provide administration services and advocacy for the stakeholders of the district, guided by the Executive Committee, approved by the Board, and implemented by Staff. JLID will continue to develop strategic partnerships inside and outside district boundaries to create a more welcoming and pleasant environment for businesses, residents, visitors, investors, and employees.

4. Estimated cost for providing the improvement and activities in 2015:

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	54	\$419,846
Marketing & Economic Development	16	\$127,370
Administration & Government/Community Relations	17	\$133,737
Contingency & Collection Fees	8	\$62,463
Repayment of formation loans	5	\$37,375
TOTAL	100%	\$780,793

5. Method and basis for levying the assessment:

Three benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, page 10. The District Management Plan can be found on file with the Office of the City Clerk, or at <http://www.jlid.org/documents>.

6. Surplus or Deficit for 2015

It is estimated that the JLID will have no carry-forward beyond the prudent contingency reserve amount of \$45,726.





Dear Jack London Improvement District Stakeholders,

It is time for the first annual election for the Jack London Improvement District Board of Directors. We are seeking enthusiastic partners who will work to drive our projects and improvements forward.

Any stakeholder (property owner) may submit one director candidate application each year. A stakeholder may apply on behalf of him or herself, a representative of him or herself (such as a property manager), or an Oakland Business licensee within the boundaries of the district. Recommend candidates by submitting the attached application form to 333 Broadway, Oakland, CA, or complete the online form at www.jlid.org/directorapplication.

The Nominations Task Force will review all applications received by October 31 and will recommend a slate of selected candidates to the Board of Directors for election at the annual meeting. Candidates will be considered based on their interest and participation in JLID and relevant expertise to the Board and organization. This year, the annual meeting is on November 10th at 4:00 p.m. at the JLID headquarters at 333 Broadway, Oakland, CA 94607.

Candidates will be provided and expected to familiarize themselves with

- JLID governance documents including the JLID Management District Plan, the JLID bylaws, the Disbursement Agreement between the JLID and the City of Oakland, the Public Trust Agreement with the Port of Oakland,
- “Open and Public” guide to transparency and the Ralph M. Brown Act (League of Cities).



Board of Directors, Member Recommendation and Application

Your Name: _____ Your Email: _____

I hereby recommend the following candidate for the JLID Board of Directors:

Name: _____ Email: _____

The applicant is: a property owner a representative of a property owner a business owner within the boundaries of the district.

What relevant expertise would the candidate bring to the organization and JLID Board of Directors?

What involvement has the applicant had with the JLID in the past?

- Attended JLID board meetings Attended JLID committee meetings
 Attended JLID events, workshops, or forums Worked on a JLID Task Force
 Other (please explain): _____

Which committee will the applicant join? (Committee participation is mandatory for directors)

Maintenance and Beautification Committee (third Wednesday at 4:00 P.M.):

This committee guides coordination of JLID's contracted services and actively engages district stakeholders with the goal of creating and maintaining safe, clean, beautiful streets, sidewalks, and public spaces. This committee is responsible for the oversight of the clean and safe program.

Marketing and Economic Development Committee (third Thursday at 4:00 p.m)

Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

Land Use and Transportation Committee (fourth Thursday at 4:00 p.m):

The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London.