



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe

February 13th, 2023, 5:00 -6:00PM VIA ZOOM: <https://us02web.zoom.us/j/6999564114>

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|---|-------------------------|------|
| 1. Call to order and introductions | | 5:00 |
| 2. Moment of Silence and Reflection on the Life of Jen Angel | | |
| 3. Public Comment and Announcements | | 5:05 |
| 4. Executive Update—Savlan Hauser | Discussion Items | 5:10 |
| a. Board Member Leadership: Board Members are each invited to coordinate with staff and co-chair a meeting in 2023 to focus on area expertise/interest. | | |
| b. Renewal Task Force Update | | |
| i. Petition Phase: Call for volunteer participation – outreach to property owners for petition response. | | |
| c. Maintenance, Beautification, Safety & Streetscape | | |
| i. Cleaning and Safety Ambassador Program | | |
| • BBB 2023 Strategy Meeting February 7 / Quarterly in future | | |
| • Review of Cleaning + Safety Ambassador Program- <i>Josh Maratea</i> | | |
| ii. Merchant Community Safety Task Force Update | | |
| iii. Caltrans Task Force Update | | |
| d. Marketing & Economic Development Program | | |
| i. Shop Safe initiative sponsorship: implementing public safety funds and distributing subgrants to 11 other BIDs and organizations | | |
| ii. Façade Improvement grant promotion and workshop hosting | | |
| iii. Brewing District Partnership/ SF Beer Week | | |
| iv. Special Events Sponsorship | | |
| • St. Patrick's Day Block Party (March) | | |
| • Underworld Opera Concert Series (Spring) | | |
| • Brewing District Block Party (August) | | |
| e. How do we support Entertainment/Special Events in the District to bring activity, strengthen identity, support local economy? - <i>Discussion Item</i> | | |
| f. Monthly Review of Public Statements and Press | | |
| 5. Financial Review | Action Item | 5:40 |
| a. Approval of December 2022 Financial Reports | | |
| 6. Approval of Minutes | Action Item | 5:55 |
| • January 9 th Regular Meeting | | |
| • February 2 nd Special Meeting | | |
| 7. Adjourn | | 6:00 |

Next Board Meeting March 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 January 2023 - Savlan Hauser, Executive Director

The Oakland community is shocked and saddened by the tragic death of Jen Angel, founder of Angel Cakes Bakery at 5th and Castro. She touched many lives within this organization, the local merchant community, and beyond. You can read her family/friends' statement, see the outpouring of community love for her and contribute to her [GoFundMe page here](#).

Our District continues its multifaceted work for public safety, from allocation of physical safety enhancement funds, convening merchant-focused meetings with representatives of OPD, the Beat 1X NCPC, and advocating with our elected officials to prioritize this issue.

Other resources and highlights:

- The Merchant Community continues to work together and cross-sector to combat auto break-ins. We continue our focused meetings with District private security teams, businesses, and OPD's Auto Burglary Task Force-- [please get in touch](#) if you would like to join these meetings.
- For graffiti 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.
- [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team will continue to address what we can as quickly as possible—reporting drives more deployment to our District for support.

Our District In the News

[Year of the Rabbit Celebration at Oakland's Jack London Square](#) The Mercury News
[How To Spend The Perfect Day in Jack London Square](#) – SF Gate

Upcoming Events

- **SF Beer Week February 10-19th.** Jack London is home to the highest concentration of craft breweries in Oakland, explore them all with over two dozen special events right here in the neighborhood. [Info Here](#).
- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 2/28/23 at 6:15PM Via ZOOM features City Auditor **Courtney Ruby who will report on the Homelessness Audit.** All welcome.

Development/ Construction Updates:

Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Entitled

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Leased to Curopet Veterinary Hospital
- **County-Owned Broadway Properties:** Design/Entitlement Phase: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz -



Subject: Merchants in Jack London Ask for Public Safety Partnership

Date: February 2023

Dear Mayor Sheng Thao, Council President Fortunato-Bas, Councilmember Fife, and All Oakland City Councilmembers:

The Jack London Improvement District is committed to making Oakland's historic commercial waterfront neighborhood inviting and accessible, and supports an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place. In the last couple of years, increasingly brazen auto burglaries and threats to public safety **compromise our community's ability to be a socially welcoming, economically active, and culturally thriving place for all.**

For us, community safety is a constant and multifaceted commitment. We host our neighborhood's NCPC, provide trainings and peer support for merchants and employees, invite collaborations with MACRO and service providers to the unhoused community, have funded free meals for our valued first responders through our local food businesses, in addition to providing the Cleaning and Safety Ambassador program for additional safety presence, which represents a significant investment by private property ownership every year for public benefit.

We work closely with OPD, namely Officer Fiorino and Captain Burch, in elevating the issues and working collaboratively with property owners, businesses, residents on solutions, with physical safety upgrades and public communications. Their efforts and responsiveness are extraordinary and highly appreciated by our community.

We ask for your commitment of support and prioritization of stopping auto burglaries and related threats to public safety, and respectfully request a meeting with you to outline tangible ways our Oakland community can fight back, together.

Sincerely,

Members of the Jack London Business Community:

Board of Directors

Taj Tashombe, President
Canyon Oaks

Jen Nettles, Secretary
*Onsite Property Management
CIM*

Jonathan Fong, Treasurer
*(Former) CUESA Jack London
Square Farmers' Market*

Peter Gertler
Property Owner

Chris Pastena
Chop Bar and Calavera

Greg Pasquali
Carmel Partners

Keith Stevenson
Purple Heart

Kim Cole
Kim Cole Real Estate

John Eric Henry
Pinnacle Drone Light Show

Michael Carilli
Carilli Development

Ener Chiu
EBALDC



January 2023
Jack London Improvement District

JACK
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 SMARTsystem

Cleaning Statistics

January 2023 through January 2023

	23/01	TOTAL
Biohazard Clean Up	203	203
Broken Auto Glass Reported	226	226
Graffiti - Removed	168	168
Illegal Dumping	4	4
Parking Meter Cleaned	1976	1976
Trash (lbs)	10136	10136
Trash Cans Cleaned	476	476
Weed Abatement (block faces)	50	50

Cleaning Highlights

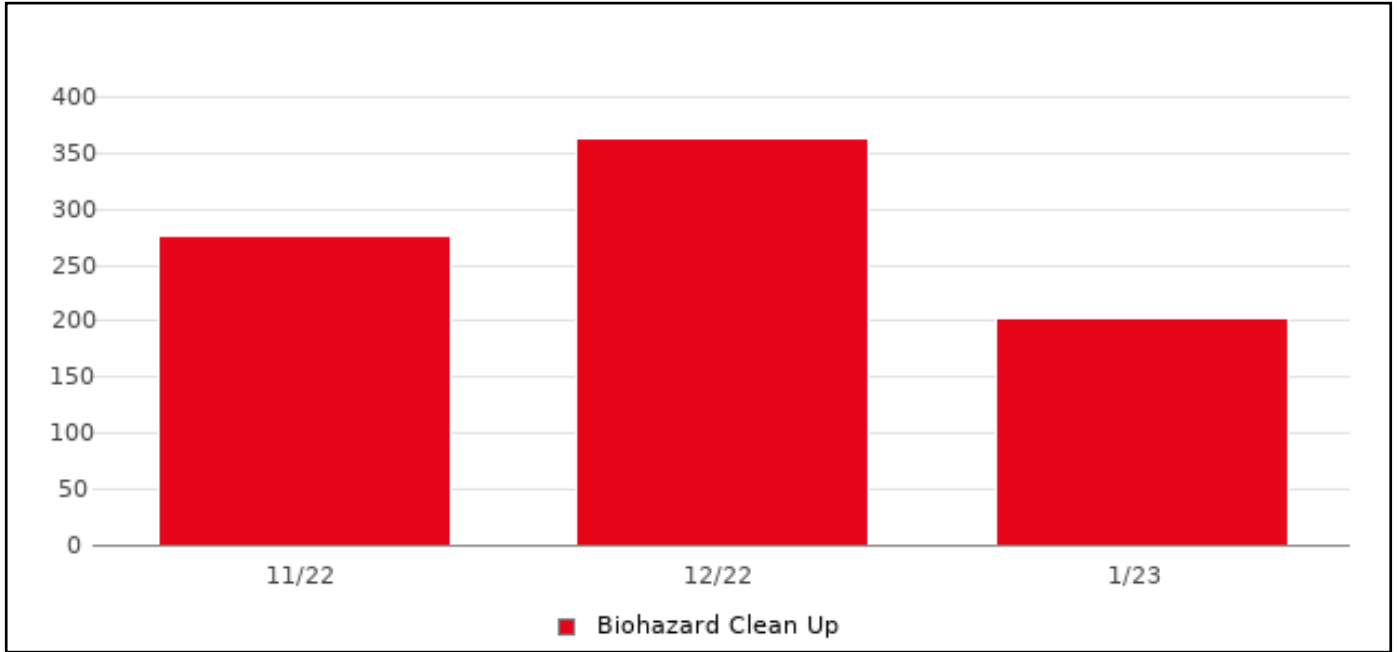


Field Observations

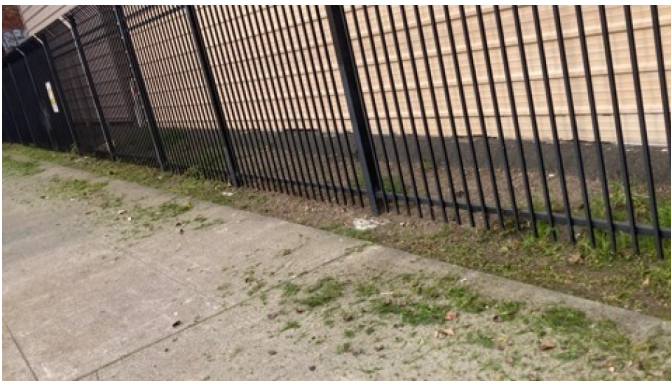
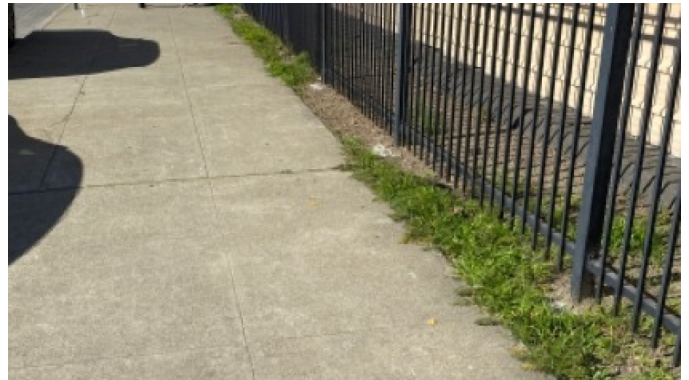
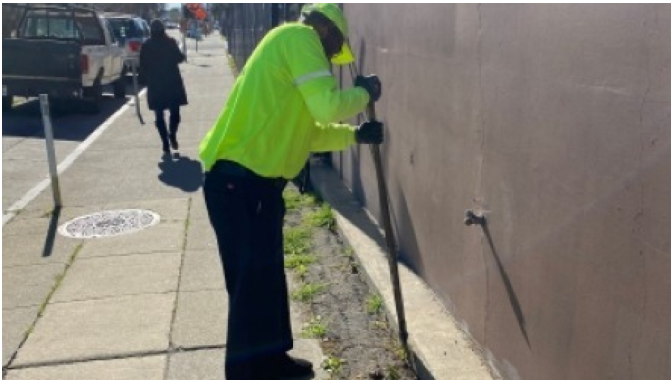
We have seen an increase in Biohazard Clean Ups in the district possibly due to the increased encampments and homeless staying in the Nee district. Needles are a huge concern and they are being dumped regularly in the illegal dumping and alongside streets and sidewalks. We are doing are best to clean these up safely and expediently. In addition unsheltd have also led to many calls from area business about problems in their doorways which we have addressed.

Cleaning Statistics

Biohazard Clean Up -- November 2022 through January 2023



Cleaning Highlights



Hospitality Statistics

January 2023 through January 2023

	23/01	TOTAL
Business Contacts	205	205
Hospitality Contacts	53	53

Hospitality Highlights

Field Observations

Increased presence of unsheltered and encampments beginning to form in the district. We are keeping up on logging persons of interest and helping those we can with help from MACRO.



In Closing

Initiatives

In Closing we will continue to make a difference in the district with graffiti removal, biohazard clean up and trash collection.

Goals for this coming month will be to focus on weed abatement and continue to work with the unshelved and business in helping them maintain a clean and safe atmosphere.



Jack London Improvement District
Statement of Financial Position
As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	56,269.30
1105 Discretionary Spending at Bridge Bank	2,226.04
1110 Money Market at Bridge Bank	57,449.83
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 365,945.17
Accounts Receivable	
1200 Accounts Receivable	185,821.53
Total Accounts Receivable	\$ 185,821.53
Total Current Assets	\$ 551,766.70
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 553,766.70
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Without Donor Restriction	455,557.80
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84
Net Revenue	88,560.06
Total Equity	\$ 553,766.70
TOTAL LIABILITIES AND EQUITY	\$ 553,766.70
Cumulative Unpaid Caltrans Assessments	\$ 364,488.43

**Jack London Improvement District
Simplified View: Budget vs Actuals 2022**

As of December 31st, 2022

	Actual YTD	Budget YTD	Notes
Revenue			
Total 4000 Assessment Income	\$1,096,957	\$1,103,682	
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$110,368	
Total Budgeted Revenue	\$986,589	\$993,314	
Expenditures			
7000 MBSSI Maintenance, Beautification, Safety & Streetscape			
7100 Ambassador Services- Non-Port Assessment Funds	\$402,346	\$399,653	Expenditure exceeded budget due to Board-authorized wage increase in Q2 2022
7150 & 7200 Subtotal- Port Share	\$202,361	\$185,850	
7400 Maintenance Operations	\$28,594	\$34,840	
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$633,301	\$620,343	
7700 MED Marketing & Economic Development			
7710 & 7800 Management & Operations	\$99,507	\$127,641	Contingency funds from 2021 increased Special Projects budget
7800 Special Projects	\$23,367	\$67,185	
Total 7700 MED Marketing & Economic Development	\$122,874	\$194,826	
8000 AGCR Administration & Government/Community Relations			
8010-8450 District Management & Governance	\$109,018	\$137,641	Rent paid 1 month ahead of schedule
8510-8580 Office Operations	\$61,829	\$56,530	
Total 8000 AGCR Administration & Government/Community Relations	\$170,847	\$194,171	
Total 8600 Collection Fees	\$26,080	\$27,941	
Total Expenditures	\$953,102	\$1,037,281	
Gross Difference	\$33,487	-\$43,967	

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	56%
Marketing & Economic Development	18%	18%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i>Budget Management. 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.</i>		

Jack London Improvement District - Meeting Minutes of the Board of Directors

January 9th, 2023 5:00 p.m., Remotely via Zoom

Present: Taj Tashombe, Jen Nettles, Jonathan Fong, Kim Cole, Greg Pasquali, Ener Chiu, Michael Carilli, Peter Gertler, John Eric Henry, Chris Pastena

Absent: Amy Tharpe, Dan Hagerty, Dana Bushouse, Keith Stephenson

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Semu One Bear (BBB), Gary Knecht

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:04 p.m.	-
2. Public comment and announcements	Michael Carilli requested that the Board create an agenda item at a future board meeting to initiate the creation of both an advocacy task force to amplify stakeholders issues, and a special events task force to invite merchant/venues/businesses to participate in and produce special events.	-
3. Executive Update and Governance	<p>Executive Update:</p> <ul style="list-style-type: none"> a. Board Member Leadership: Board Members are each invited to coordinate with staff and co-chair a meeting in 2023 to focus on area expertise/interest. In 2022, Board member-led meetings focused on the development at 430 Broadway, entertainment and nightlife in the District, Jack London Square updates and more. <ul style="list-style-type: none"> i. Board members should coordinate with Exec Director and Program Manager to make plans to co-chair a meeting sometime this year ii. Kim Cole offered to co-chair a meeting sometime this year focused on real estate in Jack London. b. 2022 Review of Cleaning and Safety Ambassador Program - Josh Maratea <ul style="list-style-type: none"> i. Highlights: cleaned up over 1,700 instances of graffiti, made over 4,000 hospitality contacts, cleared over 60,000 lbs of trash throughout the district in 2023 ii. Looking ahead to 2023: BBB plans to implement new programs like strike teams in the case of special events or storms, more utility vehicles, support staff for special events, and new equipment iii. Taj suggests that Semu (BBB) come present to the board in February since Clean & Safe is the most important aspect of the BID. The board would like to be able to relay information on how BBB is being innovative in the upcoming year to our stakeholders during the renewal process. c. Monthly Review of Position Statements, Public Comments, Press <ul style="list-style-type: none"> i. Serving as grantee lead for City's Shop Safe initiative, JLID is distributing public safety subgrants to 11 other 	-

	BIDs and community/business development organizations	
4. Renewal 2023 Process Update	<ul style="list-style-type: none"> a. Management Plan & Engineer's Report <ul style="list-style-type: none"> i. Renewal task force will consider having an attorney review the relevant renewal documents and advise JIID in the drafting of the Disbursement Agreement ii. Renewal task force will outreach to major property owner E D Coat and Rossi Family and others in proposed expanded boundary and bring recommendation to Board b. Petition Process <ul style="list-style-type: none"> i. Petitions will be sent out to property owners once the Management Plan and Engineer's Report are finalized. 	-

5. Financial Review	<ul style="list-style-type: none"> a. Approval of 2023 Operating Budget <ul style="list-style-type: none"> i. Executive Director Savlan Hauser presented on upcoming year's budget ii. A small change reduced the contingency & reserve budget to a level closer to pre-COVID (8% instead of 10%) b. Approval of November 2022 Financial Reports <ul style="list-style-type: none"> i. Jonathan Fong presented on November 2022 Financials 	<ul style="list-style-type: none"> a. Jen Nettles made a motion; Michael Carilli seconded. The Board unanimously voted to approve the budget. b. Michael Carilli made a motion; Jonathan Fong seconded. The Board unanimously voted to approve November's financial report.
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6. Approval of Minutes	<ul style="list-style-type: none"> a. November 2022 <ul style="list-style-type: none"> i. Two amendments: <ol style="list-style-type: none"> 1. Fix of a typo on the motion and approval to vote in John Eric Henry to the Board 2. Jonathan Fong added in missing summarization of his presentation on behalf of Urban Place Consulting (line item #3 - Programs was missing text) 	<ul style="list-style-type: none"> a. Jenn Nettles moved to approve the November minutes, Ener seconded. The Board unanimously approved the motion.
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7. Adjourn	The meeting was adjourned at 6:04PM. The next board meeting will take place on Monday, February 13th at 5PM, virtually on Zoom.	-
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Board Attendance Record

2021/ 2	Taj	Jonathan	Chris P	Greg	Peter	Amy	Dana	Jen	Dan	Keith	Michael	Melissa	Kim	Ener	John Eric
Dec	x	x	x	x	x			x	x			x	x	x	
Jan	x	x	x	x	x			x			x	x	x	x	
Feb	x	x	x	x	x		x	x					x	x	
Mar	x	x	x	x			x	x			x	x	x	x	
April	x	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	
July	x	x		x			x	x	x		x	x	x	x	
Aug	x	x	x	x	x		x	x		x	x	x	x	x	
Sept	x	x	x	x			x	x				x	x	x	
Oct	x	x		x			x	x		x	x	x			
Nov	x	x		x	x		x	x		x	x		x	x	x (first)
Jan	x	x	x	x	x			x			x		x	x	x

Jack London Improvement District - Meeting Minutes of the Board of Directors

February 2nd, 2023 2:00 p.m., Remotely via Zoom

Present: Taj Tashombe, Jen Nettles, Jonathan Fong, Kim Cole, Ener Chiu, Michael Carilli, Peter Gertler, Keith Stephenson, Chris Pastena

Absent: Greg Pasqualli

Staff: Savlan Hauser

Guests: Gary Knecht, Lisa Rossi, Jen Angel

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 2:00 p.m.	-
2. Public comment & announcements	None	-
3. Renewal 2023 Process Update - Approval of expanded boundary	<p>Taj: Since the November Board Meeting, new information has been shared about future transformation of the area, and stakeholders have come forward to encourage expansion of the boundary and so this parameter is being revisited for approval by the Board.</p> <p>Savlan: Provided a recap of Task Force Meetings and outreach with Rossis and other property and business owners within the two blocks under consideration for inclusion with the District. When this was discussed at the January Board Meeting, the Board asked the Task force to meet with the key property owner(s) and inform them of the consideration.</p> <p>Jonathan: Communicated the strong recommendation of the Renewal Task Force to expand the District to include the blocks bordered by 3rd, 5th, Castro, and Brush streets, and described outreach and considerations taken into account.</p> <p>Public comment was invited.</p> <p>Gary Knecht: concerns about process and purpose of expansion. Noted Gary's resignation from the Renewal Task Force.</p> <p>Lisa Rossi: questioned the BID's ability to make an impact and diminish crime, encampments, and other challenges related to property ownership and business operation in the immediate area</p> <p>Jen Angel: expressed support for inclusion in the BID merchant community, Angel Cakes' location has been challenging and is also a gateway to the District.</p> <p>Keith Stephenson : supported inclusion of his properties which are located within the proposed expanded area</p> <p>Jen Nettles: communicated careful review and consideration of all stakeholders involved. Supported expansion to be able to better advocate for and support the area in need of services and improvement, particularly from the perspective of key retail and tenant attraction.</p> <p>The Board shared gratitude for the outreach and public participation.</p>	<p>Kim Cole moved to approve the updated expanded boundary as illustrated in the draft Management Plan. Yes: Chris, Peter, Keith, Kim, Taj, Jen, Ener, Jonathan. No: Michael</p> <p>The motion was approved.</p>

4. Adjourn	The meeting was adjourned at 2:30 PM. Next Board meeting will be held on Monday February 13th virtually via Zoom	
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Board Attendance Record

2021/ 2	Taj	Jonathan	Chris P	Greg	Peter	Amy	Dana	Jen	Dan	Keith	Michael	Melissa	Kim	Ener	Shannon
Dec	x	x	x	x	x			x	x			x	x	x	
Jan	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
April	x	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 (final)
July	x	x		x			x	x	x		x	x	x	x	
Aug	x	x	x	x	x		x	x		x	x	x	x	x	
Sept	x	x	x	x			x	x				x	x	x	
Oct	x	x		x			x	x		x	x	x			
Nov	x	x		x	x		x	x		x	x		x	x	
Dec															