



Jack London Improvement District Meeting of the Board of Directors

April 12th, 2023, 3PM In-Person at 101 Broadway

1. **Call to order and introductions** 3:00
2. **Public Comment and Announcements** 3:05
3. **Executive Update—Savlan Hauser** *Discussion Items* 3:10
 - a. **Renewal Task Force Update**
 - i. Petition response > 25%, City Staff Report underway for May Council Approval
 - b. **Maintenance, Beautification, Safety & Streetscape**
 - i. Cleaning and Safety Ambassador Program—Report Attached- *Josh Maratea*
 - i. Merchant Community Safety Task Force Update—Safety and Crime Prevention Training at 4/13 Coffee Hour
 - ii. Underpass Conditions Task Force Update
 - c. **Marketing & Economic Development Program**
 - i. Special Events Sponsorship in 2023- St. Patrick’s Day, Brewing District Block Party, National Night Out plus two business openings/anniversaries
4. **Financial Review** *Action Items* 3:40
 - a. Approve re-allocation of \$20,000 of unused 2023 B Shuttle Sponsorship to Merchant-supporting Marketing Programs
 - a. Approval of March 2023 Financial Reports
5. **Approval of Minutes** *Action Item* 3:50
 - a. March and February Meetings
6. **Adjourn** 4:00

[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.



Dokkaebier Acquired Federation Brewing at 420 3rd st
PC: Dokkaebier



Hosted Downtown/Chinatown/Jack London BID
Leadership Walking Meeting with Electeds, OPD

Executive Update April 2023

- Savlan Hauser, Executive Director

Spring season has brought terrific weather, new businesses, and a full calendar of events to the District. Welcome to Left Bank Brasserie, Dokkaebier as new proprietors of Federation Brewing, and Cellarmaker Brewing Company!

Other resources and highlights:

The Merchant Community continues to work together and cross-sector to combat crimes impacting the commercial district including auto break-ins. This month we hosted a walking meeting with Councilmember representatives, OPD, and merchant community leadership from the three adjacent Downtown BIDs: Chinatown, Jack London, Downtown. 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 the effort. For graffiti or vandalism prevention resources, [get in touch](#). [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team addresses what we can as quickly as possible—reporting drives more deployment to our District.

Our District In the News

[Eight-Story Infill at 100 2nd Street in Jack London Square Oakland](#) SF YIMBY

[Where to Eat and Drink Near Jack London Square](#) – EATER SF

Upcoming Events and Meetings

- **Merchant Coffee and Special Safety Presentation 101 Broadway**, 4/13 10-11:30AM Jack London BID sponsors free event focused on our Merchant safety and crime prevention. info@jacklondonoakland.org
- **Urban Land Institute Tour of Housing Developments in Jack London** 4/21 9-11AM Register at sf.uli.org
- **Beat 1X NCPC meets Fourth Tuesdays**. Next Meeting 4/25/23 at 6:15PM Via ZOOM 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



March 2023

JACK
LONDON
OAKLAND™

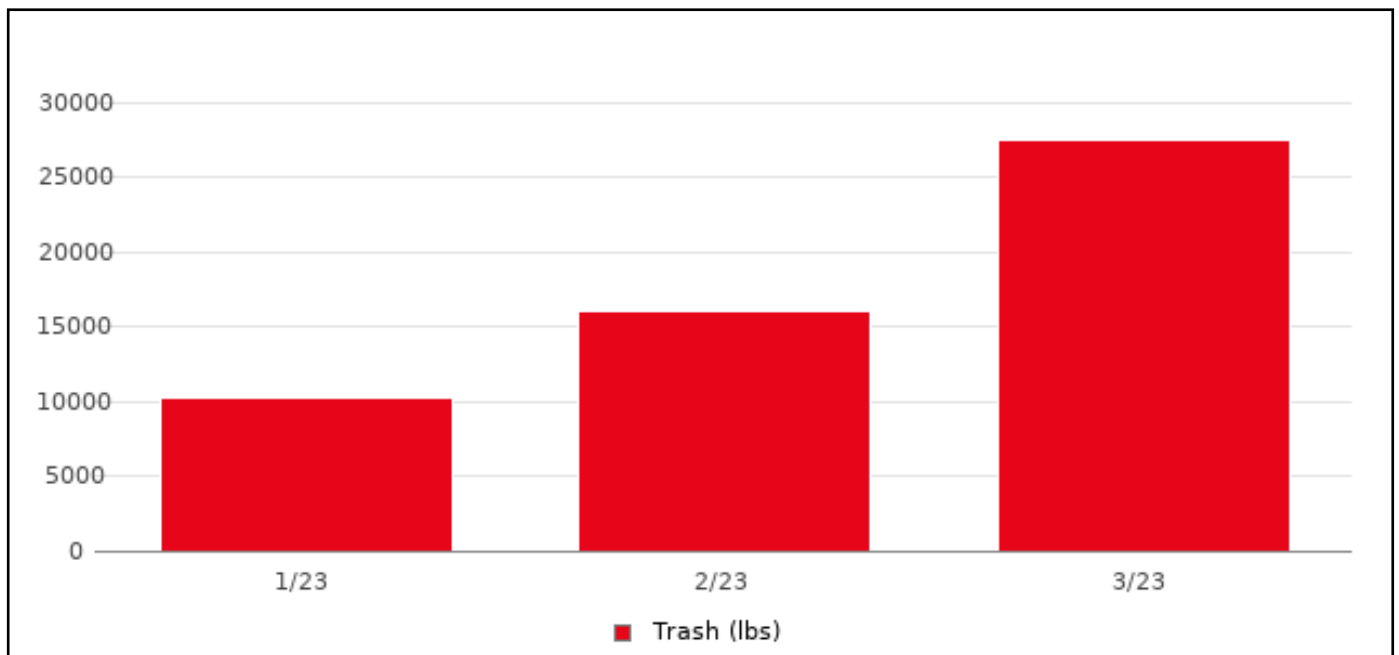
 SMARTsystem

Cleaning Statistics

March 2023 through March 2023

| | 03/2023 | TOTAL |
|------------------------------|---------|-------|
| Biohazard Clean Up | 347 | 347 |
| Broken Auto Glass Reported | 184 | 184 |
| Business Contacts | 3 | 3 |
| Call for Service | 0 | 0 |
| Graffiti - Removed | 548 | 548 |
| Hospitality Contacts | 85 | 85 |
| Illegal Dumping | 50 | 50 |
| Motorist Assist | 7 | 7 |
| Parking Meter Cleaned | 1423 | 1423 |
| Power Washing (block faces) | 15 | 15 |
| Trash (lbs) | 27563 | 27563 |
| Trash Cans Cleaned | 1127 | 1127 |
| Weed Abatement (block faces) | 162 | 162 |

Trash (lbs) -- January 2023 through March 2023



Cleaning Highlights



Accomplishments

We are proud of the work we have been doing this month. The District is looking a lot better. We have worked hard to eliminate all the illegal dumping and encampments. And have as well focused on weed abatement which is a result of the heavy rains. Our trash has increased as a result of the extra efforts.

QUICK VIEW

Mar 01, 2023 -- Mar 31, 2023

50 Illegal Dumping



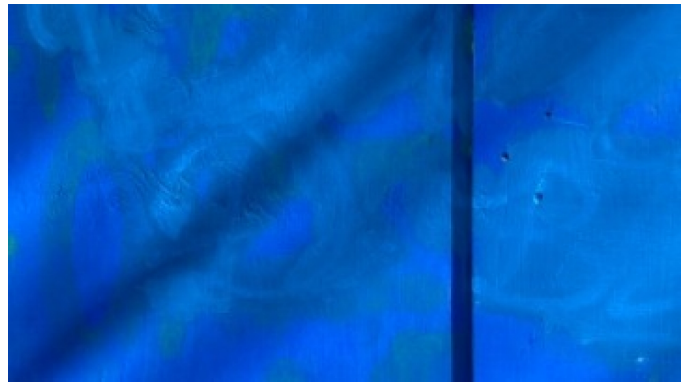
Cleaning Highlights

Accomplishments

The heavy rains and storms brought some new challenges to the team. The storms knocked down branches and twigs as well as brought down some large trees and branches.

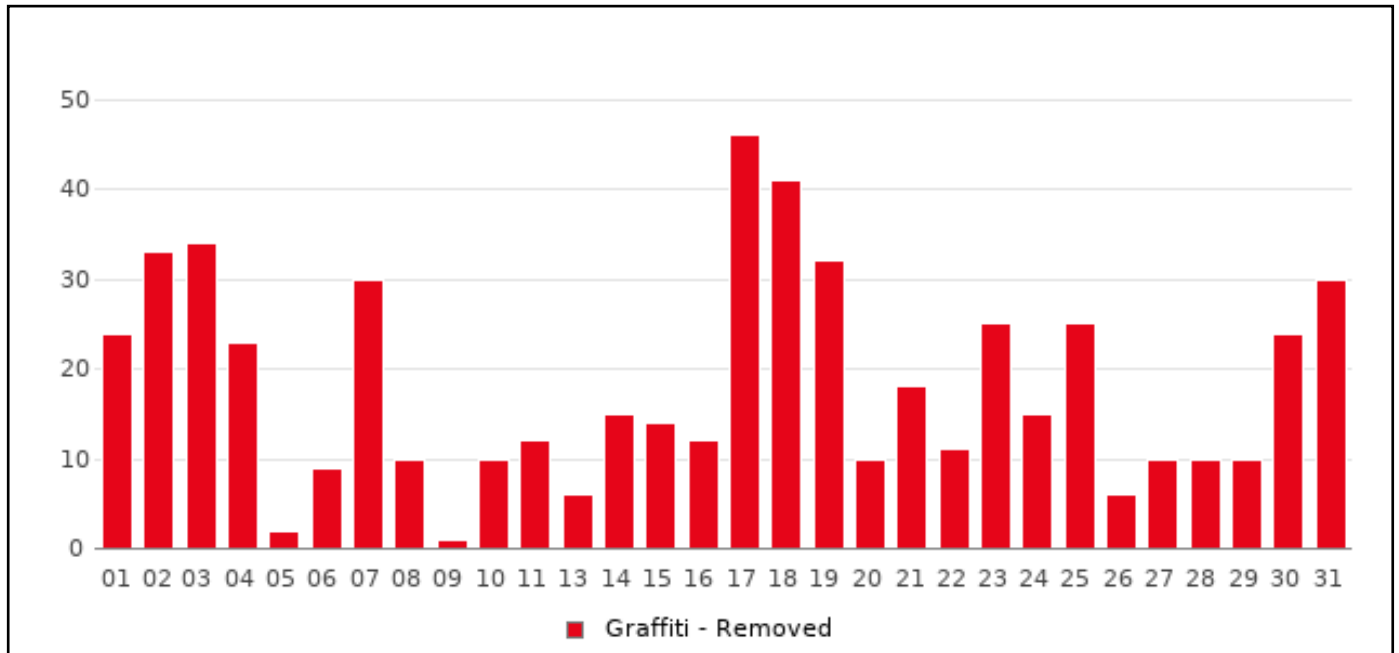


Highlights



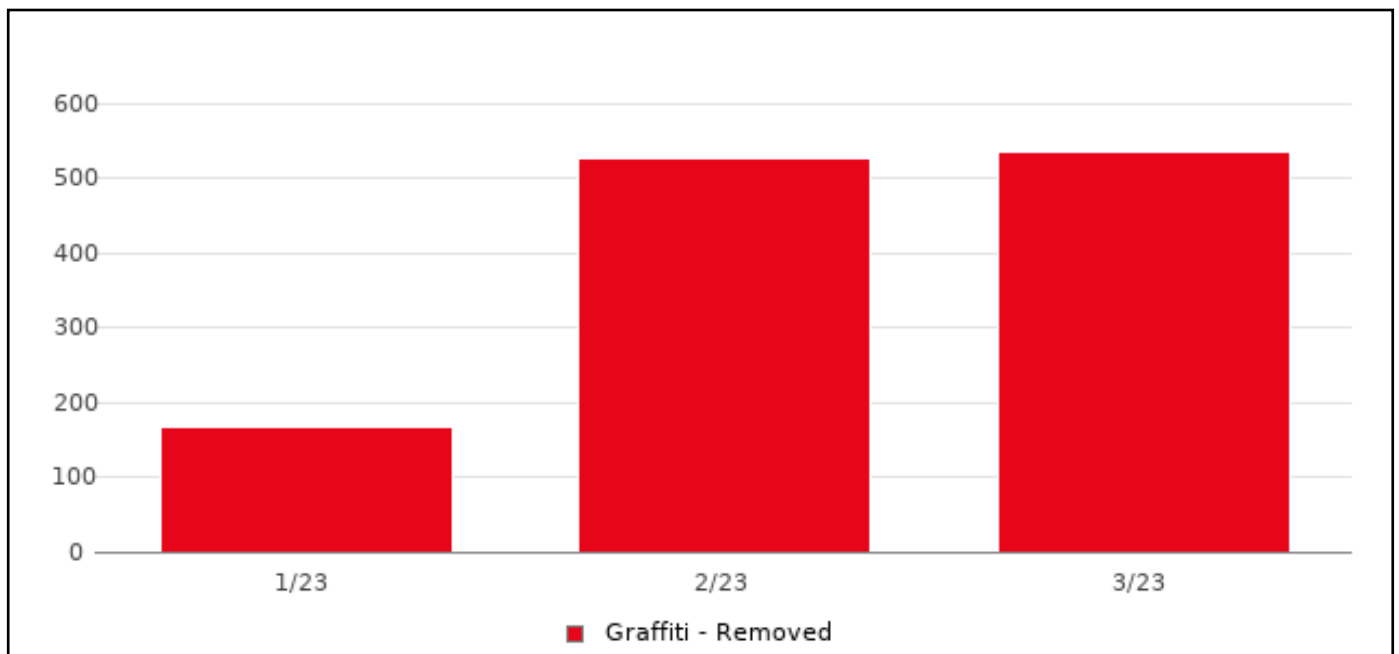
Cleaning Statistics

Graffiti - Removed -- Mar 01, 2023 through Mar 31, 2023



Graffiti still at large and we have been working hard to keep up with it.

Graffiti - Removed -- January 2023 through March 2023



Cleaning Highlights

Accomplishments

Graffiti still remains heavy and we are just focused on keeping up with it. With also a few sunny days we have been able to start powerwashing as well.



Highlights

In Closing

In closing, the team has done a great job staying diligent and working hard to keep the district clean and safe and to weather the storms.



Jack London Improvement District
Statement of Financial Position
As of March 31, 2023

| | Total |
|---|----------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 1100 Bridge Bank Operating Account | 151,670.79 |
| 1105 Discretionary Spending at Bridge Bank | 77.87 |
| 1110 Money Market at Bridge Bank | 398,734.72 |
| 1115 PayPal Bank* | -4,946.21 |
| 1120 Federal Credit Union Savings | 151,004.15 |
| Total Bank Accounts | \$ 696,541.32 |
| Accounts Receivable | |
| 1200 Accounts Receivable | 185,821.53 |
| Total Accounts Receivable | \$ 185,821.53 |
| Total Current Assets | \$ 882,362.85 |
| Other Assets | |
| 1510 Security Deposits | 2,000.00 |
| Total Other Assets | \$ 2,000.00 |
| TOTAL ASSETS | \$ 884,362.85 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2100 Accounts Payable | 48,904.06 |
| Total Accounts Payable | \$ 48,904.06 |
| Total Current Liabilities | \$ 48,904.06 |
| Total Liabilities | \$ 48,904.06 |
| Equity | |
| 3100 Without Donor Restriction | 545,122.01 |
| 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 | 280,687.94 |
| Total Equity | \$ 835,458.79 |
| TOTAL LIABILITIES AND EQUITY | \$ 884,362.85 |
| | |
| Cumulative Unpaid Caltrans Assessments | \$ 364,488.43 |

*Temporary negative balance due to subgrantee payment

Saturday, Apr 08, 2023 11:51:45 AM GMT-7 - Accrual Basis

**Jack London Improvement District
Simplified View: Budget vs Actuals 2023**

As of March 31st, 2023

| | Actual YTD | Budget YTD |
|---|-------------------|------------------|
| Revenue | | |
| Total 4000 Assessment Income | \$488,412 | \$290,064 |
| 8700 Contingency allowance for uncollected assessments | -\$110,368 | -\$23,205 |
| Total Budgeted Revenue | \$378,044 | \$266,859 |
| Expenditures | | |
| 7000 MBSSI Maintenance, Beautification, Safety & Streetscape | | |
| 7100 Ambassador Services- Non-Port Assessment Funds | \$95,256 | \$97,590 |
| 7150 & 7200 Subtotal- Port Share | \$51,232 | \$48,786 |
| 7400 Maintenance Operations | \$4,722 | \$13,352 |
| Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape | \$151,210 | \$159,728 |
| 7700 MED Marketing & Economic Development | | |
| 7710 & 7800 Management & Operations | \$32,189 | \$34,434 |
| 7800 Special Projects | \$2,620 | \$13,850 |
| Total 7700 MED Marketing & Economic Development | \$34,809 | \$48,284 |
| 8000 AGCR Administration & Government/Community Relations | | |
| 8010-8450 District Management & Governance* | \$40,037 | \$37,371 |
| 8510-8580 Office Operations | \$9,814 | \$14,133 |
| Total 8000 AGCR Administration & Government/Community Relations | \$49,851 | \$51,504 |
| Total 8600 Collection Fees | \$7,600 | \$7,344 |
| Total Expenditures | \$243,470 | \$266,859 |
| Gross Difference | \$134,574 | \$0 |
| PBID Renewal Costs | \$18,841 | |

| Percentage Allocation by area of Work | Management Plan | 2023 |
|--|------------------------|-------------|
| Maintenance & Beautification | 55% | 55% |
| Marketing & Economic Development | 18% | 17% |
| Administration & Government | 19% | 18% |
| Contingency & Collection | 8% | 11% |
| <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. | | |

* Due to insurance expense related to City of Oakland grant, to be reimbursed

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

March 13th, 2023 5:00 p.m., Remotely via Zoom

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

Absent: Peter Gertler, Keith Stephenson

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Pam Kershaw (Port of Oakland), Briana Brown (Councilmember Fife's Office), Eric Adams (Councilmember Nikki Bass's Office), 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 5:07 p.m. Jonathan Fong acted as chair of this meeting. | - |
| 2. Public comment and announcements | <ul style="list-style-type: none"> a. Pam Kershaw from the Port of Oakland received an email in protest of the Port's selection of a parking service in one of their parking structures. JLID was CC'd on the email, which raised her concern. Pam inquired if JLID was actively in support of this appeal. Pam wanted to ensure that our BID was not lobbying to support a certain group over others since the Port often has to select services for several uses such as accounting, custodial work, and parking. | - |
| 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. <ul style="list-style-type: none"> i. Ideas: nightlife, hospitality, transportation b. Renewal Task Force Update <ul style="list-style-type: none"> i. Petition Phase: Call for volunteer participation – outreach to property owners for petition response. ii. We have heard from many condo owners in our area and received lots of support; we are currently waiting on responses from larger property owners in the area that have only verbally assured us of their support c. Maintenance, Beautification, Safety & Streetscape <ul style="list-style-type: none"> i. Cleaning and Safety Ambassador Program - Josh Maratea <ul style="list-style-type: none"> 1. Ambassadors cleaned up over 16,000 lbs of trash in the month of February! ii. Merchant Community Safety Task Force Update - Safety Training/Focus at Upcoming Coffee Hour iii. Underpass Conditions Task Force Update <ul style="list-style-type: none"> 1. CalTrans underpass clean up underway: our ambassadors are doing what they can to improve the conditions (see slideshow) 2. Ener and Jen have not heard back from CalTrans since reporting blight/sending photos from last month's presentation 3. 6 CalTrans lots that were up for bid did not get | - |

| | | |
|--|---|--|
| | <p>new tenants... issues are: short term leases and few uses of the space. Task Force called on all board members to get creative and think of different tenants/uses of this (highly discounted) land in our district</p> <ul style="list-style-type: none"> a. Jonathan: suggested a community kitchen/feeding program for vulnerable folks. Housing will not be allowed under the freeways. <p>4. The Task Force has been meeting with CalTrans and researching other groups who are responsible for the poor conditions of the underpasses</p> <ul style="list-style-type: none"> d. Marketing & Economic Development Program <ul style="list-style-type: none"> i. Shop Safe initiative sponsorship: implementing public safety funds and distributing subgrants to 11 other BIDs and organizations ii. Special Events Sponsorship: Sláinte's annual St. Patrick's Day Block Party is coming up this Friday, March 17th. We are proud to once again be sponsors of this event, having helped navigate and fund the special event permits for this event. We expect a couple thousand folks to come through the block party throughout the day on Friday. Great foot traffic for our district! | |
|--|---|--|

| | | |
|----------------------|--|---|
| <p>4. Governance</p> | <ul style="list-style-type: none"> a. Elect New Board Chair / President <ul style="list-style-type: none"> i. Kim Cole has offered to step up as the new Chair/President of our Board ii. Bio: Kim opened Kim Cole Real Estate Inc. in 2015, a boutique brokerage that focuses on high-density luxury and modern condominiums. Taking her 30 years of residential real estate sales, marketing, and development expertise, Kim and her talented team have been awarded as an area leader in the Oakland condominium market. Kim hopes to share her passion for thoughtful living, respectful awareness, and smart growth to support the JLID and all those impacted by the activities and decisions within the District. b. Establish In-Person Meeting Location and Time <ul style="list-style-type: none"> i. Executive board proposes a quarterly in-person meeting to take action and establish quorum and in addition, monthly informational updates (virtually) that coincide with what the Brown Act allows <ul style="list-style-type: none"> 1. I.e. no action will be taken at the informational meetings nor discussion of board matters. More guidance on rules of conduct to follow. ii. For in-person meetings: considering Wednesday, 2nd of the month, 3-5PM, once a quarter iii. Gary Knecht suggested getting a Brown Act | <ul style="list-style-type: none"> a. Jen Nettles motioned to elect Kim as President, John Eric Henry seconded the motion, the board unanimously approved. |
|----------------------|--|---|

| | | |
|------------------------|---|---|
| | training from the City | |
| 5. Financial Review | a. Approval of January 2023 Financial Reports b. Will be reviewed and approved at the next board meeting | |
| 6. Approval of Minutes | a. February 13th Meeting b. Will be reviewed and approved at the next board meeting | |
| 7. Adjourn | The meeting was adjourned at 6:02PM. The next board meeting will tentatively take place on Wednesday, April 13th at 3-5PM, in person. Meeting place and time TBD. | - |

Board Attendance Record

| 2022/3 | Taj | Jonathan | Chris P. | Greg | Peter | Dana | Jen | Keith | Michael | Kim | Ener | John Eric |
|--------|------------|----------|----------|------|-------|------------|-----|-------|---------|-----|------|-----------|
| Feb | x | x | x | x | x | x | x | | | x | x | |
| Mar | x | x | x | x | | x | x | | x | x | x | |
| April | x | x | x | x | | | x | | x | x | x | |
| May | | x | x | x | x | | x | | x | x | x | |
| June | x | x | x | | x | x | x | x | x | | x | |
| July | x | x | | x | | x | x | | x | x | x | |
| Aug | x | x | x | x | x | x | x | x | x | x | x | |
| Sept | x | x | x | x | | x | x | | | x | x | |
| Oct | 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 | (resigned) | x | | x | x | x | x |
| Feb | x | x | x | x | | | x | x | x | x | x | x |
| Mar | (resigned) | x | x | x | | | x | | x | x | x | x |