



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe

July 11, 2022, 5:00 -6:00PM (VIA ZOOM MEETING)

<https://us02web.zoom.us/j/6999564114>

- | | |
|--|--------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:05 |
| 3. Executive Update & Governance—Savlan Hauser | 5:10 |
| a. Assessment Increase | |
| • As authorized by the Jack London Improvement District Management Plan, Staff recommends that the Board authorize a 5% increase in assessments for 2022-2023 to keep pace with increased costs for service delivery: labor, equipment, and rent expenses have all increased significantly. JLID issued a mailed communication last month (attached) notifying stakeholders of decision to increase. | Action Item |
| b. Mayoral Forum Task Force Report – <i>Taj Tashombe</i> | |
| c. Renewal Task Force Update | |
| d. Review of Position Statements, Public Comments, Press | |
| • <i>Alameda-Oakland Free Water Shuttle—Grant Application</i> | |
| • <i>Special Event Permit Fees—City Council Decision</i> | |
| • <i>Howard Terminal Support – BCDC Approval of Use Change</i> | |
| 4. Financial Review | 5:40 |
| a. Approval of May 2022 Financial Reports | Action Item |
| 5. Approval of Minutes | 5:45 |
| a. June 2022 | Action Item |
| 6. Adjourn | 6:00 |
| Next Board Meeting August 8th, 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 July 2022 - Savlan Hauser, Executive Director

We are looking forward to a summer of collaborative community and merchant-led events—a neighborhood Block Party for National Night Out, a celebration of our Brewing District, and a free De-escalation training offered to the community, in continued support of a safe and welcoming commercial district.

Other resources and highlights:

- **The Merchant Community continues to work together Combat Auto Break-ins** we continue our focused meetings with District private security teams and OPD's Auto Burglary Task Force, and are seeking to implement Lit signage, lighting, expanded presence, better response and coordination, and patrols.
- 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—we also want to drive more deployment to our District for support.

Our District In the News

[Estuary Ferry Should Run as a Horizontal Elevator, Not a Bus](#) - Streetsblog SF

[People's Cafe team opens zero-waste Egyptian and Yemeni restaurant Belladi Kitchen](#) – Oaklandside

Upcoming Events

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 8/30/22 at 6:15PM Via ZOOM
- **De-Escalation/Bystander Safety Training** with Impact Bay Area, open to the community and sponsored by Beat 1X NCPC and JLID, 7/26/22 Space limited. RSVP to info@jacklondonoakland.org
- **National Night Out Block Party 8/2/22, 5-7pm Madison @ 3rd.** Music, Giveaways, Free all-ages event
- **Jack London Brewing District Block Party 8/6/22, 1-6pm @ Harrison St—[Presale Tickets available now](#).**
- **A Seat at the Town Table** Mayoral Candidates Forum 8/15/22 , 5:30-6:30PM at Regal Cinemas

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: Seismic Retrofit & Building Renovation

Proposed

- **County-Owned Broadway Properties:** Development team selected: 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



2022 Budget:
\$1,103,682



- 53%** Maintenance, Beautification, & Safety
- 13%** Contingency & Collection Fees
- 18%** Admin & Gov't./Community Relations
- 17%** Marketing & Economic Development

Dear Jack London Improvement District Stakeholder,

The Jack London Improvement District has been hard at work creating and promoting a welcoming and safe environment for all who visit, live, and work in this unique waterfront neighborhood.

Our work includes Cleaning and Safety, Marketing and Economic Development, and Community Relations. The last two years have brought unprecedented challenges as we adapted to the pandemic along with the neighborhood, and services are more crucial now than ever as activity recovers. At its meeting on July 11 at 5:00pm, the Board of Directors will consider an assessment increase of 5% to maintain consistent services. The cost of providing services has increased, as has demand thanks to more activity in the district.

To learn more, please email: info@jacklondonoakland.org
or visit jacklondonoakland.org/impact





333 Broadway
Oakland, CA 94607

To receive email updates on

- Community Events
- Merchant Support Programs
- Beautification Projects
- Development & Transportation Advocacy
- Community Safety

and more, sign up at:

www.jacklondonoakland.org

You can also follow us at:

 [jacklondonoak](https://www.instagram.com/jacklondonoak)

 [jacklondonoakland](https://twitter.com/jacklondonoakland)

 jlid.org



Representing over 3,000 businesses and property owners, the BID Alliance *communicates* best practices, and resources, *connects* with key City and agency representatives, and *advocates* on behalf of its members to further the goals of growing and maintaining Oakland’s vital commercial districts.

RE: Special Event Fees

To: Councilmembers of the City of Oakland

Dear Councilmembers,

The Oakland BID Alliance supports Council’s general proposal to revise the fee schedule and legislation to streamline permitting for special events such as Farmers’ Markets, community street fairs, and other events produced by community-serving non-profits. However, some aspects of the proposed implementation of fees may be overly burdensome and discourage non-profit special events in Oakland. **The criteria to qualify for reduced fees is too narrow and if implemented, would actually raise the cost of and discourage community events that serve disadvantaged neighborhoods.**

We recommend revision of the below points to continue to support important social and cultural events in Oakland:

1. **More accurately define “under-resourced neighborhoods” served by community events that qualify for reduced permitting fees. Change the criteria to include events that serve communities “that fall within the two lower quartiles of the California Healthy Places OR with income at 80% AMI or below.”** Using this new proposed definition of under-resourced neighborhoods will encourage and prioritize events that serve Oakland under-resourced communities in West Oakland and Chinatown, as well as lower-income residents that have managed to resist displacement in gentrifying neighborhoods or unhoused residents that have already been displaced.
2. **Allow all community organizations with nonprofit status (501c3, 501c4, 501c6, etc) to produce events that qualify as “community events” and pay the reduced special event permit fee and the \$100 fire inspection hourly rate.** The proposed criteria for discounted community events permitting allows only 501(C)3 organizations a discounted rate, which would exclude many BIDs and other amazing community organizations in Oakland that are not 501c3s and have budgets over \$500,000 dedicated to providing important community services. \$1,600 for a Special event permit, and \$2,000 for a fire inspection for weekend events (\$3,600 total permitting costs) would significantly impact these organizations’ ability to provide community-serving events. Community Street fairs like Temescal Street Fair and Oakland Chinatown’s StreetFest that attract well over 2,500 attendees, and are produced by community-serving 501c4 and c6 nonprofits, free of charge for the Oakland community; they are valued community events that should be encouraged with reduced permitting fees and are fundamentally different from for-profit events.

We are committed to working with the City to ensure that special events in Oakland are inclusive, safe, well-organized, accessible and affordable to produce. We thank you for your consideration to revise staff’s proposal for the new master fee schedule.

Oakland BID Alliance



For more information contact Oakland BID Alliance Chair Savlan Hauser savlan@jacklondonoakland.org and Chamber Small Business & Workforce Director Shifra de Benedictis-Kessner shifra@oaklandchamber.com



City of Alameda • California

June 2022

Ms. Tess Lengyel
Executive Director
Alameda County Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607

Re: Partnership and Support for Alameda-Oakland Estuary Water Shuttle Pilot Program

Dear Ms. Lengyel:

On behalf of our partnership of private companies, non-profit organizations and public agencies, we are excited to be working together to close one of the most critical transportation gaps in the East Bay: the lack of pedestrian and bicycle access between Downtown Oakland and West Alameda. With the help of the Alameda County Transportation Commission (ACTC), our partnership is ready to bring a free, public water shuttle pilot program to fruition in 2023. Our partnership is requesting \$500,000 per year in grant funding from the 2024 Comprehensive Investment Plan (CIP). Our partnership is committed to funding the remaining 75% of the two-year pilot program costs, totaling \$1,500,000 per year, for each of the two pilot years.

The proposed free, public Alameda-Oakland Water Shuttle Pilot Program will provide a sustainable, comfortable and enjoyable transportation link between West Alameda, Jack London Square and Downtown Oakland. Providing five days of regular service (Tuesdays through Saturdays) operating approximately every 15 minutes, the service will provide a much needed transportation option for people on foot or bike to cross the estuary without an automobile and without relying on the substandard, unpleasant and dangerous 36 inch wide, $\frac{3}{4}$ mile long pathway in the Posey Tube.

The service will increase active transportation options for Alameda residents commuting to downtown Oakland and BART, and employees to commute to jobs in Alameda; create a much needed link between the commercial facilities in Jack London Square and the residents and employees of Alameda; and add opportunities for residents of Jack London Square to access shopping, employment and recreation opportunities in Alameda, including at Target and Safeway. Based upon a travel demand study funded by ACTC and completed in 2021 for the proposed Alameda-Oakland Pedestrian and Bicycle Bridge, between Alameda Landing and Jack London Square, the water shuttle service has the potential to serve over 1000 trips per day.

Our partnership has the financial commitment, expertise and facilities to make this pilot program a success. Our partnership includes:

- *Financial commitment.* Together, our partnership commits to providing at least \$1,500,000

Alameda-Oakland Estuary Water Shuttle Pilot Program Grant Application

June 2022

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toward the annual operations of this pilot program, for each of two years.

- *Operations experience.* The Water Emergency Transportation Authority (WETA) will administer and oversee the service.
- *Marketing expertise.* The City of Alameda, WETA, the Alameda Transportation Management Agency and our private partners will market the service to Alameda and Oakland residents, employees, businesses and visitors.
- *Existing Docking Facilities.* The partnership has access to public docking facilities for the service at Jack London Square, Marina Village and Alameda Landing, as well as facilities for overnighting the vessel.

The timing is finally right for a water shuttle service, with many new housing units, jobs and commercial services now in place, and more to come, along the estuary; and the significant financial commitments of the private sector. To help make this service a reality, we all strongly support the City of Alameda's Alameda-Oakland Estuary Water Shuttle Pilot Program grant application, and look forward to being active partners in helping the pilot service succeed and working towards making this a permanent transportation option.

Sincerely,

City of Alameda, Interim City Manager **Dirk Brazil**

DocuSigned by:



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Approved as to Form, City Attorney

DocuSigned by:



Celena Chen, Assistant City Attorney

Alameda Transportation Management Association, President **Michael O'Hara**

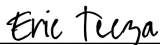
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Blue Rise Ventures, Vice President, Development, **Eric Tecza**

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CIM Group, General Manager/Vice President On-Site Property Management, **Jennifer Nettles**

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Jack London Improvement District, Executive Director **Savlan Hauser**

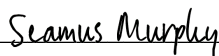
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Water Emergency Transportation Authority, Executive Director **Seamus Murphy**

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West Alameda Transportation Management Association, President **Sean Whiskeman**

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June report
For

JACK
LONDON
OAKLAND™

 SMARTsystem

Hospitality Highlights

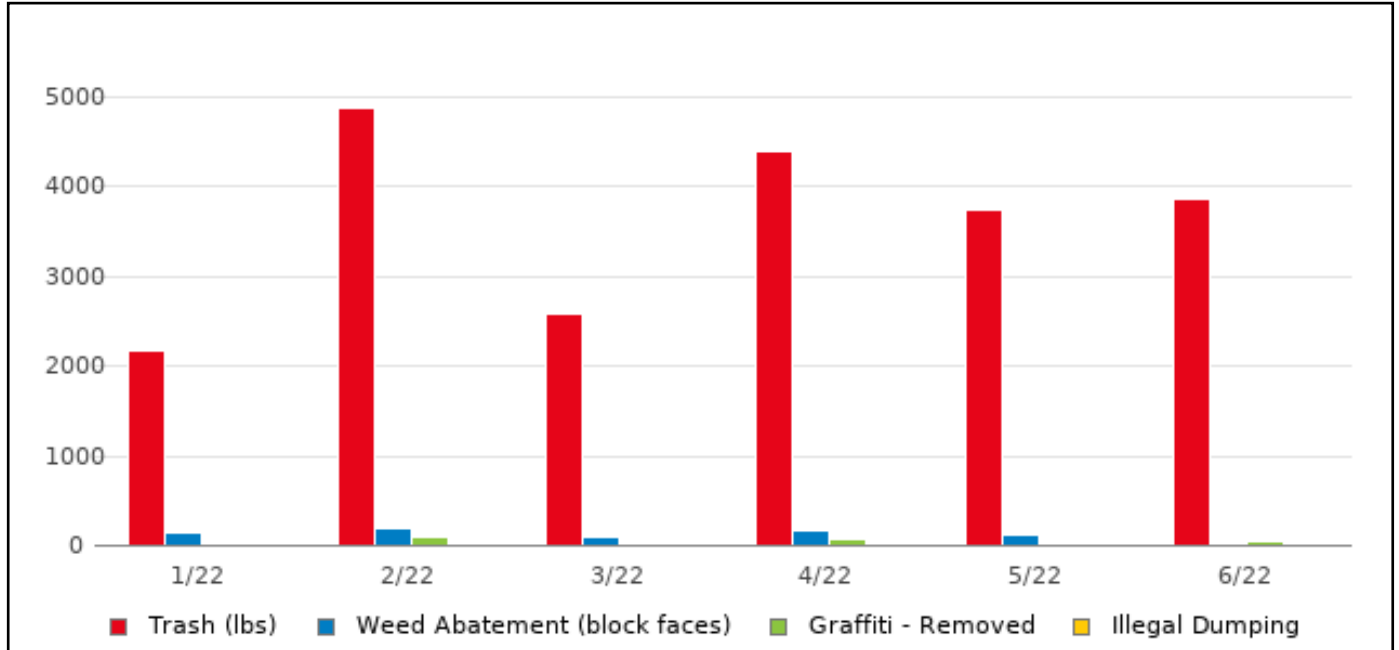
Accomplishments

We have successfully welcomed new hire Kajah Miller to the team as our Hospitality Ambassador. Kajah had performed excellently since her hire. She has established herself among the surrounding business, and is a recognizable face to our local Fire Department.

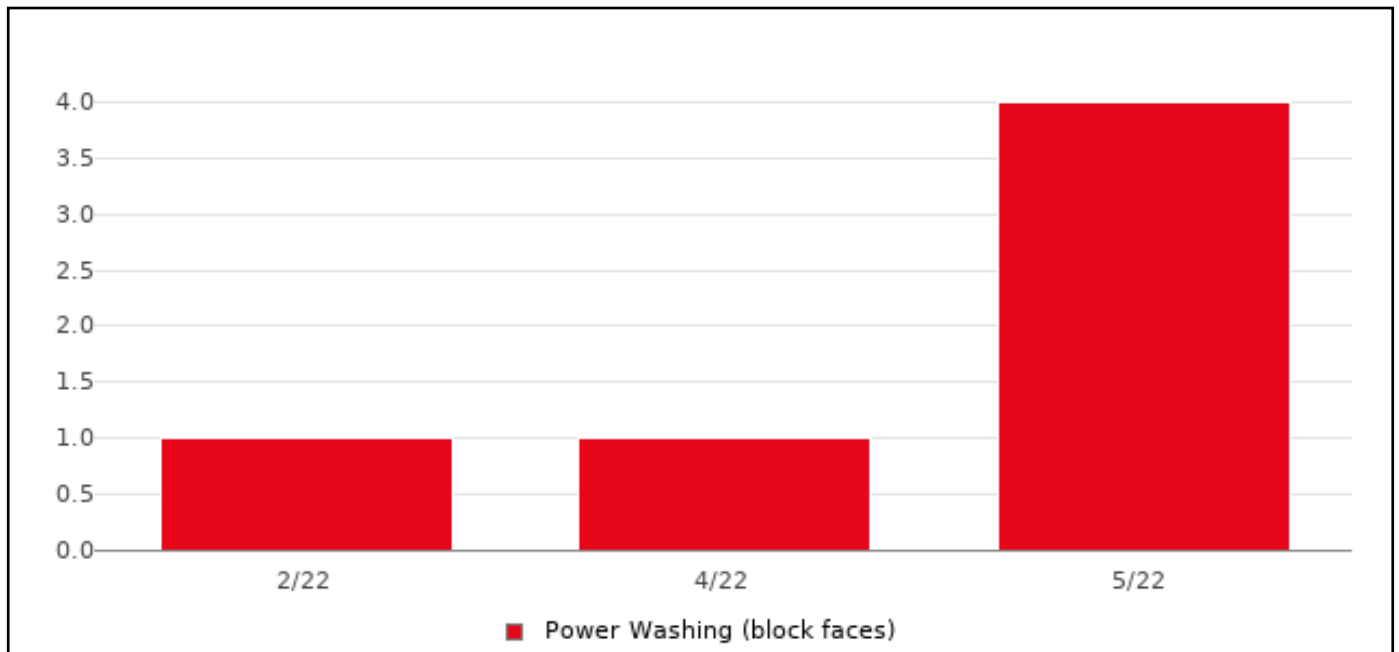


Cleaning Highlights

January 2022 through June 2022



We will continue to tackle the abatement of large graffiti, and heavy weeds in targeted areas if the district. Power Washing (block faces) -- January 2022 through June 2022



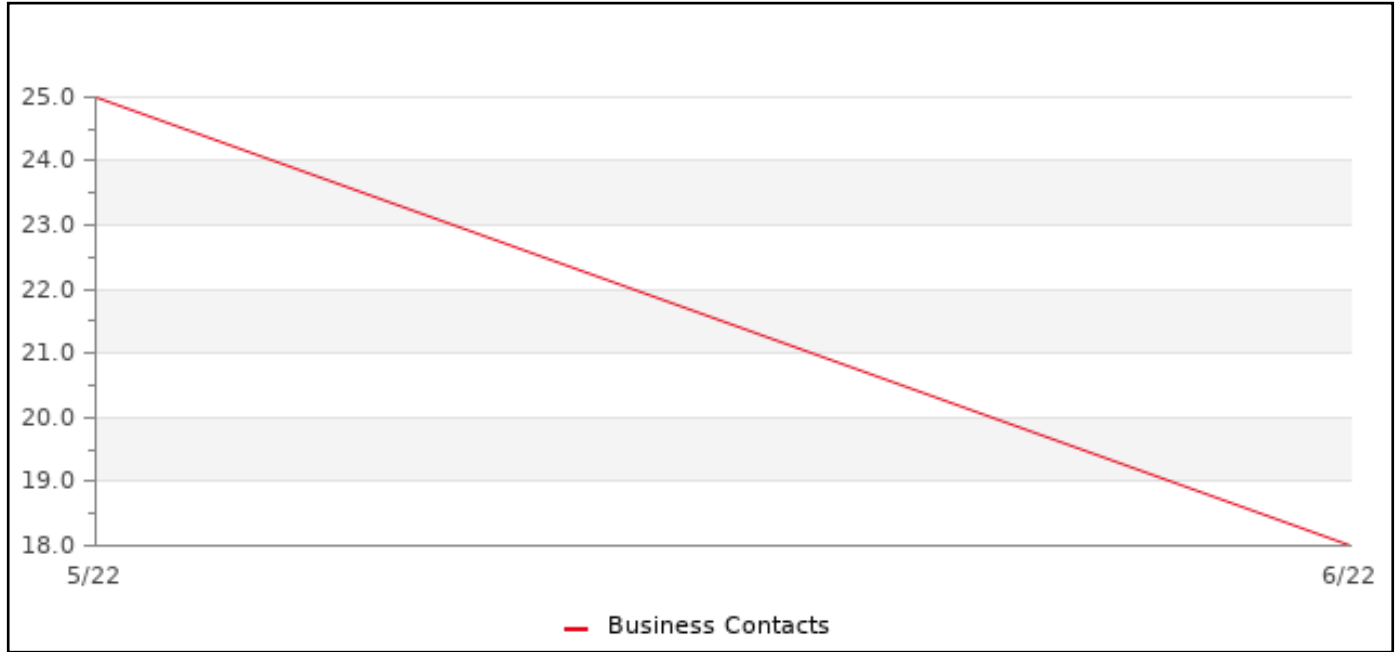
Power washing number continue to improve, as the machine is deployed throughout the month.

Cleaning Highlights



Hospitality Highlights

Business Contacts -- May 2022 through June 2022



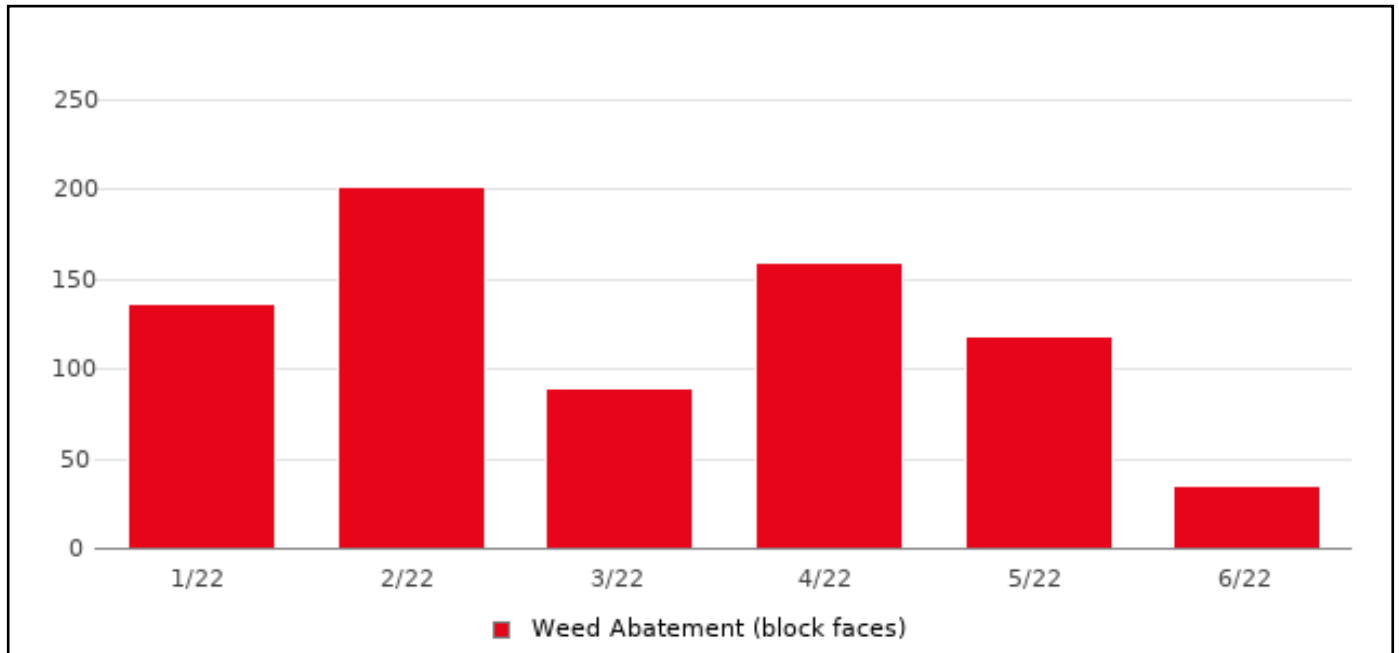
We are looking to regain our momentum on Business Conatcts with the addition of a new Hospitality Ambassador.

Landscaping Highlights



Landscaping Statistics

Weed Abatement (block faces) -- January 2022 through June 2022



Weeding is a tedious task. Ambassadors are ask to weed as they perform their assigned routes. Larger areas are tackled as a group.

In closing

Initiatives

The goal is to fully have a hand on the district at the top of 2023. We are striving to de-weed each block, and abate graffiti in our most problematic areas at least twice a week.

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

		Total
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account	97,544.32	
1105 Discretionary Spending at Bridge Bank	2,042.53	
1110 Money Market at Bridge Bank	555,024.31	
1120 Federal Credit Union CD	250,000.00	
Total Bank Accounts	\$ 904,611.16	
Total Current Assets	\$ 904,611.16	
Other Assets		
1510 Security Deposits	2,000.00	
Total Other Assets	\$ 2,000.00	
TOTAL ASSETS	\$ 906,611.16	
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 Accounts Payable	-3,850.00	June rent paid
Total Accounts Payable	-\$ 3,850.00	
Total Current Liabilities	-\$ 3,850.00	
Total Liabilities	-\$ 3,850.00	
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	445,254.52	
Total Equity	\$ 910,461.16	
TOTAL LIABILITIES AND EQUITY	\$ 906,611.16	
Cumulative Unpaid Caltrans Assessments	\$ 329,214.14	

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

As of May 31st, 2022

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$851,354	\$459,868
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$45,987
Total Budgeted Revenue	\$740,986	\$413,881
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$147,672	\$148,202
7150 & 7200 Subtotal- Port Share	\$78,974	\$77,438
7400 Maintenance Operations	\$16,669	\$14,517
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$243,315	\$240,157
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$46,790	\$53,184
7800 Special Projects	\$3,965	\$27,994
Total 7700 MED Marketing & Economic Development	\$50,754	\$81,178
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$54,639	\$57,350
8510-8580 Office Operations	\$25,007	\$23,554
Total 8000 AGCR Administration & Government/Community Relations	\$79,646	\$80,905
Total 8600 Collection Fees	\$14,377	\$11,642
Total Expenditures	\$388,092	\$413,881
Gross Difference	\$352,895	\$0

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	52%
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

June 13th, 2022 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Melissa O’Keefe, Chris Pastena, Michael Carilli, Ener Chiu, Peter Gertler, Keith Stephenson, Dana Bushouse, Taj Tashombe, Jen Nettles, Shannon Mclsaac

Absent: Amy Tharpe, Kim Cole, Greg Pasquali, Dan Hagerty

Staff: Savlan Hauser, Sucharitha Yelimeli, Porsche Washington (interim Operations Manager)

Guests: Gary Knecht, David Yeager, Isaac Kos-Read, Kimberly Hilley, Sergio Lopez

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 5:03 p.m.	
2. Public comment and announcements	Gary - has anyone else received postcard speaking out against stadium at Howard Terminal? (No one else has - will keep an eye out)	
3. Executive Update and Governance a. Cleaning and Safety Statistics b. Renewal Task Force Report c. Mayoral Candidates’ Forum Hosted by BID leadership D. Review of Position Statements, Public comments	<p>Executive Update:</p> <p>Savlan - planter baskets have been installed Tinea has been promoted to Union Square in SF</p> <p>a. Cleaning and Safety Statistics: Continued coordination with merchants, OPD for stopping auto burglaries. Additional OPD presence including patrol cars stationed at key points in District.</p> <p>b. Renewal Task force Task force has been busy - requested proposals from 3 teams chose one team based on unanimous agreement - Urban Place Consulting. They have a lot of experience with BID formation and expansion, other related areas of work. Site visit next Monday 6/20. Taj - Do we have an action to approve this consultant team with a contract that doesn’t exceed \$70,000? Motion carries and we can go ahead with a contract. Savlan - major hurdle in the first step is to reach 30% of support</p> <p>c. Mayoral Candidates’ Forum Hosted by BID leadership Savlan - Save the date: August 15th at Regal Cinemas Taj - going to be working with media to improve engagement. We want to do some pre-events - to gain more insight into the type of questions and concerns they might have. National Night Out, Farmers’ Markets, etc. We’d love for board members to also submit questions and concerns/topics to be discussed. Chris - how will we submit questions? Taj - we can create a form on the website to take in questions Michael - we want to keep the focus local, focus on cleanliness in our district for one - not get too broad and national</p> <p>d. Review of Position Statements, Public comments Savlan - Past month’s advocacy letters are included in the agenda packet– Alameda Water Shuttle Pilot, Howard Terminal, and more Ener - thank you to Savlan for speaking in support of Lake Merritt BART TOD proposal Savlan - events coming up: Hiero Day 9/3, JLBD Brewing Festival 8/6, National Night Out Block Party 8/2</p>	Taj moved to move ahead with a contract with UPC. Jenn approved, seconded by Greg and Jonathan. Motion passed unanimously.

