



Jack London Improvement District Meeting of the Board of Directors

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

- | | |
|---|------------------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:05 |
| 3. 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- <i>Josh Maratea</i> | |
| i. Merchant Community Safety Task Force Update-- Safety Training/Focus at Upcoming Coffee Hour | |
| ii. Underpass Conditions Task Force Update | |
| d. Marketing & Economic Development Program | |
| ii. Shop Safe initiative sponsorship: implementing public safety funds and distributing subgrants to 11 other BIDs and organizations | |
| iii. Special Events Sponsorship | |
| 4. Governance | Action Items 5:40 |
| a. Elect New Board Chair / President | |
| b. Establish In-Person Meeting Location and Time | |
| 5. Financial Review | Action Item 5:40 |
| a. Approval of January 2023 Financial Reports | |
| 6. Approval of Minutes | Action Item 5:55 |
| a. February 13 th Meeting | |
| 7. Adjourn | 6:00 |
| Next Board Meeting To Be Decided | |

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 March 2023 - Savlan Hauser, Executive Director

Oakland Restaurant Week is March 16-26th – check out Jack London’s [fantastic offerings here](#). ODIN, Left Bank Brasserie, Buck Wild Brewing, Chop Bar, and many other favorites serve up delicious menus at special prices.

This Friday 3/17 from 11-6pm is the annual Block Party for St. Patrick’s Day at Slainte, Oakland’s favorite Irish pub right here in our District. The event is free and family-friendly, with live music, face painting, irish dancing, and delicious fare. More information at jacklondonoakland.org/calendar.

Our District continues its multifaceted work for public safety, from securing physical safety enhancement grant funds, convening merchant-focused meetings with representatives of OPD, and advocating with our elected officials to prioritize this issue. In the past month:

- Installed more "Curb Theft" signs at merchant request
- Initiated meetings with D4 Caltrans leadership and City staff to address growing encampments and blighted conditions at freeway areas
- Coordinated the allocation of a \$220,000 City of Oakland grant for retail-focused public safety initiatives in partnership with neighboring business organizations as well implementation right here in Jack London.
- Our NCPC hosted City Auditor Courtney Ruby and her office to present their findings on the City of Oakland’s homelessness service efforts and recommendations for improvement.

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 the effort.
- For graffiti or vandalism prevention resources, [please get in touch](#).
- [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 and Meetings

- **St. Patrick’s Day Block Party @2nd and Broadway, 3/17 11am-6pm.** Jack London BID sponsors free event
- **Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 3/28/23 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



February 2023

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Cleaning Highlights

Field Observations

This month we focused on the weeds growing in the district due to all the rain and we focused on cleaning up the illegal dumping in and around the district including under the Webster Street underpass, along side 5th Street and off of Castro Street.

We have successfully cleaned more than 16,000 lbs of trash from the district.



QUICK VIEW

Feb 01, 2023 -- Feb 28, 2023

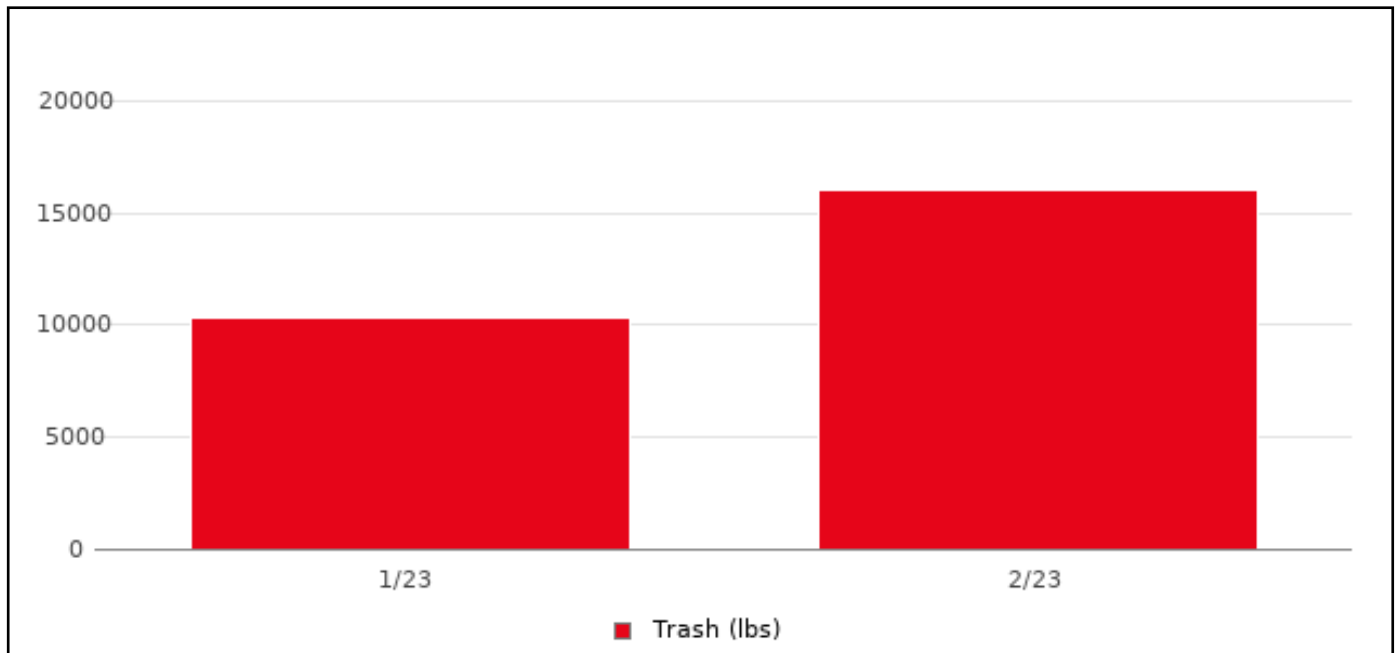
16256 Trash (lbs)

Cleaning Statistics

February 2023 through February 2023

	02/2023	TOTAL
Biohazard Clean Up	598	598
Broken Auto Glass Reported	325	325
Business Contacts	35	35
Call for Service	9	9
Graffiti - Removed	515	515
Hospitality Contacts	29	29
Illegal Dumping	64	64
Parking Meter Cleaned	1767	1767
Power Washing (block faces)	26	26
Trash (lbs)	16256	16256
Trash Cans Cleaned	900	900
Weed Abatement (block faces)	154	154

Trash (lbs) -- January 2023 through February 2023



Cleaning Highlights



Accomplishments

Graffiti still plagues the district and is showing up in all sorts of ways. Buildings are being tagged as well as telephone poles and even the sidewalks.

Chris our resident graffiti remover has worked diligently to keep up with all the graffiti.

Lets hope we can remain more solvent than them.

QUICK VIEW

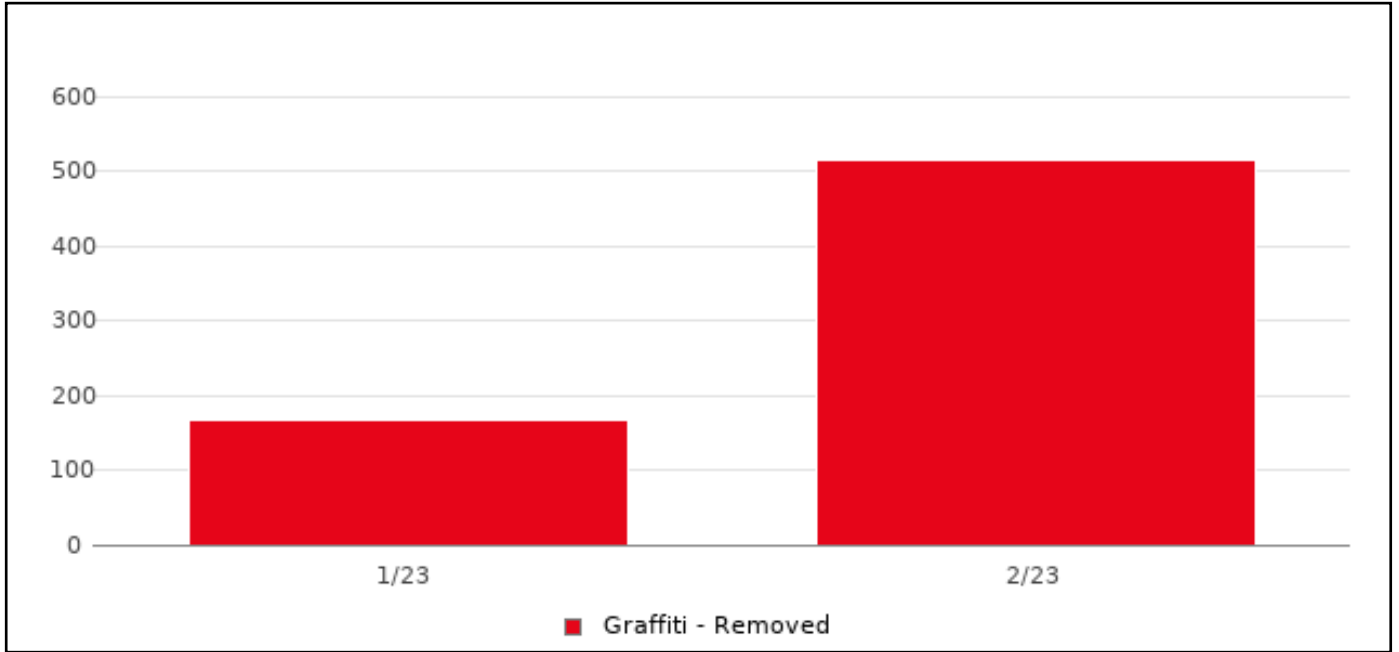
Feb 01, 2023 -- Feb 28, 2023

515 Graffiti - Removed



Cleaning Statistics

Graffiti - Removed -- January 2023 through February 2023



Graffiti Removed

Cleaning Highlights



Cleaning Highlights



Accomplishments

With all the rain has brought new growth of weeds sprouting throughout the district and we have put a focus on getting these trimmed down as well as tree growth and downed branches.

QUICK VIEW

Feb 01, 2023 -- Feb 28, 2023

154 Weed Abatement (block faces)



New Ambassadors

Welcome New Ambassadors

We welcome 2 new Ambassadors to the team. Roland Brown our newest member and Michael Freeman whom you all may have seen for the past month or so. We are excited to have them as part of the team.



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

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	12,103.91
1105 Discretionary Spending at Bridge Bank	2,482.61
1110 Money Market at Bridge Bank	398,565.47
1120 Federal Credit Union CD	251,004.15
Total Bank Accounts	\$ 664,156.14
Accounts Receivable	
1200 Accounts Receivable	185,821.53
Total Accounts Receivable	\$ 185,821.53
Total Current Assets	\$ 849,977.67
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 851,977.67
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
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	307,601.82
Total Equity	\$ 862,372.67
TOTAL LIABILITIES AND EQUITY	\$ 862,372.67
Cumulative Unpaid Caltrans Assessments	\$ 364,488.43

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

As of January 31st, 2023

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$488,412	\$96,688
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$7,735
Total Budgeted Revenue	\$378,044	\$88,953
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$31,715	\$32,530
7150 & 7200 Subtotal- Port Share	\$17,077	\$16,262
7400 Maintenance Operations	\$1,370	\$4,451
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$50,162	\$53,243
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$9,535	\$11,478
7800 Special Projects	\$799	\$4,617
Total 7700 MED Marketing & Economic Development	\$10,335	\$16,095
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$11,346	\$12,457
8510-8580 Office Operations	\$698	\$4,711
Total 8000 AGCR Administration & Government/Community Relations	\$12,044	\$17,168
Total 8600 Collection Fees	\$7,600	\$2,448
Total Expenditures	\$80,140	\$88,953
Gross Difference	\$297,903	\$0
PBID Renewal Costs	\$16,638	

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. 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

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

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

Absent: Peter Gertler

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Gary Knecht, Briana Brown, Lisa Vilhauer, Sara May

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. Moment of Silence	Moment of silence and reflection on the life of local business owner, Jen Angel who owned Angel Cakes bakery.	-
3. Public comment and announcements	<ul style="list-style-type: none"> a. After 18 months of serving as chair of the board, Taj Tashombe will be resigning as President of the Board of Directors. This will be his last Board Meeting as chair. b. Michael Carilli suggested moving the Board Meetings off Zoom back to an in-person format. This will be added as an agenda item at the next meeting. <ul style="list-style-type: none"> i. Ener and Greg requested that day and time be changed if in-person meetings are to be approved by the board 	-
4. 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. 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. c. Maintenance, Beautification, Safety & Streetscape <ul style="list-style-type: none"> i. Cleaning and Safety Ambassador Program <ul style="list-style-type: none"> 1. BBB 2023 Strategy Meeting February 7 / Quarterly in future <ul style="list-style-type: none"> a. JLID is working with BBB to learn about strategies that BBB has implemented nationwide. The goal is to continue to elevate the work that our Ambassadors do every day to create a welcoming, safe environment. 2. Review of Cleaning + Safety Ambassador Program - Josh Maratea ii. Merchant Community Safety Task Force Update <ul style="list-style-type: none"> 1. Working on a letter to the City regarding the increased level of auto-burglaries in our neighborhood (draft in Agenda) iii. Caltrans Task Force Update <ul style="list-style-type: none"> 1. Caltrans has not paid their assessment to JLID in 9 years 	-

2. Task force has secured a meeting with the Caltrans D4 Director for this Friday, February 17th. JLID plans to figure out action steps to take to eradicate the urban blight under/near freeways.
 3. This past weekend, Jen Nettles walked the underpass areas under question to take pictures of the conditions (images in slideshow)
 4. Savlan suggested changing the name of the task force to be more inclusive of all the responsible parties that own the properties of concern..
- 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
 1. Super successful in-person Q&A/workshop at Bicycle Coffee on 1/25
 - iii. Brewing District Partnership/ SF Beer Week
 - iv. Special Events Sponsorship
 1. St. Patrick's Day Block Party (March)
 - a. JLID is assisting with obtaining special event permits for this event on 3/17
 2. Underworld Opera Concert Series (Spring)
 3. Brewing District Block Party (August)
- e. How do we support Entertainment/Special Events in the District to bring activity, strengthen identity, and support the local economy? - Discussion Item
- i. John Eric Henry: has a background in putting on large outdoor events in Oakland, including building up Oakland First Fridays. Putting on a large street fair is a challenge but a lot of good came from this recurring event (safe bike lanes, increased sales for merchants, increased security). John would like to look ahead and figure out a similar community event that would incorporate the culture of our community, activate our streets and get Jack London on the map nationally. Ideally, this event will be attended by tourists as well as locals.
- f. Monthly Review of Public Statements and Press

5. Financial Review	<ol style="list-style-type: none"> a. Approval of December 2022 Financial Reports <ol style="list-style-type: none"> i. Presented by Jonathan Fong b. Gary requested that Savlan put into writing the specific reasoning and process behind donating to Jen Angel's GoFundMe this past week. 	<ol style="list-style-type: none"> a. Jen Nettles made the motion to approve the minutes, the board unanimously approved the financial reports.
6. Approval of Minutes	<ol style="list-style-type: none"> a. January 9th, 2023 b. Special Meeting: February 2nd, 2023 	<ol style="list-style-type: none"> a. Jonathan made a motion

	<ul style="list-style-type: none"> i. Under #3 it does not note that Gary Knecht resigned from the Renewal Task Force (requested to be noted by Gary) ii. The year at the top of both Meeting Minutes must be changed to 2023 	to approve the minutes with the amendments, Kim seconded the motion, the board unanimously approved both meeting minutes.
7. Adjourn	The meeting was adjourned at 6:16PM. The next board meeting will take place on Monday, March 13th at 5PM, virtually on Zoom.	-

Board Attendance Record

2022/ 3	Taj	Jonathan	Chris F	Greg	Peter	Dana	Jen	Dan	Keith	Michael	Kim	Ener	John Eric
Jan	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	
April	x	x	x	x			x	x		x	x	x	
May		x	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	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		x			x	x	x	x
Feb	x	x	x	x			x		x	x	x	x	x