



## Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe

Focus: Renewal 2023 Budget

September 12th, 2022, 4:30 -6:00PM (VIA ZOOM MEETING)

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

1. **Call to order and introductions** 4:30
2. **Public Comment and Announcements** 4:35
3. **Executive Update & Governance—Savlan Hauser** 4:40
  - a. Mayoral Forum Task Force Report – *Taj Tashombe* **Discussion Item**
  - b. “See Things From Our Side” Visit Oakland vodcast Potential Jack London focus and partnership– *Taj Tashombe* **Discussion Item**
  - c. Review of Position Statements, Public Comments, Press in August
    - *Support for Continuation of Flex Streets/Parklet Program for Merchants with OakDOT*
4. **Financial Review** 4:50
  - a. Approval of July 2022 Financial Reports **Action Item**
5. **Approval of Minutes** 5:55
  - a. August 2022 **Action Item**
6. **Renewal Budget Presentation – Urban Place Consulting** 5:00 **Discussion Item**
7. **Adjourn** 6:00  
Next Board Meeting October 10th, 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](http://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](mailto: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 September 2022 - Savlan Hauser, Executive Director



Thank you to the three elected officials and many community members, media, journalists and organizations who joined our first Mayoral Candidates' forum in August. We plan to continue our work and participation in the election process to elevate issues of critical importance to our District in maintaining a welcoming place. This past month, the District also hosted a de-escalation safety training for members of our Beat 1X Neighborhood Crime Prevention Council and saw a first-of-its-kind Brewing District Block Party featuring the makers of local libations with nearly 1,000 attendees.

#### Other resources and highlights:

- **Safety continues to be a priority. 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.
- 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

[Bay Area coffee chain, rainbow ramen and more new restaurants to open in Oakland's Jack London Square](#)

SFGate

[Annual Hiero Day Festival Comes To Oakland](#) – San Francisco Chronicle

#### Upcoming Events

- **Jack London Beat 1X NCPD meets Fourth Tuesdays.** Next Meeting 9/30/22 at 6:15PM Via ZOOM

#### Development/ Construction Updates:

##### Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>** 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 3<sup>rd</sup> Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

##### Entitled

- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Leased to Curopet Veterinary Hospital
- **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

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

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	13,970.38
1105 Discretionary Spending at Bridge Bank	2,292.63
1110 Money Market at Bridge Bank	603,310.26
1115 PayPal Bank	100.00 <i>Individual Donation</i>
1120 Federal Credit Union CD	250,000.00
<b>Total Bank Accounts</b>	<b>\$ 869,673.27</b>
<b>Total Current Assets</b>	<b>\$ 869,673.27</b>
<b>Other Assets</b>	
1510 Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$ 2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 871,673.27</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2100 Accounts Payable	63,447.60
<b>Total Accounts Payable</b>	<b>\$ 63,447.60</b>
<b>Total Current Liabilities</b>	<b>\$ 63,447.60</b>
<b>Total Liabilities</b>	<b>\$ 63,447.60</b>
<b>Equity</b>	
3100 Without Donor Restriction	455,557.80
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
<b>Total 3300 With Donor Restriction</b>	<b>\$ 9,648.84</b>
<b>Net Revenue</b>	343,019.03
<b>Total Equity</b>	<b>\$ 808,225.67</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 871,673.27</b>
<b>Cumulative Unpaid Caltrans Assessments</b>	<b>\$ 329,214.14</b>

Wednesday, Aug 17, 2022 07:23:30 AM GMT-7 - Accrual Basis

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

**As of July 31st, 2022**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$907,922</b>	<b>\$643,815</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$110,368</b>	<b>-\$64,381</b>
<b>Total Budgeted Revenue</b>	<b>\$797,554</b>	<b>\$579,433</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$218,246	\$233,131
7150 & 7200 Subtotal- Port Share	\$116,975	\$108,413
7400 Maintenance Operations	\$20,961	\$20,323
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$356,182</b>	<b>\$361,867</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$59,547	\$74,457
7800 Special Projects	\$1,778	\$39,191
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$61,325</b>	<b>\$113,649</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$69,408	\$80,291
8510-8580 Office Operations	\$34,092	\$32,976
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$103,500</b>	<b>\$113,266</b>
<b>Total 8600 Collection Fees</b>	<b>\$14,377</b>	<b>\$16,299</b>
<b>Total Expenditures</b>	<b>\$535,384</b>	<b>\$605,081</b>
<b>Gross Difference</b>	<b>\$262,170</b>	<b>-\$25,647</b>

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



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: OakDOT Parklet Guidelines**

**To: OakDOT**

**Attn: Nicole Ferrara, OakDOT Policy & Intergovernmental Affairs Advisor**

Dear OakDOT,

The Oakland BID Alliance enthusiastically supports the permanent continuation of the Flex Street / Parklet and appreciates OakDOT’s draft parklet guidelines as a way for Oakland businesses to have more time for post-Covid economic recovery. However, some of the proposed guidelines will significantly impact their long-term sustainability, most notably the setback requirements and overhead structure restriction. We have provided the below revisions for consideration.

1. **“No structures allowed above railing height” for “Parklets ...in red zones, [pedestrian] safety zones, or within 20’ – 40’ of intersections (40’ when street includes a protected bike lane).”** This will prohibit any umbrellas, overhead weather protection or roofs for all parklets within those areas. The guidelines already require that parklet walls be a maximum of 3.5 feet so that the safety and view of any crossing pedestrians is maintained. Overhead rain protection and roofs are key to parklets being usable during all weather conditions and thus truly beneficial to local businesses. We proposed that **these guidelines be revised to allow overhead structures above 8 feet in all locations** where parklets are permitted, and limit any structures (support elements/beams for umbrellas/roof) between 3.5 feet and 8 feet to a maximum width of 4 inches (which aligns with Oakland Municipal Code 10.60.010 - Obstructions at intersections prohibited—Exceptions).
2. **Requiring that all parklets be set back 3 feet on each side from the adjacent parking spots.** This will shrink the size of each current and future parklet by 60 feet, which is 30% of the total size of a typical 20 ft. long by 10 ft. wide parklet. This reduction in parklet size will significantly reduce the business’s revenue from the parklet – by up to 30%. We propose that **no setback be required between parklets and adjacent parking spots**, allowing parklets to utilize the full parking space and maximizing support for our struggling local businesses, while increasing safety for parklet users with the newly required wheel stops.

We invite the City’s partnership in ensuring that parklets are safe, well-designed, beneficial to local businesses and the entire Oakland community. We thank you for your consideration to revise staff’s draft guidelines for the new permanent parklet program.

Oakland Chamber of Commerce / Oakland BID Alliance



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

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

August 8th, 2022 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Melissa O’Keefe, Michael Carilli, Ener Chiu, Keith Stephenson, Dana Bushouse, Taj Tashombe, Jen Nettles, Kim Cole, Greg Pasquali, Dan Hagerty, Peter Gertler

Absent: Amy Tharpe, Peter Gertler,

Staff: Savlan Hauser

Guests: Gary Knecht, D3 CM Carol Fife, Brianna Horton (D3 Staff)

*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	<ul style="list-style-type: none"> <li>• The season of festivals, JLID-sponsored events, block parties, etc was noted and Board members are interested in supporting an inclusive District event celebrating the many facets of the neighborhood. 4th of July, early fall, etc were discussed as potential event times.</li> <li>• Councilmember Fife’s representative shared CM Fife’s intent to bring together a D3-wide NCPC and BID meeting to discuss public safety.</li> <li>• CM Fife shared <a href="https://www.oaklandca.gov/topics/elections">https://www.oaklandca.gov/topics/elections</a> as a resource for the community</li> </ul>	
3. Executive Update and Governance a. Assessment Increase b. Renewal Task Force Update c. Mayoral Candidates’ Forum Hosted by BID leadership D. Review of Position Statements, Public comments	<p>Executive Update:</p> <ul style="list-style-type: none"> <li>a. Mayoral Candidates’ Forum Taj invited the Board to participate in the event and volunteer as ushers. Press and over 170 attendees have confirmed RSVPs. Questions and issues of concern from the community are being collected through to the forum.</li> <li>b. Renewal Task force Task force hosted the consultant team for a site visit and walkthrough of the District to assess boundaries, service levels, and get to know the neighborhood.</li> <li>c. Review of Position Statements, Public comments Lake Merritt BART TOD Approval at Planning Commission (Offsite Improvements to benefit public spaces, waterfront access) Events coming up: Hiero Day 9/3, Mayoral Candidates Forum 8/15</li> </ul>	
4. Financial Review a. June 2022 Financial Reports	Financial reports were reviewed. It was noted all disbursements have been received from the City of Oakland.	Michael approved, seconded by Kim. Motion passed unanimously.
5. Approval of July 2022 minutes	No edits were made of the July 2022 minutes	Michael moved to approve the minutes. Taj seconded. Motion passed unanimously.
7. Adjourn	The meeting was adjourned at 6:00 PM. Next Board meeting will be held next September 12th virtually via Zoom.	

