



Jack London Improvement District Meeting of the Board of Directors

472 Water St – April 13th, 2020, 5:00PM (VIA ZOOM MEETING)

- 1. **Call to order and introductions** 5:00
- 2. **Public Comment and Announcements** 5:00
- 3. **Executive Update** 5:05
 - a. **Cleaning and Safety Work:** Update on new safety and hygiene protocols and shifted services of Ambassador team in light of the Shelter-in- Place order by Carlos Paz, Operations Manager
 - b. **Underpass update:** Oak & 5th Community Cabin is now open; however due to CDC guidelines during the pandemic, encampment closure and intervention has been paused by the city. We continue to advocate for acute cleaning and hazard abatement in these areas, and provide pressure washing and litter abatement as is safe and feasible.
 - c. **Crime update:** NCPC not held. Conference call meeting with Community Resources Officer Fajardo focused on change in activity patterns in Jack London due to Shelter-In-Place order, and mitigation of unwanted behavior in public spaces.
- 4. **Jack London Adapts: Operational change and new work in light of COVID 19** 5:30
What are the new priorities this challenge reveals to our organization? Are we taking the right steps? Here’s what we’re up to:
 - Ensuring compliance with “Essential Work” as defined by County Shelter-in-Place Order
 - Ensuring compliance with Proposition 218 AND alignment with Management Plan
 - Adopting additional hygiene and safety protocol and trainings for ambassador staff based on shared best practices from neighboring districts
 - Bi-Weekly Meetings with Economic Development and OPD
 - Promoting adapted Jack London Business offerings and services on local and regional marketing platforms including local media, Visit Oakland
 - Sharing collected resources and funding support including grants, loans with partner organizations including Oakland Chamber of Commerce and BID Alliance [via website](#)
 - Supporting clean and safe operations at the booming Wholesale Produce Market
 - Ramping up staff work on “touchless” projects and keeping engagement

Discussion Item
- 5. **Financial Review and Report** 5:40
 - a. Approve Financial Reports
 Statement of Financial Position, Budget v Actual February 2020 **Action Item**
- 6. **Approval of Minutes** 5:50
 March 9th, 2020 **Action Item**
- 7. **Adjourn** 6:00
 Next Board Meeting May 11th, 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.



Ambassador services restart after 14 day suspension, focused on essential work only (above)

Executive Update, April 2020 – Savlan Hauser, Executive Director

The Coronavirus pandemic has affected nearly every part of our daily lives and our organization’s work. It is hard to overstate the impact on places and businesses that depend on people coming in the door or gathering. We respond to the safety, cleanliness and economic development challenges our District faces—and so this crisis has presented a new set of work demands and opportunities as well.

As we work with our local stakeholders on immediate support measures, funding opportunities, localized marketing, and more, we look forward to a robust and ongoing conversation about building resilience and safety into long-range goals.

In the near term, Ambassador services have restarted after a brief hiatus with new strict safety and hygiene protocols informed by public health guidelines. In tandem with neighboring Districts, our team is focusing strictly on service defined as essential; “support to ensure the effective removal, storage, and disposal of

residential and commercial solid waste” We are all following social distancing guidelines to do our part in keeping frontline staff and the Jack London community safe. Please help us by maintaining 6' of distance-- however a friendly wave or thank you is gratefully accepted.

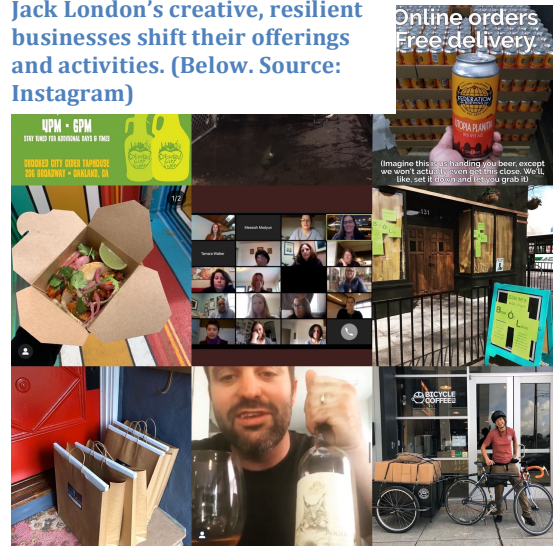
This month we continue the discussion on homelessness and our downtown neighborhoods—via video conference with Dr. Robert Ratner, Director of Alameda County Behavioral Health Services. Obviously this crisis is compounded with a pre-existing crisis. Unfortunately due to CDC guidelines during the pandemic, encampment interventions and closures have stopped. Up until the shelter-in-place order, the long Community Cabins start-up had been progressing well.

We are appreciative of our downtown leader partners in joining in conversation with us as we look at our respective roles in solving this crisis in Oakland. It’s important to keep pushing long-range solutions as we continue to address day-to-day challenges.

Jack London In the News

[The Magic of Empty Streets](#)- Social distancing gives us a rare opportunity to fix cities- NY Times
[Oakland Aims to make Emergency Housing Permanent](#) – 6 Trailers for Youth near JLS – ALT 105.3

Jack London’s creative, resilient businesses shift their offerings and activities. (Below. Source: Instagram)



This Month’s Events

- **Jack London Beat 1X NCPC 6:15PM 4/28.** Hosted via video conference, for details email info@jacklondonoakland.org. Meet neighbors and connect with public safety officers

Development/ Construction Updates

- **“Mirador” 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **“Modera”**- Mill Creek **377 2nd St**- 134 Homes complete, 25% leased
- Rehabilitation at **322 Broadway @ 4th** Continues as essential work, Developer: Smart Growth
- **4th and Alice** Construction paused due to COVID-19 Developer: SunCal/Swenson, for lease
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust
- **Jack London Square:** Channel House Paused due to COVID-19, Hotel & Site D groundbreaking pending.

Jack London Improvement District March 2020 AMBASSADOR STATISTICS

Task	Totals
Business Assist	6
Business Contacts	25
Car Break-In (No Car)	18
Escorts	10
Graffiti - Removed	45
Graffiti Reported	7
Hospitality Contacts	43
Illegal Dumping	10
Miscellaneous Equipment Hours	7
Motorist Assist	7
Motorist Assistance	10
Outreach Contact	4
Panhandling - Passive	1
Power Washing (block faces)	8
Request for Police / Fire / EMS / Assistance	1
Special Project (hours)	32
Stickers/Flyers/Posters Removed	86
Trash (lbs)	7745
Weed Abatement (block faces)	7

Note: Ambassador services were paused March 17th - March 31 due to COVID-19 shelter-in-place order.



**Jack London Improvement District
Simplified View: Budget vs Actuals 2020**

As of February 29th, 2020

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$408,651	\$175,160
8700 Contingency allowance for uncollected assessments*	-\$55,482	-\$8,758
Total Budgeted Revenue	\$353,169	\$166,402
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$56,183	\$56,383
7150 & 7200 Subtotal- Port Share	\$29,700	\$29,500
7400 Maintenance Operations	-\$11	\$9,621
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$85,872	\$95,504
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$18,530	\$19,488
7800 Special Projects	\$25,710	\$14,333
Total 7700 MED Marketing & Economic Development	\$44,241	\$33,821
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$25,409	\$23,221
8510-8580 Office Operations	\$7,806	\$9,422
Total 8000 AGCR Administration & Government/Community Relations	\$33,215	\$32,643
Total 8600 Collection Fees	\$6,907	\$4,434
Total Expenditures	\$170,235	\$166,402
Gross Difference	\$182,934	\$0

WM Refund

B Shuttle Payment

Percentage Allocation by area of Work	Management Plan	2020
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	19%
Administration & Government	19%	19%
Contingency & Collection	8%	8%
<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
Statement of Financial Position
As of February 29, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	54,180.99
1105 Discretionary Spending at Bridge Bank	1,556.21
1110 Money Market at Bridge Bank*	484,387.13
Total Bank Accounts	\$ 540,124.33
Total Current Assets	\$ 540,124.33
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 542,124.33
 LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Without Donor Restriction	224,920.03
3300 With Donor Restriction	
3310 Steam Factory	4,000.00
3320 Train Quiet Zone	7,328.84
3350 Waterfront District Special Project	47,793.13
Total 3300 With Donor Restriction	\$ 59,121.97
Net Revenue	234,894.24
Total Equity	\$ 518,936.24
TOTAL LIABILITIES AND EQUITY	\$ 518,936.24
 Unpaid Caltrans Assessments	 \$ 262,025.00
Total unpaid assessments 2019	\$ 55,482.00

*250,000 from Money Market Account to be transferred to Reserve Fund at Bank of San Francisco

March 1, 2020 Accrual Basis

Jack London Improvement District - Meeting Minutes of the Board of Directors
March 9th, 2020 – 5:00 p.m., 481 Water Street

Present: Mark Everton, Erin Coburn, Paul Thyssen, Chris Wittler (phone), Jonathan Fong, Michael Bernstein (phone), Greg Pasquali (phone), Sam Nassif, Chris Pastena, Sara May
Absent: Beth VanClute, Peter Gertler, Dana Bushouse, Taj Tashombe
Staff: Savlan Hauser, Kaylee Hudson
Guests: Gary Knecht, Steve Lowe

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order	The Board of Directors meeting was called to order at 5:07 p.m.	
2. Public comment and announcements	Steve Lowe recommended that the District continues to collaborate with adjacent neighborhoods and community groups to establish rock-bottom demands for the Howard Terminal community benefits agreement and other development projects affecting Jack London and downtown. Two important demands include a Jack London Bart station and the relocation of the convention center. Staff will continue to advocate for Jack London interests at these meetings. The Board asked that staff give a short update on the CBA in following executive updates.	
3. Executive Update a. Monthly Cleaning and Safety Statistics b. Underpass update c. Crime Update	Savlan presented the Executive Update: a. March 2020 Statistics: over 13,000lbs of litter picked up, 27 graffiti sites cleaned, 34 illegal dumping sites cleared. The Board requested Operations Manager Carlos Paz give an update and answer questions about car break-ins and ambassador statistics at the next Board meeting. The Board encouraged continued and vigilant data collection on car break-ins. b. The underpass update: Oak & 5 th shelter is now open; Webster Street has been prioritized and closed. Stakeholders have been informed to contact our Community Resources Officer Fajardo for transition issues and enforcement. Paul & Savlan writing periodic updates on progress for public distribution. c. Crime update: NCPD included discussion on safety at the Jack London Aquatic Center and preventing robberies, burglaries, and organized crime related activities. See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings .	
4. Facilitated Session with Kerry Morrison and Downtown Leadership Partners a. Final Report and Recap b. Next Steps <i>Discussion item</i>	a. The Board discussed the key takeaways and next steps from the February Board Retreat with Kerry Morrison. b. Staff recommends Jack London Improvement District to convene same invited stakeholders on a quarterly basis to continue the momentum and build valuable cross-sector partnerships, bring in speakers as discussed to inform the group, and track & relay opportunities to advocate with a broader voice. Recommend to invite Robert Ratner, Director, Alameda County Behavioral Health in Q2, and in Q3 invite Caltrans D4 Director. Staff recommends coordination work and nominal hard costs be shared with key District leadership of the Oakland BID Alliance. The Board discussed the goals of the coalition: the goal of the group is to shine a light on homelessness, give voice to the business and neighborhood perspective on the issue, marshal resources, and improve quality of living for those communities and neighborhoods affected by homelessness. It is important for the group to have a seat at the table, to know what is supposed to be happening in order to hold groups accountable. The group is a way to take ownership and responsibility. Sara recommended Board members	

Discussions held and decisions made by the Board of Directors.

	read <i>Golden Gates</i> by Conor Dougherty to get a perspective on the housing and homelessness crisis as the organization pursues further coalition building.	
5. Financial Review and Report a. Approve Financial Reports <i>Action Item</i>	a. The Board reviewed the January 2020 Statement of Financial Position and Budget v Actual Reports.	a. Sara moved to approve the financial statements and Paul seconded. Motion passed unanimously.
6. Governance Update a. Select Treasurer/Secretary Roles	President Mark Everton appointed board member Jonathan Fong to the Executive Committee as Secretary of the Board.	
7. Approval of Minutes– January 13 th , 2019. <i>Action Item</i>	The Board reviewed the January meeting minutes. No changes to the minutes were proposed.	a. Paul moved to approve the minutes as presented and Sam seconded. Motion passed unanimously.
8. Adjourn	The meeting was adjourned at 6:12 pm. Next Board meeting will be held Monday, April 13th, 2020 at 5:00 PM at 472 Water St.	

Board Attendance Record

2020 Elected Board Members

2019 - 2020	Sara	Erin	Sam	Mark	Paul	Peter	Chris P.	Taj	Greg	Beth	Jonathan	Dana	Michael	Chris W.
Dec		x	x	x	x			x	x	x	x	x	x	x
Jan	x	x	x	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														
May														
June														
July														
Aug														
Sept														
Oct														
Nov														

*February Facilitated Session, no public board meeting.