



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

February 8th, 2021, 5:00PM (VIA ZOOM MEETING)

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

<b>1. Call to order and introductions</b>	5:00
<b>2. Public Comment and Announcements</b>	5:00
<b>3. Executive Update (See attached)</b>	5:05
a. <b>Train Quiet Zone Update</b>	
b. <b>Maintenance and Beautification Work Update</b>	
• Statistics 1/2021	
c. <b>Marketing &amp; Economic Development Update</b>	
• Allocation of CARES Funding to City of Oakland	
d. <b>Diversity, Equity, Inclusion Update</b>	
<b>4. Financial Review and Reports</b>	5:40
a. Approve Statements of Financial Position, Budget v Actual as of December 31, 2020	
	<b>Action Item</b>
<b>5. Approval of Minutes</b>	5:50
January 2020	
	<b>Action Item</b>
<b>6. Adjourn</b>	6:00
Next Board Meeting March 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](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, February 2021**  
Savlan Hauser, Executive Director

We're looking forward to a full slate of projects and work to address economic recovery and resilience. As pandemic restrictions continue—and hopefully-- ease, we're continuing to promote ways to safely patronize District businesses and work on creative campaigns to launch this year.

Here are a few highlights this upcoming month:

- Black history month – great ways to celebrate with supporting our black – owned businesses, and a lineup of enriching [events sponsored by the Oakland Public Library](#).
- Craft Beer Week is alive and strong in the District this month, launching February 12<sup>th</sup>, and our [Brewing District is gearing up](#). Federation Brewing is even offering a [chocolate and beer pairing special](#) for Valentine's Day!
- It's not too early to plan for spring spruce up with our street tree pruning and planting plans. Do you have a neglected tree in mind? Please send us the location or a snapshot so we can add it to our list!

**Other resources and highlights:**

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We have been working with the City, property owners, and merchants on **Flex Streets** in Jack London, which allow merchants space in the public right-of-way to serve customers and shoppers outdoors. If your business needs help implementing outdoor seating or curbside use, contact us.

**Our District In the News**

[Oakland A's Slow-Pitched Plan for Oakland's Waterfront](#) – Bisnow

[Quattrocchi Kwok Architects Moves East Bay Office to Oakland's Jack London Square](#) – PR Wire

[Bay Area businesses honor Oakland's Kamala Harris with ice cream, dishes](#) - KTVU

*\*Hospitality contacts are mainly interactions with unhoused individuals, offering welfare checks/ connection to services*

Jack London Improvement District	
January 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	14
Car Break-Ins Reported	123
Graffiti - Removed	14
Hospitality Contacts*	173
Illegal Dumping	102
Stickers/Flyers/Posters Removed	221
Trash (lbs)	14070
Weed Abatement (block faces)	146

**This Month's Events**

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next meeting- 2/23, 6:15PM Topics include monthly crime statistics and NCPC expenditure on auto burglary prevention signage, community safety priority

**Development/ Construction Updates**

- **335 3<sup>rd</sup> Street** – Site Preparation. 38 Homes, 3 very low income affordable, LEED Certified, by R2 Building
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation in the final stages, 10,500SF divisible will be available for lease 1/21
- **County Broadway Properties:** Three development teams shortlisted & submitted RFPs 1/28: Carmel Partners+Bridge Housing, Lowe+Eden Housing, Related Companies + EBALDC.
- **412 Madison** 157 homes, ground floor retail. Developer: Swenson
- **Jack London Square:** 288 Unit Channel House Complete, Hotel & Site D pending.

<b>Project</b>	<b>Budget</b>	<b>Range of Activities</b>	<b>Volunteers (To-Date)</b>
<b>Flex Streets Implementation and Activation</b>	\$26,000.00	Design, installation, activation, beautification of streets and public right-of-way areas used by merchants for outdoor dining, commerce, or other publicly accessible activities	
<b>Community Programming</b>	\$7,200.00	Panel talks, speaker series, educational workshops, walking tours, National Night Out	
<b>Destination and Merchant-Driven Marketing &amp; Economic Development</b>	\$8,979.00	Merchant coffee hour, trainings, vacancy activation strategy, or special marketing campaigns to be developed in coordination with merchant community	Melissa O'Keefe, Jonathan Fong, Dana Bushouse, Kim Cole, Dan Hagerty
<b>Annual Stakeholder Report and Communications, and Meeting if possible</b>	\$4,600.00	Annual District impact presentation and required annual communications	
<b>Diversity, Equity, &amp; Inclusion Task Force</b>		Organizational development to support DEI in governance  Name of the District - Collaborative process with Community  Board Membership Recruitment and Outreach	Chris Pastena, Jana Pastena, Derreck Johnson, Keith Stephenson, Charles Blades, Taj Tashombe
<b>Board Development (Topic 2021 TBD)</b>			
<b>District Development Issues</b>		Oakland Alameda Access Project, Estuary Connections  Downtown Oakland Specific Plan Caltrans Infill Development	Kim Cole (Development Focus), Gary Knecht, Jen Nettles, Greg Pasquali, Michael Carilli
<b>B Shuttle Sponsorship</b>	\$20,000.00	2021 Sponsorship and onboard marketing	
<b>Collections, Assessment Updates</b>		Annual regulatory requirement: update of inventory of parcels and built square footage on ~1,400 properties within District	Gary Knecht

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

**As of December 31st, 2020**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$965,996</b>	<b>\$1,050,961</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$55,482</b>	<b>-\$52,548</b>
<b>Total Budgeted Revenue</b>	<b>\$910,514</b>	<b>\$998,413</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$364,783	\$338,298
7150 & 7200 Subtotal- Port Share	\$178,198	\$177,000
7400 Maintenance Operations	\$11,263	\$57,727
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$554,244</b>	<b>\$573,025</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$97,598	\$116,926
7800 Special Projects	\$54,549	\$86,000
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$152,147</b>	<b>\$202,926</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$114,540	\$139,326
8510-8580 Office Operations	\$51,102	\$56,530
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$165,641</b>	<b>\$195,856</b>
<b>Total 8600 Collection Fees</b>	<b>\$21,070</b>	<b>\$26,606</b>
<b>Total Expenditures</b>	<b>\$893,102</b>	<b>\$998,413</b>
<b>Gross Difference</b>	<b>\$17,411</b>	<b>\$0</b>

<b>Percentage Allocation by area of Work</b>	<b>Management Plan</b>	<b>2020</b>
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	19%
Administration & Government	19%	19%
Contingency & Collection	8%	8%
<b><i>Budget Management.</i></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.		

**Jack London Improvement District**  
**Statement of Financial Position**  
As of December 31, 2020

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	13,916.41
1105 Discretionary Spending at Bridge Bank	985.41
1110 Money Market at Bridge Bank	200,944.82
<b>Total Bank Accounts</b>	<b>\$ 215,846.64</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	177,094.10
<b>Total Accounts Receivable</b>	<b>\$ 177,094.10</b>
<b>Total Current Assets</b>	<b>\$ 392,940.74</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>\$ 394,940.74</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Long-Term Liabilities</b>	
PPP Loan	38,222.00
<b>Total Long-Term Liabilities</b>	<b>\$ 38,222.00</b>
<b>Total Liabilities</b>	<b>\$ 38,222.00</b>
<b>Equity</b>	
3100 Without Donor Restriction	296,202.39
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	7,328.84
3350 Waterfront District Special Project	47,168.13
<b>Total 3300 With Donor Restriction</b>	<b>\$ 59,121.97</b>
Net Revenue	1,394.38
<b>Total Equity</b>	<b>\$ 356,718.74</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 394,940.74</b>
Cumulative Unpaid Caltrans Assessments	\$ 262,025.00
Unpaid Assessments 2019-2020	\$ 29,607.00

Monday, Feb 01, 2021 09:53:02 AM GMT-8 - Accrual Basis

**Jack London Improvement District - Meeting Minutes of the Board of Directors**  
**January 11<sup>th</sup>, 2020 – 5:00 p.m., Remotely via Zoom**

**Present:** Mark Everton, Jonathan Fong, Chris Pastena, Taj Tashombe, Sam Nassif, Greg Pasquali, Dana Bushouse, Peter Gertler, Melissa O’Keefe, Kim Cole, Jen Nettles, Michael Carilli

**Absent:** Keith Stephenson, Dan Hagerty

**Staff:** Savlan Hauser, Kaylee Hudson

**Guests:** Gary Knecht, Julia Lang

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:04 p.m. Jen Nettles and Michale Carilli gave their introductions as new Board Members.	
2. Public comment and announcements	Board members were invited to attend Taj’s recognition ceremony for the “Distinguished African American Executive Award” for his stellar leadership, service and commitment to the Oakland Community from Oakland/Bay Area Community and Corporate Leaders and Organizations after the meeting. Enjoy Oakland Restaurant (and More) Week specials until January 18th! Mark invited comments on Savlan’s Annual Performance Review.	
3. Executive Update a. Economic Recovery and Resilience Work in 2021 b. Maintenance and Beautification Work in 2021	Savlan presented the Executive Update to the Board. Staff gave a slideshow presentation highlighting key 2020 projects and accomplishments, 2020 Ambassador statistics, and 2021 goals. Julia Lang from Downtown Streets Team gave a brief presentation and answered questions about the planned 2021 partnership with their Team Work Oakland job training program.  Board members were asked to express their 2021 interests in Special Projects and other organizational work to Savlan.  See the agenda packet for the Executive Update and accompanying slideshow at <a href="http://www.jacklondonoakland.org/board-meetings">http://www.jacklondonoakland.org/board-meetings</a> .	
4. Financial Review and Reports a. Approve Financial Reports <i>Action Item</i> b. Approve 2021 Operating Budget <i>Action Item</i>	a. The Board reviewed the Statement of Financial Position and Budget v Actual Report as of November 30, 2020. b. The Board reviewed the 2021 Operating Budget including a 5% wage increase for the Ambassador team and a proposed slate of Special Projects including: i. Flex Streets Implementation and Activation ii. Community Programming iii. Destination Marketing/Marketing & Economic Development iv. Annual Stakeholder Report & Event v. B Shuttle Sponsorship  See the agenda packet for 2021 Budget details at <a href="http://www.jacklondonoakland.org/board-meetings">http://www.jacklondonoakland.org/board-meetings</a> .	a. Michael moved to approve the financial reports and the 2021 Operating Budget and Greg seconded. The motion passed unanimously.
5. Approval of Minutes– December 2020. <i>Action Item</i>	The Board reviewed the December meeting minutes.	a. Melissa moved and Kim seconded to approve the minutes. The motion passed unanimously.
6. Adjourn	The meeting was adjourned at 6:00 PM. Next Board meeting will be held Monday, February 8th, 2021 at 5:00 PM virtually via Zoom.	

Board Attendance Record

*Discussions held and decisions made by the Board of Directors.*

2020 - 2021	Mark	Taj	Jonathan	Chris P.	Greg	Peter	Sam	Dana	Jen	Dan	Keith	Michael	Melissa	Kim
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
Feb														
Mar														
April														
May														
June														
July														
Aug														
Sept														
Oct														
Nov														