



Jack London Improvement District Meeting of the Board of Directors

July 13th, 2020, 5:00PM (VIA ZOOM MEETING) Zoom Meeting

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

- 1. **Call to order and introductions** 5:00
- 2. **Public Comment and Announcements** 5:00
- 3. **Executive Update** 5:05
 - a. **New Operations and Economic Recovery Work** - [marketing and business resources](#)
 - b. **Cleaning and Safety Work**
 - c. **Underpass update:** Encampment intervention paused. Working through continued DOSP and planning processes to prioritize underpasses. B Shuttle suspension continues.
 - d. **Howard Terminal CBA Update** – coordination among topic area participants to move District priorities forward, including underpass improvements
- 4. **Our work to improve equity, inclusion and diversity in the District.** 5:15
 - a. The working group reviewed governance documents and operations to find opportunities for our organization to improve diversity, equity, and inclusion-- from Board membership to meeting protocol, and recommends the attached amendments. **Action Item**
 - b. Working towards a more diverse, inclusive, and equitable District. Today we are joined by a number of stakeholders for a conversation about their experience in the District and how to make the neighborhood more inclusive. **Discussion Item**
- 5. **Financial Review and Reports** 5:45
 - a. Recommendation that the Board adopt no (0%) increase in 2021, despite anticipating an increase in various expenses. Permitted annual assessment increase is up to 5%, to cover inflation and cost of living increases. We are in close contact with day-to-day commercial operations of the District and are deeply aware of the economically challenging conditions caused by the current pandemic. Through an exhaustive review of the District budget we will ensure core services will continue to be delivered at 2020 levels, and the District remain in good financial health. **Action Item**
 - b. Approve Financial Reports
Statement of Financial Position, Budget v Actual April 2020 **Action Item**
- 6. **Approval of Minutes** 5:50
June 2020 **Action Item**
- 7. **Adjourn** 6:00
Next Board Meeting August 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. 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 2020 –

Savlan Hauser, Executive Director

We are in pulling together with our neighboring districts and partner organizations to share resources as everyone navigates recovery and reopening. The historic pandemic has enabled us to work even more closely than we had before with pertinent departments at the City of Oakland and our partner business organizations.

We are thrilled to share the news that the weekly Farmer’s Market will return to the Square on July 12th, with local operator Pacific Coast Farmers Market Association at the helm.

It is with a heavy but grateful heart that we wish Founding Board Member Paul Thyssen well in his next chapter—Paul and his husband Steven are moving from the Ellington to Palm Springs. Paul was a tireless grassroots organizer in the formation of this District and brought wisdom, collaboration, and an unmatched eye for detail to his leadership on the Board. This organization would not be what it is without him. Chris Wittler will also be departing as a Board Member this month, and we thank him and Carina for their enthusiastic volunteer work at numerous community programs in the District, and wish them a wonderful next adventure in Santa Cruz.

Safety resources and support opportunities:

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We are continuing to work with the City on **Flex Streets** in Jack London, which will allow merchants space in the public right-of-way to do business, serve customers and shoppers outdoors, and more. We are also supporting merchants to display consistent messaging through provided signage. Ambassadors will also be trained on social distancing protocol to assist customers.
- Oakland Indie Alliance has started a [fundraiser](#) for our Oakland small businesses to repair windows and clean up graffiti.
- Read our [collective letter](#) condemning racism and police brutality with partner business organizations.

We are committed to work together to build resilience, diversity, and a welcoming Jack London for all throughout and responding to these challenging and converging movements.

Jack London In the News

[First Brewery in Jack London Square Closes - Berkeleyside](#)

[Petitions: Rename Jack London Square after Barbara Lee, Bobby Seale - KTVU](#)

Jack London Improvement District	
May 2020 Ambassador Clean & Safe Statistics	
Task	Totals
Business Contacts	22
Car Break-Ins Reported	36
Graffiti - Removed	10
Hospitality Contacts*	145
Illegal Dumping	45
Stickers/Flyers/Posters Removed	119
Trash (lbs)	4800
Weed Abatement (block faces)	14

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

This Month’s Events

- **Jack London Beat 1X NCPC 6:15PM 7/28.** Hosted via zoom, for details email info@jacklondonoakland.org.
- **Weekly Entertainment Continues with Trivia Night Fridays and other local entertainment.**

Development/ Construction Updates

- **335 3rd Street** – In entitlement. 38 Homes, 3 very low income affordable units, LEED Certified, by R2 Building
- **“Mirador” 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **“Modera”- Mill Creek 377 2nd St**- 134 Homes complete, 40% leased
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **4th and Alice** Construction re-started week of 5/18. Developer: SunCal/Swenson, for lease
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust
- **Jack London Square:** Channel House restarted after paused due to COVID-19, Hotel & Site D pending.

July 13, 2020 Staff Recommendation:

- 1) **Adopt a statement of commitment to Diversity, Equity, and Inclusion**
- 2) **Adopt proposed amendments to governance and operational documents including:**
 - A. **Mission Statement**
 - B. **Zero tolerance for Hate Speech at District meetings and gatherings**
 - C. **Board Handbook**
 - D. **Election Procedures**

1) Diversity Equity and Inclusion Statement of the District:

This organization is committed to incorporating the values of diversity, equity, and inclusion in the governance and operations of the District. The diversity of businesses, visitors, and residents of this neighborhood are its strength and should be celebrated, reinforced, and expanded. This neighborhood is a cultural gem and nightlife destination with a broad variety of entertainment venues, a publicly accessible waterfront, a transportation and logistics hub, a residence for over 4,000 people, a one-hundred-year-old wholesale produce market, a home to legendary black-owned establishments, an artist and fabricator district, and more. As neighborhood stewards and community builders, this Improvement District is working to ensure all are welcome and can thrive in this dynamic place.

2) Proposed Amendments [Amendment texts are highlighted in yellow below]

A. Proposed Amendment to District Mission

Our mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District, and **build an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place.** Through programs focused on beautification, safety and promotion, we foster economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.

B. Zero tolerance for Racism and Hate Speech at District meetings and gatherings

The Board decrees that racist, discriminatory, or hateful remarks are not acceptable and will not be tolerated at any District Gathering or Forum. Furthermore, Staff and Board Members adopt a commitment to speak up at any District Gathering or Forum against any racist, discriminatory, or hateful remark—every time, in the moment, without exception. If someone else speaks up, echo them and thank them for speaking up.

C. Proposed Amendment to Board Member Handbook

Board Member Duties

- Board members are encouraged to bring their perspectives, identity, and life experience to their board service.
- Board members are asked to actively seek input from views, professions, and groups different from their own to bring to their decision-making.

4) Proposed Amendments to Board Member Election Procedures of Bylaws

SECTION 4. QUALIFICATION, ELECTION, AND TERM OF OFFICE

All Directors shall meet the qualifications listed in this section, shall be elected in accordance with this section, and shall serve one or more term as listed below:

- (a) Board Members shall represent the diversity of the community served by the District, in particular representation of BIPOC. Each Director must be
 - i) A property owner or the nominee of a property owner within the boundaries of the Jack London Improvement District or
 - ii) An Oakland business licensee or nominee of a business licensee within the boundaries of the district.
 - iii) At least one Director shall be a business licensee or nominee of a business licensee within the district who is not also a property owner within the district.
- (b) A call for candidates shall be solicited through direct mail to all members, e-mail, and public posting on website by August 1st prior to the meeting of the Board in November. On an annual basis and prior to the November Board Meeting, the Board will assess gaps in community representation and seek to gain input and recruit diverse candidates, in particular representation of BIPOC. Eligible applicants received as of October 15th will be considered as candidates.
- (c) Directors shall be elected at the meeting of the Board in November each year, by a majority vote of the Directors then in office, including Directors whose term of office expires with such meeting. Cumulative voting by Directors for the election of Directors shall not be permitted. The candidates receiving the highest number of votes up to the number of Directors to be elected shall be elected. Each Director shall cast one vote, with voting being by ballot only.
- (d) Each candidate will be offered 1 minute to introduce themselves and their interest in Board membership. Board members will be provided a ballot with the names of the candidates and able to vote for as many candidates as there are seats vacant. A member of the Jack London Improvement District Staff will count the votes. In case of a tie, voting Board members will vote in a runoff to determine the final member. Ballots are anonymous.
- (e) Each Director, including a Director elected to fill a vacancy, shall hold office until the expiration of the term for which elected and until a successor has been elected and qualified.
- (f) Each Director shall hold office for a term of two years. A Director may succeed himself or herself in office. There shall be no limit to how many terms any individual may serve on the Board. The term shall begin on the date of the November Board Meeting, and terminate two years later.

Sources:

Tolerance.org – [Speak Up Pocket Guide](#), a project of the Southern Poverty Law Center

Boardsource.org – [Diversity, Inclusion, Equity](#) and [Board Composition and Recruitment](#)

Compasspoint.org – [Diversity Principles](#)

NYC BID Association

Diversity Survey - Distributed to 180 Business Representatives of 96 Businesses

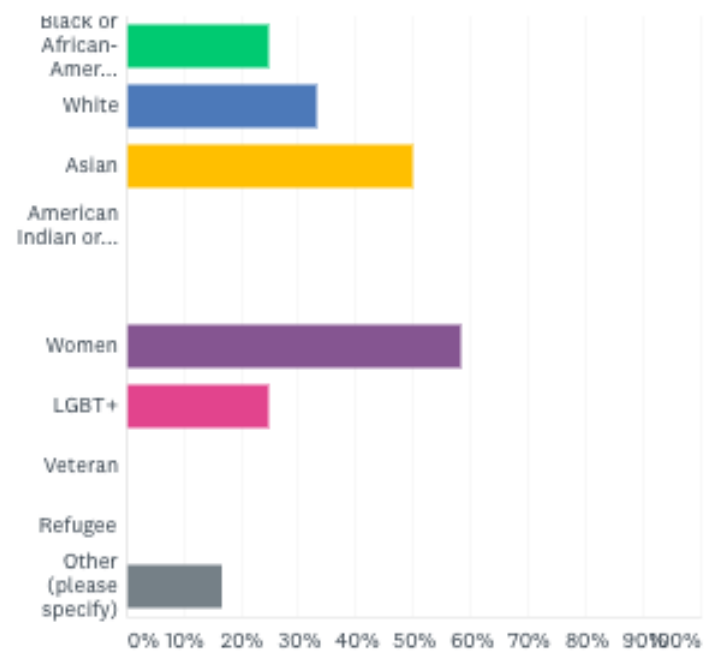
Q2

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Are the owners of your company part of any of the groups below? Select as many options as you see fit:

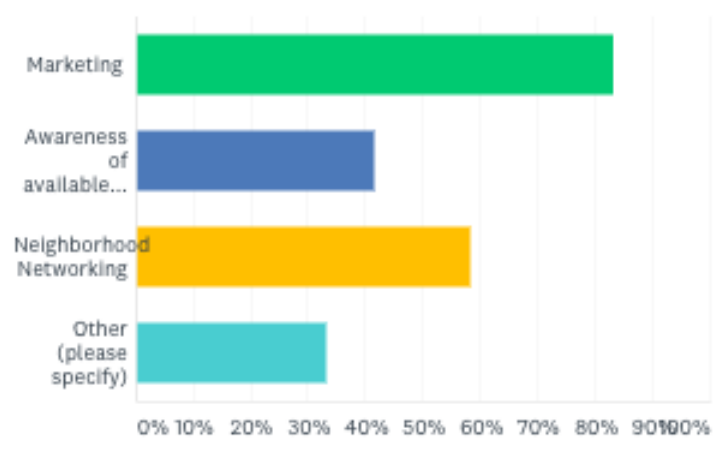
Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
Black or African-American	25.00% 3
White	33.33% 4
Asian	50.00% 6
American Indian or Alaska Native	0.00% 0
Native Hawaiian or Other Pacific Islander	0.00% 0
Women	58.33% 7
LGBT+	25.00% 3
Veteran	0.00% 0
Refugee	0.00% 0
Other (please specify) Responses	16.67% 2
Total Respondents: 12	

How can the Improvement District do a better job supporting minority owned businesses? Please select all that apply

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
Marketing	83.33% 10
Awareness of available resources	41.67% 5
Neighborhood Networking	58.33% 7
Other (please specify) Responses	33.33% 4
Total Respondents: 12	

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

		Total
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account		95,418.90
1105 Discretionary Spending at Bridge Bank		2,621.39
1110 Money Market at Bridge Bank		599,409.98
1115 PayPal Bank		607.40
Total Bank Accounts	\$	698,057.67
Total Current Assets	\$	698,057.67
Other Assets		
1510 Security Deposits		2,000.00
Total Other Assets	\$	2,000.00
TOTAL ASSETS	\$	700,057.67
LIABILITIES AND EQUITY		
Liabilities		
Long-Term Liabilities		
PPP Loan		38,222.00
Total Long-Term Liabilities	\$	38,222.00
Total Liabilities	\$	38,222.00
Equity		
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
Total 3300 With Donor Restriction	\$	59,121.97
Net Revenue		306,511.31
Total Equity	\$	661,835.67
TOTAL LIABILITIES AND EQUITY	\$	700,057.67
Cummulative Unpaid Caltrans Assessments	\$	262,025.00
Unpaid 2019-2020 Assessments to-date (1st and 2nd Disbursements)	\$	29,607.00
*250,000 from Money Market Account to be transferred to Reserve Fund at Bank of San Francisco		

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

As of May 31st, 2020

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$760,359	\$437,900
8700 Contingency allowance for uncollected assessments*	-\$55,482	-\$21,895
Total Budgeted Revenue	\$704,877	\$416,005
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$143,830	\$140,957
7150 & 7200 Subtotal- Port Share	\$74,249	\$73,750
7400 Maintenance Operations	\$5,373	\$24,053
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$223,452	\$238,760
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$40,121	\$48,719
7800 Special Projects	\$30,720	\$35,833
Total 7700 MED Marketing & Economic Development	\$70,842	\$84,553
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$52,694	\$58,053
8510-8580 Office Operations	\$21,361	\$23,554
Total 8000 AGCR Administration & Government/Community Relations	\$74,055	\$81,607
Total 8600 Collection Fees	\$13,764	\$11,086
Total Expenditures	\$382,113	\$416,005
Gross Difference	\$322,764	\$0

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.</i> 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 - Meeting Minutes of the Board of Directors
June 8th, 2020 – 5:00 p.m., Virtual via Zoom**

Present: Mark Everton, Erin Coburn, Paul Thyssen, Chris Wittler, Jonathan Fong, Chris Pastena, Sara May, Peter Gertler, Greg Pasquali, Taj Tashombe

Absent: Beth VanClute, Michael Bernstein, Dana Bushouse, Sam Nassif

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order	The Board of Directors meeting was called to order at 5:08 p.m.	
2. Public comment and announcements	Board members gave updates on their businesses and the neighborhood. Chris P. discussed the amazing response and community participation in making the 15 th Street mural.	
3. Executive Update a. Cleaning and Safety Work b. Underpass update c. Crime Update d. Howard Terminal CBA Update	<p>Savlan presented the Executive Update: Savlan was recently a guest at the Mayor’s town hall meeting where she highlighted creative business adaptations. Savlan has also been serving on the City’s Economic Recovery Advisory Council which is working on important adaptations like the Flex Streets program. The Council is also looking to get input from landlords about proposals to restructure commercial leases. In other District news, the Jack London Square Farmer’s Market is potentially reopening. Board members asked if there are any expected vacancies during phased reopening and staff is unaware of any recent vacancies.</p> <p>a. Cleanup and resource deployment from staff and ambassador team after last week’s protests. Guests requested that WWD trash cans be cleaned and/or replaced. Board members inquired whether trash service has been cut back; staff has noticed service cutbacks but have not been given specifics.</p> <p>b. No change on encampment intervention pause. Working through continued DOSP and Hoard Terminal processes to prioritize underpasses. B Shuttle suspension continues.</p> <p>c. NCPD held via Zoom. Auto burglary is down and package burglary has increased.</p> <p>d. Howard Terminal CBA Update: Taj, as a representative from the Oakland A’s, explained to the Board that the CBA meeting postponement was an effort within their organization, and projects like the CBA, to reflect on and underscore the moment during the Black Lives Matter protests, in order to bring it back to the focus in CBA discussions. Taj urged the Board to take the opportunity of the moment and reflect on the position of the Jack London District in regards to the protests and the movement and consider ways that the organization could support other areas of Oakland that were more impacted by the damage caused during the protests, and enact other forms of solidarity. Taj explained that the A’s are making efforts to not strive for the return to business as usual, and hopes that the Board and the JLID organization will have this mindset as well. Staff noted that they are looking forward to new ways to be as an organization and neighborhood. The Board discussed the impact that the neighborhood experienced in terms of physical damage and presence of protestors. The Board directed staff to form a small working group comprised of Board volunteers and other community stakeholders that will think of ways the organization can support, act in solidarity, and envision new projects, etc. around this new mindset. Taj, Erin, and Chris P. volunteered to participate in the working group.</p> <p>See the agenda packet for the Executive Update and accompanying slideshow at</p>	

Discussions held and decisions made by the Board of Directors.

	http://www.jacklondonoakland.org/board-meetings .	
4. Jack London Adapts: Operational change and new work in light of COVID 19. <i>Discussion item</i>	Here's what we're up to: <ul style="list-style-type: none"> Continued: virtual events for community and merchant engagement, bi-weekly meetings with Economic Development and OPD, business marketing and resource sharing continues. Ramping up: Serving as conduit for demonstration related activity information. Directing volunteers and donations to neighboring Chinatown and other areas heavily impacted by looting and vandalism. Coordination murals for impacted storefronts and buildings. 	
5. Financial Review and Report a. Recommendation of permitted annual assessment increase <i>Action Item</i> b. Approve Financial Reports <i>Action Item</i>	a. The Board discussed an assessment increase based on the SF Metro Area COLA of 3%. Some Board Members communicated that they think no increase is the best choice given the economic situation and financial hardships being experienced by businesses and property owners. Some property owners expect to lose a high percentage of their tenants. Staff was asked to review financial scenarios projecting different delinquency rates so the Board could make the most responsible fiduciary decision for the organization. b. The Board reviewed the May 2020 Statement of Financial Position and Budget v Actual Reports.	b. Paul moved to approve the financial statements and Sara and Peter seconded. Motion passed unanimously.
6. Approval of Minutes– May, 2020. <i>Action Item</i>	The Board reviewed the May meeting minutes. No changes to the minutes were proposed.	a. Paul moved to approve the minutes as presented and Peter seconded. Motion passed unanimously.
7. Adjourn	The meeting was adjourned at 6:23 pm. Next Board meeting will be held Monday, July 13th, 2020 at 5:00 PM virtually via Zoom.	

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	x	x		x	x	x	x	x		x	x	x	x	x
May	x	x	x	x	x	x	x		x		x	x	x	x
June	x	x		x	x	x	x	x	x		x			x
July														
Aug														
Sept														
Oct														
Nov														

*February Facilitated Session, no public board meeting.