



**Jack London Improvement District Meeting of the Board of Directors
472 Water Street – June 10th, 2019 -- 5:00-6:00**

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|--|---------------------------------|
| 1. Board Meeting Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:00 |
| 3. Executive Update | 5:05 |
| a. Business update, Safe & Clean Program Ambassador Update/ NCPD Update, Squad Car presence to prevent auto burglary, Development update. | |
| 4. Approval of Lease Renewal at 333 Broadway | 5:10 |
| Rent increase from \$3,250 to \$3,450 to meet market rent. Lease renewal term 1 year, with option to renew for 1 additional year. | <i>Action Item</i> |
| 5. A's Ballpark Development – Land Use and Transportation Planning | 5:15 |
| Discussion of planned and prospective land use and transportation improvements associated with an A's Ballpark Stadium at Howard Terminal. | <i>Discussion Item</i> |
| 6. Support for Estuary Park Improvements | 5:30 |
| | <i>Discussion/Advisory Item</i> |
| 7. Annual Stakeholder Meeting, June 28 th , 10:00AM, 206 Broadway | 5:40 |
| | <i>Discussion Item</i> |
| 8. Financial Review and Report Approval | 5:50 |
| Approval of Financial Reports: Balance Sheet and Budget v Actual May 2019 | <i>Action Item</i> |
| 9. Approval of Minutes | 5:55 |
| May 13th, 2019 | <i>Action Item</i> |
| 10. Adjourn | 6:00 |
| Next Meeting July 8th, 5:00 PM | <i>Action Item</i> |

[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, June 2019



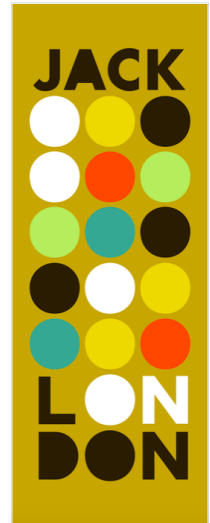
Volunteers and Oakland experts check out the Historic Waterfront Warehouse District Interpretive Signage mock-ups

More public right-of-way beautification is on its way.

Look up for new Banners. Working with local design team Barretto-Co., we've developed revitalized banner program to be installed this summer. We love the look and hope you will, too. The District also invites any group hosting a special event or program in Jack London to get in touch about borrowing our lamppost banner space to promote.

History and Architecture fans rejoice: the **Waterfront Warehouse Signage Program** is getting a major infusion of interpretive displays and improved fixtures. Thanks to the skilled design team at Gyroscope, Inc (who calls the

Allied Paper Works Building home), the City of Oakland, and major contributor Carmel Partners for your collaboration.



Jack London 2019 Banner Redesign

Carnivores and vegans alike will delight in the delicious Corned Beets Sandwich, one of the creations from [Town Square Eats](#) tucked inside [Crooked City Cider](#) on Broadway (and open for lunch!) Led by Rob Lam and Helen Chandra of Oakland's Perle Wine Bar and James and Lea Yu of Berkeley's Great China, the offerings pair amazingly with a crisp Crooked City Cider.

Jack London In the News

- [Jack London Square adds Town Eats](#) - SF Chronicle
- [Jack London Square announces New Market Hall](#) - SF Chronicle

This Month's District Event Highlights

- Annual Stakeholder Meeting** – 5/28 10:00 AM, 206 Broadway (Crooked City Cider)
- Jack London Beat 1X NCPD Meeting** – 6/25 6:15PM, 333 Broadway

Development/ Construction Updates

- 4th and Madison**- by Carmel Partners- 330 Homes in two buildings on North & South sides of 4th Street, south building complete, leasing. North complete Q2 2019.
- “Mirador”**-Austin Group, **201 Broadway**- 48 Homes 4,000sqft retail/ Paused Indefinitely
- “Modera”**- Mill Creek **377 2nd St**- 134 Homes/Broke ground Q22017, complete Q32019.
- Rehabilitation at **322 Broadway @ 4th**underway, by Christopher Porto, Smart Growth
- 4th and Alice** street sold to SunCal/Swenson, for lease
- 101 Broadway – Overland House** For Sale
- 412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust.

We invite you to participate in our meetings and [collaborative events](#) in the District.

-Savlan Hauser, Executive Director

Howard Terminal Ballpark with Proposed Gondola Location



Estuary Park



Jack London Improvement District
Budget vs. Actuals: 2019 Budget - FY19 P&L
 January - May, 2019

Month = 5

	Total				Notes	Annual Budget	% Utilized YTD
	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD			
Revenue							
4000 Assessment Income							
4100 Port of Oakland Assessment	\$0	\$70,238	-\$70,238	-100%	Expected receipt 08/19	\$168,572	0%
4200 Non Port Assessment Income	\$754,764	\$344,430	\$410,334	119%	90% of Annual Assessment	\$826,632	91%
Uncollected Caltrans Assessment	\$0	\$11,895	-\$11,895	-100%		\$28,548	0%
4250 Prior Year Assessment Adjustments	\$18,302		\$18,302			\$0	
Total 4000 Assessment Income	\$773,066	\$414,668	\$358,397	86%		\$995,204	78%
Uncategorized Revenue	\$0	\$0					
9100 Bank Interest	\$894	\$0	\$894			\$0	
Total Revenue	\$773,960	\$414,668	\$359,291	87%		\$995,204	78%
Expenditures							
7000 MBSSI Maintenance, Beautification, Safety & Streetscape							
7100 Ambassador Services	\$161,679	\$153,108	-\$8,571	-6%		\$367,459	44%
7150 Ambassador Services-Port of Oakland	\$40,756	\$63,167	\$22,411	35%		\$151,600	27%
7200 Services on Tidelands Trust Lands	\$0	\$9,647	\$9,647	100%		\$23,153	0%
7400 Maintenance Operations	\$9,360	\$10,000	\$640	6%		\$24,000	39%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$211,795	\$235,922	\$24,127	10%		\$566,212	37%
7700 MED Marketing & Economic Development							
7710 District Management	\$38,702	\$43,313	\$4,610	11%		\$103,951	37%
7750 Marketing Operations	\$1,989	\$2,500	\$511	20%		\$6,000	33%
7800 Special Projects	\$13,319	\$23,333	\$10,014	43%		\$56,000	24%
Total 7700 MED Marketing & Economic Development	\$54,011	\$69,146	\$15,136	22%		\$165,951	33%
8000 AGCR Administration & Government/Community Relations							
8010 District Management	\$38,702	\$43,313	\$4,610	11%		\$103,951	37%
8050 Training & Professional Development	\$2,246	\$2,083	-\$163	-8%		\$5,000	45%
8110 Accounting & Taxes	\$425	\$1,129	\$704	62%		\$2,709	16%
8130 Computer Service & Support	\$0	\$208	\$208	100%		\$500	0%
8150 Consulting & Legal Expenses	\$0	\$833	\$833	100%	Allowance not needed to date.	\$2,000	0%
8200 Fees & Permits	\$119	\$208	\$89	43%		\$500	24%
8410 Insurance (D&O)	\$600	\$333	-\$267	-80%		\$800	75%
8420 Insurance (General Liability & Auto)	\$3,224	\$1,583	-\$1,641	-104%	Premiums paid in 1/2019	\$3,800	85%
8425 Insurance (Workers Comp)	\$1,052	\$1,146	\$94	8%		\$2,750	38%
8430 Membership Fees	\$1,013	\$583	-\$430	-74%	Membership renewed 1/2019	\$1,400	72%
8450 Special Projects	\$0	\$1,583	\$1,583	100%		\$3,800	0%
8510 Office rent	\$16,250	\$17,909	\$1,659	9%		\$42,981	38%
8520 Office Improvements	\$0	\$1,042	\$1,042	100%		\$2,500	0%
8530 Office Furniture & Equipment	\$1,131	\$500	-\$631	-126%		\$1,200	94%
8540 Postage, Shipping, Delivery	\$34	\$583	\$550	94%		\$1,400	2%
8545 Local transportation	\$80	\$208	\$128	62%		\$500	16%
8550 Printing & Copying	\$0	\$208	\$208	100%		\$500	0%
8560 Supplies	\$267	\$833	\$566	68%		\$2,000	13%
8570 Telephone & Telecommunications	\$411	\$1,075	\$664	62%		\$2,580	16%
8580 Utilities	\$1,865	\$1,188	-\$677	-57%		\$2,850	65%
Total 8000 AGCR Administration & Government/Community Relations	\$67,420	\$76,551	\$9,131	12%		\$183,722	37%
8600 Collection Fees & Contingency							
8680 Contingency allowance for uncollected assessments	\$0	\$20,862	\$0	0%		\$50,069	0%
8610 Collection Fees							
8630 Alameda County fees (1.7%)	\$12,688	\$7,049	-\$5,639	-80%		\$16,918	75%
8640 City of Oakland fees (1% except Port)	\$450	\$3,444	\$2,994	87%		\$8,266	5%
Total 8610 Collection Fees	\$13,138	\$10,494	-\$2,645	-25%		\$25,185	52%
Total 8600 Collection Fees & Contingency	\$13,138	\$31,356	\$18,218	58%		\$75,254	17%
Total Expenditures	\$346,364	\$392,112	\$45,748	12%		\$869,879	

Accrual Basis

Summary

	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD	Annual Budget	% Utilized YTD
Total Revenue	\$773,960	\$414,668	\$359,291	87%	\$995,204	78%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	-\$211,795	-\$235,922	-\$24,127	10%	-\$566,212	37%
Total 7700 MED Marketing & Economic Development	-\$54,011	-\$69,146	-\$15,136	22%	-\$165,951	33%
Total 8000 AGCR Administration & Government/Community Relations	-\$67,420	-\$76,551	-\$9,131	12%	-\$183,722	37%
Total 8610 Collection Fees	-\$13,138	-\$10,494	\$2,645	-25%	-\$25,185	52%
Total Expenditures	-\$346,364	-\$392,112	-\$45,748	12%	-\$941,069	37%
Net Difference (Total Revenue - Total Expenditures)	\$427,596	\$22,556			\$54,135	

Jack London Improvement District
Statement of Financial Position
As of May 31, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	60,184.53
1105 Discretionary Spending at Bridge Bank	6,186.25
1110 Money Market at Bridge Bank	547,339.28
Total Bank Accounts	\$ 613,710.06
Total Current Assets	\$ 613,710.06
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 615,710.06
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Unrestricted Net Assets	163,933.97
3300 Temporarily Restricted Net Assets	
3310 Steam Factory	4,000.00
3320 Train Quiet Zone	7,328.84
3330 Special Projects	23,188.09
Total 3300 Temporarily Restricted Net Assets	\$ 34,516.93
Net Revenue	420,707.77
Total Equity	\$ 619,158.67
TOTAL LIABILITIES AND EQUITY	\$ 619,158.67

Tuesday, Jun 04, 2019 04:09:18 PM GMT-7 - Accrual Basis

Jack London Improvement District - Meeting of the Board of Directors

May 13th, 2019 – 5:00 p.m., 472 Water Street

Present: Mark Everton (President), Erin Coburn (Treasurer), Sara May, Vivian Kahn, Sam Nassif, Paul Thyssen (Secretary), Chris Pastena, Peter Gertler

Absent: Taj Tashombe, Greg Pasquali

Staff: Savlan Hauser, Kaylee Hudson

Guests: Jennifer Newman (Portobello), Chris Wittler, Carina Wittler, Henrietta Goldsby (The Ellington), Rebecca Crump (Craig Communications), Beth VanClute (CIM)

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order & intros	The Board of Directors meeting was called to order at 5:00 p.m.	
2. Public comment and announcements.	<p>Sam: The Port of Oakland Board of Commissioners just voted to adopt Exclusive Negotiations Term Sheet with the A's. This gives the Oakland A's four years to meet certain requirements before a final vote.</p> <p>Chris: Has the Board taken an official position on the A's stadium?</p> <p>Savlan: No, comments have reflected the feedback from the District.</p> <p>Chris: B Shuttle info taken off sites, should follow up and check.</p> <p>Savlan will send updated ambassador hours in the next Board update.</p> <p>Chris: Chop Bar is moving to its new location in July.</p> <p>Peter: new Ferry station at Mission Bay will have an impact on the District.</p>	
3. Executive Update a. Economic Development, Safe & Clean Program Ambassador Update/NCPC Update	<p>Savlan presented the executive update to the Board. The executive update and ambassador statistics can be found in the agenda packet and monthly slideshow at jacklondonoakland.org/meetings. Announcement: May SeeClickFix Sweepstakes</p> <p>201 Broadway construction barriers update: timeline remains unknown. Either they will continue construction soon or they will move the barriers back and fix the sidewalk. Both options similar cost.</p> <p>Sara: Can we have a Bike To Work Day event outside the square in the future? A gateway activity would be great.</p> <p>Savlan: Water bike beta will begin at Jack London Square this Summer.</p> <p>Sam: Please give us an update on the encampments at the county buildings</p> <p>Savlan: We contact the county frequently. Jurisdiction lies with the Sherriff. This site should be cleared when 5th & Oak navigation center opens.</p> <p>Follow-up: Staff to invite a county supervisor/staff to next Board meeting and Tie in with desire for redevelopment of the site. Staff will also establish a task force to track advocacy around improvement of these properties and explore attendance at next County supervisors meeting, testimony, circulation a petition to our stakeholders.</p>	
4. Jack London Banner Redux 2019	<p>Staff presented the first banner design concept by Barretto Co.</p> <p>Discussion Feedback: The Banner Redesign was positively received. Erin: Will this replace all banners? Savlan: Yes. Sara: One idea is to keep some of the banner budget available to allow event banner deployment that promotes cool events and happenings in the District.</p>	
5. Jack London support for an Oak & Embarcadero Crosswalk	<p>The Board discussed the ongoing support of the Oak & Embarcadero crosswalk required for NIDO's new development project. Savlan presented background on the project and status. So far, staff work with stakeholders and the City has gotten the crosswalk requirements from a \$200,000 price tag to \$40,000. Without the crosswalk implemented, the crucial new development and activation at the site will be stalled. Other transportation improvements have been assigned to other developments in the area but have fallen through the cracks.</p>	

	<p>Discussion Feedback:</p> <p>Mark: We have discussed the possibility of sponsoring a GoFundMe campaign to raise funds for the crosswalk. However, there are concerns about staying within the scope of work of the organization, and better to promote the business' fundraising platform. Peter: We should spend our time lobbying, it can be more impactful. The Port, Eves Waterfront, Brooklyn Basin, and Estuary Park projects were all mentioned as potential contributors to engage.</p>	
6. Waterfront Warehouse District Signage Project	The Board was given a progress update and project timeline overview. The design team will be meeting with Gyroscope on May 30 th at 4 p.m. to review mockups and implementation plans.	
7. State Level Relevant Legislative Action Summary	<p>Staff presented updates on bills in the State legislature to the Board.</p> <p>SB 946, Sidewalk Vending, passed 8/21/18.</p> <p>AB 1191, Oakland Waterfront Ballpark Act, passed Committee.</p> <p>SB 293, Oakland Waterfront Revitalization and Environmental Justice Infrastructure Financing District, in committee.</p> <p>Vivian raised a concern that: The Infrastructure Financing District could hurt the District by drawing away resources.</p>	
8. Financial Review and Report Approval a. Balance Sheet and District Operations Budget v Actual April 2019 <i>Action Item</i>	The Board reviewed the April Financial Reports. Savlan noted that the final disbursement is coming shortly.	Peter motioned to approve and Sam seconded. Motion passed unanimously.
9. Approval of Minutes – April 8th, 2019. <i>Action Item</i>	The Board reviewed the April meeting minutes. No changes to the minutes were proposed.	Paul motioned to approve and Sara seconded. The motion passed unanimously.
10. Adjourn.	The meeting was adjourned at 6:18 pm. Next Board meeting will be held Monday, June 10 th , 2019 at 5:00 PM at 472 Water St.	

Discussions held and decisions made by the Board of Directors

	Sara	Erin	Sam	Vivian	Mark	Paul	Peter	Jenni	Chris	Taj	Greg
January	x	x	x	x	x	x	x	x	x	-	x
February	x	x	x	x	x	x	-	Retired	x	x	x
March	x	x	x	x	x	x	x		x	x	x
April	x	x	-	x	x	-	-		-	x	x
May	x	x	x	x	x	x	x		x	-	-
June											
July											
August											
September											
October (Retreat)											
November											
December											

Board Attendance Record