



Jack London Improvement District - Meeting of the Board of Directors
May 11, 2015 – 4:00 p.m. Jack London Headquarters – 333 Broadway
Agenda

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| 1. Call to order and introductions- Bill | 4:05 |
| 2. Public comment and announcements- Bill | 4:10 |
| 3. Approval of minutes- Sara | 4:15 |
| a. Board Meeting: April 13, 2015 (Attached) | Action Item |
| 9. Executive Update- Bill & Savlan | 4:20 |
| a. <i>Approval of recommended Competitive Bidding Procedure</i> | Action Item |
| b. <i>Agreement on regular Board meeting time: Second Monday at 4:00PM</i> | Action Item |
| c. <i>Creation of Task Force authorized to make further decisions in our effort to collect assessment from Caltrans including hiring legal counsel and negotiating with Caltrans Management.</i> | Action Item |
| 5. Financial Review- Barry & Savlan | 4:25 |
| 6. Land Use and Transportation Committee update- Vivian | 4:30 |
| a. <i>Regional Land Use Issue: Statement on crude oil transport by rail</i> | Action Item |
| b. <i>Community Forum on 200 4th Street, Carmel Partners to be held May 12th, 6:30 at 520 4th Street</i> | |
| Next committee meeting TBD | |
| 6. Marketing and Economic Development | 4:40 |
| a. <i>Building Arts Project: Approve recommendation by Committee to engage with consultant to coordinate an Art on Buildings program and release attached Request for Qualifications.</i> | Action Item |
| b. <i>Pop-Up Hosting: Recommendation by Committee to install modified shipping container to house special community events and Pop-ups that need interior space in lieu of hosting pop-ups inside 333 Broadway</i> | |
| Next committee meeting TBD | |
| 7. Next regular meeting: June 8, 2015, 4:00 pm | 4:59 |
| 8. Adjournment | 5:00 |

BROWN ACT: Government Code 59950 (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. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District at 333 Broadway, Oakland, CA 99607 or at jlid.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at info@jlid.org at least 98 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

**Jack London Improvement District - Meeting of the Board of Directors
April 20, 2015 - 9:00 a.m. - Jack London Headquarters - 333 Broadway
Minutes**

Present: Bill Stotler, Vivian Kahn, Michael Carilli, Barry Pilger, Paul Thyssen, Sam Nassif

Absent: Sara May, Meredith Melville, Peter Gertler

Staff: Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

Guests: Saied Karamooz, Steve Snider, Andrew Jones, Jenni Koidal, Lars Skjerping

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order/introductions	The meeting was called to order at 9:13 a.m.	
2. Public comment and announcements	Vivian noted that there is a bill being considered in the state legislature that prevents cities from passing ordinances against sitting or lying in the public right of way, the issue will be discussed in the Land Use and Transportation committee and the Maintenance and Beautification committee meeting.	
3. Approval of the minutes a. Regular Board Meeting: March 9, 2015	The minutes of March 9, 2015 were presented to the board for review.	Paul moved and Barry seconded the motion to approve the minutes of March 9, 2015. The motion was approved unanimously.
4. Executive Committee update a. Report from Nomination Task Force on two nominees to fill vacant Board of Director positions b. Approval of recommended Competitive Bidding Procedure c. Approval of recommended Board Training Day (Description and outcomes attached)	<p>Savlan noted that the Land Use and Transportation committee hosted a community forum on the proposed development at 201 Broadway and a new forum will be hosted on the transportation of crude oil through the district. She also updated the board on the development of fiber optic infrastructure in the district and marketing/outreach partnership with Paxio.</p> <p>a. Bill noted the board has two open seats that were left vacant by resigned directors. The nominations committee has recommended Jenni Koidal and Saied Karamooz to fill the seats. It was noted that both nominees have participated in the district extensively since its launch and the approval of these members would bring the total number of directors up to 11.</p> <p>b. Savlan presented draft procedures to the board. Paul noted that he consulted with a procurement expert and presented a list of recommended edits. He also recommended looking at the bidding procedures of the Port of Oakland and the City of Oakland. The Board noted that the procedures of the Port and city may be too extensive for the district's purposes. Jenni agreed to review drafted procedures. The motion was tabled until the next board meeting.</p> <p>c. Savlan reviewed her experience at a CompassPoint New Executive Director training and noted the</p>	a. Bill moved and Vivian seconded the motion to approve the nomination of Jenni Koidal and Saied Karamooz to the board of directors. The motion was approved unanimously.

	<p>potential benefits of Board coaching. CompassPoint offers teachers and retreats for non-profit Boards of Directors, which would cost \$2,500 for the district. The board recognized the proposal submitted by Gary Knecht regarding title and steering committee recognition. Savlan noted that all steering committee and formation documents would be maintained on the website. Bill noted that creating and assigning titles should be addressed and developed through the CompassPoint training, when a comprehensive document describing Board role, responsibility, structure and Job description will be created. Sam recommended that Gary receive a direct response for his proposal to the Board. It was decided that someone on the board would reach out to Gary and explain the Board's decision on the proposal.</p>	
5. Financial Review	<p>Savlan reported that the Port Share Plan was approved by the Port Board of Commissioners. Saied requested that a footnote about the anticipated assessment revenue be added to the financial report.</p>	
6. Land Use and Transportation Committee update a. Regional Land Use Issue: What is potential impact to Jack London if crude oil by rail transport increases?	<p>Vivian reported that the forums are the main focus of the committee at this time. She also noted that the next meeting will need to be rescheduled.</p> <p>a. Savlan announced the Community Forum at 10 AM with Councilmember Linda Maio (Berkeley, District 1) to discuss potential impacts to the district of crude oil transport by rail</p>	
7. Next regular meeting	Monday, May 9, 2015 – 9:00 a.m.	
8. Adjournment	The meeting adjourned at 9:56 a.m.	

Minutes taken by: Fiona Simms



Executive Update:

We will mark our first year of services on May 26th. We have been extremely busy in moving our projects forward and forging partnerships and alliances continues—in fact, we will be meeting for the first time in two weeks with leadership at Caltrans, an important stakeholder in our district. As our board workshop with CompassPoint approaches, I'd like us all to think about 2 or 3 challenges that we have encountered—or that we may encounter—in order to enrich the conversation and learn the tools we'll need to take on new challenges.

In our Land Use work,

- We continued raising awareness around the potential impacts to our neighborhood of rail transport of crude oil and tar sands shipments, and have outreached to potential partners including development leaders in West Berkeley and community advocates in this effort.
- We continue to bring together community members and developers in projects. We are facilitating outreach for Carmel Partners as they host a second community meeting about 200 4th Street.
- The Train Quiet Zone efforts are now under the guidance of the Land Use Committee. In communication with the study's consultant, we have discovered that a renewed, expanded study extending the Quiet Zone to include extra blocks will be nearly exactly covered by the funds raised in the crowd-sourced campaign. An informational event/fundraiser is planned at a track-adjacent venue in late spring, date TBA.

In our Maintenance and Beautification work:

- We are working on a holistic approach in dealing with our homeless and street population, and have attended trainings focusing on this challenge. This work is part of a regional Bay Area coordinated effort.
- We have hosted two Neighborhood Crime Prevention Council Meetings, with good attendance from residents, the business community, and our partners in public safety throughout the district. The next meeting will be held on May 26th, at 5:00 PM.

In our Marketing and Economic Development work:

- Staff and our Fiber-optic Task Force are providing marketing and property-owner outreach support for Paxio in their intensive first phase of Development, culminating in a launch event with DRT on June 18th. Two informational sessions targeting commercial property owners, managers, and brokers are planned, the first on May 21st at 3:00PM.
- Along with BID leaders from across San Francisco and the East Bay, I am on the steering committee tasked with creating local programming for the upcoming Annual International Downtown Association Meeting (IDA) as well as Urban Land Institute's (ULI) national meeting, both to be hosted in San Francisco in the fall. We are working with Oakland and Berkeley partners including SPUR to elevate the East Bay (and our neighborhood in particular) in the conference program. These are both unique opportunities to bring our challenges and vision into a national conversation, learn from thought leaders, and discover resources and opportunities in urban place-making and livable communities.

I hope to see you all at this month's community events and committee meetings.

Savlan Hauser, Executive Director

PRIORITY Project Dashboard- MAY 2015

See committee documents for detailed project updates

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Land Use & Transportation	Master Encroachment Permit	IN RESEARCH AND PROJECT DEFINITION PHASE. INITIAL APPLICATION PLANNED TO BE SUBMITTED BY SUMMER											
	Train Quiet & Safe Zone	P1 FUNDRAISING COMPLETE			P2 PLAN COMPLETE								
	Forums on economic and land development (Joint MED + LUT project)	ONGOING, BIMONTHLY. RETAIL PANEL TO BE HOSTED LATE JUNE											
Marketing & Economic Development	Brand and Graphic Identity Implementation												
	Website Redux	SITE GO-LIVE DATE 4/12											
	Coordinate Building Art Program (Joint MFD + MAB Project)	RFP TO BE RELEASED 5/15											
Maintenance & Beautification	880 Underpass Improvement	INTENSIVE MITIGATION TO BE COORDINATED WITH THE CITY, ACCORDING TO CITY TIMELINE											
	Establishment of Neighborhood Crime Prevention Council	BEAT IX NPCP OFFICIALLY ESTABLISHED AFTER 3RD MTG MAY 26											
Executive Committee	Establish Onboarding, Expectations and Job Description for Board of Directors	BOARD COACHING SESSION TO BE SCHEDULED SUMMER 2014											

Jack London Improvement District YTD Cash Available Summary April 2015

2014-2015 Assessments	Budget	Actual	Difference	Notes
Dec 2014 (50%)	\$390,396.50	\$325,387.90	\$65,008.60	Collection shortfall to-date, including \$26K (Caltrans) and \$109K (Port)
Apr 2015 (40%)	\$312,317.20	\$278,243.92	\$34,073.28	
Aug 2015 (10%)	\$78,079.30			
Total	\$780,793.00	\$603,631.82	\$99,081.88	

Cash Available	Ann. Budget	Actual	Variance	Notes
Assessment Income	\$780,793.00	\$603,631.82	\$177,161.18	
2014 Carryover	\$76,824.00	\$76,824.00		
Other Income	\$0.00	\$7,547.36		Bank interest; recycling; TQZ
Less Contingency	\$45,727.00	\$45,727.00		
Total Cash Available	\$811,890.00	\$642,276.18	\$169,613.82	
Expenses	Ann. Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$134,074.29	\$290,501.39	
Marketing and Economic Development	\$174,625.00	\$17,390.93	\$157,234.07	
Administration and Gov't/Community	\$195,806.32	\$48,880.58	\$146,925.74	
Collection Fees	\$16,737.00	\$10,567.12	\$6,169.88	
Total Expenses	\$811,744.00	\$210,912.92	\$600,831.08	
Cash Remaining	\$146.00	\$431,363.26		



Jack London Improvement District 2015	BUDGET				ACTUAL	
	ASSESSMENTS		2014 carryover	TOTALS	Period ending 04/30/15	
	Non-Port	Port Share approved on 7-24-14			YTD Actual	Remaining
Revenue						
4000 Assessment Income			\$76,824.00		\$603,631.82	
4100 Assessment Income:Port of Oakland Assessment		\$109,891.47			\$0.00	
4200 Assessment Income:State of California Assessments	\$26,322.00				\$0.00	
4210 Assessment Income:Tax Exempt Property Owner Assessment	\$53,146.00				\$0.00	
4220 Assessment Income:Private Property Owners Assessment	\$591,433.53				\$0.00	
Total 4000 Assessment Income	\$670,901.53	\$109,891.47		\$780,793.00	\$603,631.82	\$177,161.18
4500 Other Operating Income					\$7,547.36	
Total Revenue	\$670,901.53	\$109,891.47	\$76,824.00	\$857,617.00	\$611,179.18	
Total Cash Available					\$688,003.18	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,180.00	\$89,891.00		\$388,071.00	\$129,357.00	\$258,714.00
7200 Services on Tidelands Trust Lands		\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Public Right of Way (Special Projects)	\$1,075.00		\$5,377.68	\$6,452.68	\$24.00	\$6,428.68
7400 Public Right of Way (Maintenance Operations)	\$10,052.00			\$10,052.00	\$4,693.29	\$5,358.71
Total 7000 MBSSI Maintenance, Beautification, etc.	\$309,307.00	\$109,891.00	\$5,377.68	\$424,575.68	\$134,074.29	\$290,501.39
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$8,617.72	\$17,235.28
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$2,872.56	\$5,745.44
7750 Marketing / Branding / Public Relations	\$50,871.00			\$50,871.00	\$3,520.22	\$47,350.78
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$2,380.43	\$86,902.57
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$17,390.93	\$157,234.07
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$20,108.04	\$40,215.96
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$6,702.68	\$13,405.32
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$182.64	\$3,887.36
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$404.88	\$2,647.12
8130 Computer Service & Support	\$2,035.00			\$2,035.00	\$60.00	\$1,975.00
8150 Consulting & Legal Expenses	\$5,087.00			\$5,087.00	\$0.00	\$5,087.00
8200 Fees & Permits	\$254.00			\$254.00	\$131.00	\$123.00
8410 Insurance (D&O)	\$616.00			\$616.00	\$600.00	\$16.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$2,787.00	\$535.00
8430 Membership Fees	\$1,750.00			\$1,750.00	\$0.00	\$1,750.00
8450 Special Projects	\$509.00		\$33,034.32	\$33,543.32	\$6.00	\$33,537.32
8510 Office Rent	\$28,500.00			\$28,500.00	\$9,000.00	\$19,500.00
8520 Office Improvements	\$13,000.00			\$13,000.00	\$1,850.00	\$11,150.00
8530 Office Furniture & Equipment	\$2,500.00			\$2,500.00	\$351.58	\$2,148.42
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$84.80	\$932.20
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$481.57	\$1,553.43
8560 Supplies	\$2,035.00			\$2,035.00	\$581.28	\$1,453.72
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$749.10	\$1,470.90
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$1,382.01	\$2,997.99
8590 Utilities & Rent (Offsite Expenses)	\$1,380.00			\$1,380.00	\$3,418.00	-\$2,038.00
Total 8000 AGCR Administration & Govt/Comm Relations	\$162,772.00		\$33,034.32	\$195,806.32	\$48,880.58	\$146,925.74
8600 CFC Collection Fees & Contingency						
8610 Collection Fees	\$16,737.00			\$16,737.00	\$10,567.12	\$6,169.88
8680 Contingency Allowance for Uncollected Assessments	\$45,727.00			\$45,727.00	\$0.00	\$45,727.00
Total 8600 CFC Collection Fees & Contingency	\$62,464.00			\$62,464.00	\$10,567.12	\$51,896.88
Total Expenditures	\$670,756.00	\$109,891.00	\$76,824.00	\$857,471.00	\$210,912.92	
Cash On Hand					\$477,090.26	



Staff Recommendation

To: Board of Directors
CC: Staff
From: Savlan Hauser
Date: 5/05/15
Re: Bidding Policy and Procedures

Staff recommends establishment of the following competitive bidding policy:

- Jack London Improvement District will use a competitive bidding process for all contracts over \$5,000. Contracts in effect at the time this policy is adopted such as contracts for administration and ambassador programs are exempt from this requirement.
- A Request for Proposal (RFP) is initiated by the Executive Director or a committee to which the Board has delegated the project. The RFP is drafted by staff and brought before the Board for approval.
- Jack London Improvement District will post the RFP on its website for at least 10 calendar days before the due date for bids and have copies of RFPs available at its office. Jack London Improvement District will make a good faith effort to receive and compare three (3) proposals of qualified vendors in each RFP process.
- Jack London Improvement District may reject any proposals and waive informalities or minor irregularities in the bids. All questions from vendors will be responded to by at least 3 days before submittals are due. Staff shall review all proposals, prepare summation noting similarities and differences in response, and recommend approval or rejection to the Board or to the committee to which the Board has delegated the decision.
- Details of the selection process and criteria for selection will be defined in the RFP.
- Records regarding the formal bidding RFPs shall be kept in accordance with the requirements of the JLID Disbursement Agreement with the City of Oakland, and provided to property owners or to the City upon request.
- In instances wherein the Executive Committee determines that an urgent need to engage and contract with a vendor, including contracting with a sole source vendor, will be hindered by following the above competitive bidding policy, the matter shall be placed before the board. The board, by 2/3 vote of those present (a quorum must be present) may vote to suspend this policy as to that particular vendor.



**Jack London Square Art on Buildings Program Phase 1
Request for Qualifications**

Deadline for Completed Applications: (Date—30 days from release of RFQ)

The Jack London Improvement District (JLID) organization seeks a qualified Project Consultant to assist in the planning and implementation of the first phase of an Art on Buildings Program in Oakland's Jack London Square District.

Jack London Square Art on Buildings Program

The Jack London Improvement District is developing an opportunity for creating artworks in outdoor neighborhood locations to enliven the Jack London Square District for its residents, workers and visitors. The Jack London Square District is a dynamic urban neighborhood with a rich history of maritime, industrial, and innovative uses that continue today. The current business mix includes pastry chefs to programmers and fabricators to winemakers. Oakland's oldest buildings are in the heart of the District and new building and business will continue to add to and reflect its layered history. The District houses approximately 3,500 residents, many of who also work in the District. For the Art on Buildings Program, specific geographic areas of focus will include the Iron Works District, the 880 Freeway entrance and the Embarcadero Gateway (see diagram at the end this document). Dynamic artworks in outdoor locations will raise the profile of the neighborhood, attract more people and activities, reduce unwanted graffiti, and enhance the identity of this vibrant East Bay location.

Project Consultant's Scope of Work

The Project Consultant will work with staff, the Marketing and Economic Development Committee (MED), and the Phase I Curatorial Advisory Group (CAG) of the JLID over a one-year period to develop and implement Phase I of the Art on Buildings Program. Phase 1 will culminate in the installation of two high quality artworks, each one at a prominent outdoor site in Jack London. The Project Consultant will coordinate with the JLID in the determination of two publicly visible outdoor sites for the artworks, the selection of two artists and the implementation of their artwork designs, the identification of potential funding sources for the artworks, and the promotion of the Art on Buildings Program and the completed Phase 1 artworks.

Phase I Project Consultant Fee Range: \$5,000 to \$10,000, contingent on experience.

Specific Project Consultant Tasks and Submittals

The selected Consultant will:

1. Work with Staff and the MED Committee to develop a Phase 1 Program Plan to include specific goals and strategies, a timeline, a marketing plan and measures for success.
2. Work with Staff and the MED Committee to identify two high-impact outdoor sites within the areas of focus and secure written permission from property owners at the sites.
3. Identify potential funding sources for the creation and maintenance of each of the two art projects.
4. Work with Staff, MED Committee, and CAG to create and distribute a Call for Artists for Phase 1.
5. Conduct targeted outreach to artists identified by the CAG and consultant.
6. Facilitate the CAG selection process from the pool of responding artists.
7. Draft the necessary agreement(s) between the JLID, the property owners, and the final two artists.

8. Coordinate design development, fabrication, and installation of each artwork with the artists, the Staff and the CAG.
9. Work with Staff and the MED Committee to promote the Phase I Program process and artworks to local community members, the greater Bay Area, nationally and internationally.

Submittal Requirements

The applicant will provide:

- Brief statement of interest highlighting relevant experience (250 words or less)
- A current resume
- 2 references from recent projects

Submittals are due at 5 pm on _____, to be received via email at info@jacklondonoakland.org or in-person at 333 Broadway, Oakland, CA 94607.

Selection Criteria

Selection criterion for the Consultant includes but is not limited to:

- At least two years relevant experience and demonstrated expertise in the overall planning and hands-on management of art projects conceived and implemented in public locations in an urban setting.
- Availability to begin the consultation immediately upon selection and continue through completion within a one-year period.

Background/ References:

The Jack London Improvement District has reviewed a number of internationally recognized, publically located projects within an urban setting which serve as reference to this effort.

- Wynwood Walls, Wynwood Art District of Miami (<http://thewynwoodwalls.com/>)
- Primary Flight, Miami, Florida (<http://primaryflight.com/>)
- Richmond Mural Project, Virginia (<https://richmondmuralproject.wordpress.com/>)
- ArteSano – Rio San Juan, Dominican Republic (<http://artesanoproject.com/>)

Diagram of District with areas of Focus





May 7, 2015

Position Statement of the Jack London Improvement District Regarding the Transport of Crude Oil and Tar Sands by Rail Recommended by the Land Use and Transportation Committee:

Whereas, the continued increase in the transport of crude oil by rail through the Jack London District combined with increased public awareness of recent rail accidents involving oil spills, fires, and resultant loss of lives and damage to property, has heightened community concerns about rail safety and the potential adverse economic impact of this practice on the District.

Whereas, we believe that potential negative impacts of increased transport of crude oil by rail through the Jack London District will detract from our mission to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District, due to:

- Safety concerns that detract from the quality of our living environment;
- Decreased property value;
- Increased insurance premiums that burden property and business owners and increase the cost of doing business in the District;
- Potential development restrictions due to the proximity of property to the tracks that carry oil trains and the District's location within the "blast zone".

Be it resolved by the Board of Directors of the Jack London Improvement District to support action by the Oakland City Council and advocate for improved rail safety and other appropriate measures at the State and Federal levels to mitigate the adverse impacts of increases in crude oil transport by rail on the Jack London District's economic well-being and quality of life.