



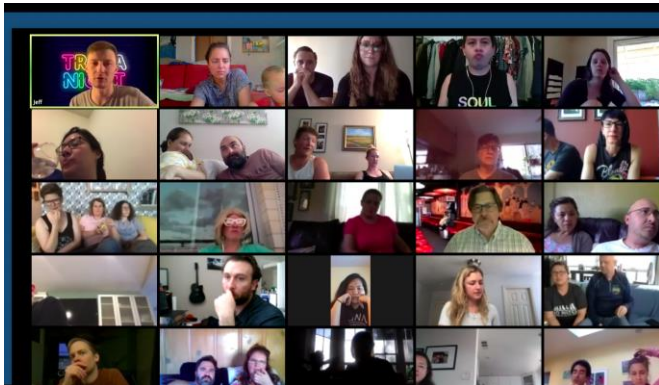
## Jack London Improvement District Meeting of the Board of Directors

May 11th, 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
  - b. **Underpass update:** Oak & 5<sup>th</sup> 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 held via zoom. Noted auto burglary is down, as parking and commercial activity is decreased. Reports of building and package burglary as deliveries and online shopping have increased.
  - d. **Howard Terminal CBA Update** – coordination among topic area participants to move shared priorities forward, including underpass improvements
- 4. **Jack London Adapts: Operational change and new work in light of COVID 19** 5:15  
 Here’s what we’re up to:
  - Ramping up: virtual events for continued community and merchant engagement—3 weeks of Friday night community entertainment fueled by food and drink specials from the district
  - Continued: ensuring compliance with regulations, adopting additional hygiene and safety protocol and trainings for ambassador staff, bi-weekly meetings with Economic Development and OPD, marketing adapted Jack London Business offerings and services on local and regional marketing, sharing collected resources and funding support including grants [via website](#), Ramping up staff work on “touchless” projects.
- 5. **Financial Review and Reports** 5:30
  - a. Discussion of permitted annual assessment increase of 5% **Discussion Item**
  - b. Contingency increase in light of potential decreased collections **Discussion Item**
  - c. Approve Financial Reports **Action Item**  
 Statement of Financial Position, Budget v Actual March 2020
- 6. **Approval of Minutes** 5:50  
 April, 2020 **Action Item**
- 7. **Adjourn** 6:00  
 Next Board Meeting June 8th, 5:00 PM

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412

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Jack London’s merchants are featured at weekly social events. Pub Trivia, Comedy Nights, continue to engage the community

**Executive Update, May 2020 – Savlan Hauser, Executive Director**

We continue to navigate the adaptations and plan for a near term future that involves socially distant shopping, dining, and even creative use of public spaces to accommodate safely activated streets. The pandemic has affected daily lives and our organization’s work. It is hard to overstate the impact on places and businesses.

We’re continuing to relay up-to-the minute

information on financial support and economic development programs available for businesses—as well as keep neighbors aware of current business

offerings and events through frequent communications and the [website](#). This past month, the District has hosted weekly social events that encourage patronizing local merchants, and bring people together (from around the world!) to play a game of pub trivia. Attendance numbers have increased every week.

In the near term, Ambassador services continue to follow new strict safety and hygiene protocols informed by public health guidelines. Our team is focusing strictly on service defined as essential and so are focusing less on hospitality and business contact. Litter and burglaries have decreased as visitor traffic to the District has been minimized, however the Ambassadors are staying busy with graffiti and blight abatement. 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.

Jack London Improvement District	
April 2020 Ambassador Clean & Safe Statistics	
Task	Totals
Business Contacts	13
Car Break-Ins Reported	22
Graffiti - Removed	66
Hospitality Contacts*	113
Illegal Dumping	109
Stickers/Flyers/Posters Removed	119
Trash (lbs)	4625
Weed Abatement (block faces)	23

**Jack London In the News**

[The Magic of Empty Streets](#)- Social distancing gives us a rare opportunity to fix cities- NY Times  
[It’s Can or Die for Bay Area Breweries, as Beermakers Recon with Bar and Restaurant Closures](#)

**This Month’s Events**

- **Jack London Beat 1X NCPC 6:15PM 5/26.** Hosted via video conference, for details email [info@jacklondonoakland.org](mailto: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 2<sup>nd</sup> St-** 134 Homes complete, 25% leased
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>** Continues as essential work, Developer: Smart Growth
- **4<sup>th</sup> 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  
Simplified View: Budget vs Actuals 2020**

**As of March 31st, 2020**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$408,651</b>	<b>\$262,740</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$55,482</b>	<b>-\$13,137</b>
<b>Total Budgeted Revenue</b>	<b>\$353,169</b>	<b>\$249,603</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$84,275	\$84,574
7150 & 7200 Subtotal- Port Share	\$44,549	\$44,250
7400 Maintenance Operations	\$3,136	\$14,432
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$131,960</b>	<b>\$143,256</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$24,760	\$29,232
7800 Special Projects	\$29,125	\$21,500
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$53,886</b>	<b>\$50,732</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$31,827	\$34,832
8510-8580 Office Operations	\$12,735	\$14,133
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$44,563</b>	<b>\$48,964</b>
<b>Total 8600 Collection Fees</b>	<b>\$6,907</b>	<b>\$6,651</b>
<b>Total Expenditures</b>	<b>\$237,316</b>	<b>\$249,603</b>
<b>Gross Difference</b>	<b>\$115,853</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 March 31, 2020

		Total
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
1100 Bridge Bank Operating Account		143,284.48
1105 Discretionary Spending at Bridge Bank		725.15
1110 Money Market at Bridge Bank		324,454.93
<b>Total Bank Accounts</b>	<b>\$</b>	<b>468,464.56</b>
<b>Total Current Assets</b>	<b>\$</b>	<b>468,464.56</b>
<b>Other Assets</b>		
1510 Security Deposits		2,000.00
<b>Total Other Assets</b>	<b>\$</b>	<b>2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>470,464.56</b>
 <b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Total Liabilities</b>		
<b>Equity</b>		
3100 Without Donor Restriction		409,967.59
3300 With Donor Restriction		
3310 Steam Factory		4,000.00
3320 Train Quiet Zone		7,328.84
3350 Waterfront District Special Project		47,168.13
<b>Total 3300 With Donor Restriction</b>	<b>\$</b>	<b>58,496.97</b>
<b>Net Revenue</b>		167,563.24
<b>Total Equity</b>	<b>\$</b>	<b>636,027.80</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$</b>	<b>636,027.80</b>
 <b>Unpaid Caltrans Assessments</b>	 <b>\$</b>	 <b>262,025.00</b>
<b>Total unpaid assessments 2019</b>	<b>\$</b>	<b>55,482.00</b>

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

**Jack London Improvement District  
Simplified View: Operating Budget 2020**

Adopted 1/2020      10%      30%

<b>Revenue</b>			
<b>Total 4000 Assessment Income</b>	<b>\$1,050,961</b>	<b>\$1,050,961</b>	<b>\$1,050,961</b>
<b>8700 Contingency allowance for uncollected assessments</b>	<b>-\$52,548</b>	<b>-\$105,096</b>	<b>-\$315,288</b>
<b>Budgeted Revenue</b>	<b>\$998,413</b>	<b>\$945,865</b>	<b>\$735,673</b>
<b>Expenditures</b>			
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>			
7100 Ambassador Services- Non-Port Assessment Funds	\$338,298	\$333,298	\$238,298
7150 & 7200 Subtotal- Port Share	\$177,000	\$177,000	\$177,000
7400 Maintenance Operations	\$57,727	\$37,340	\$8,823
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$573,025</b>	<b>\$547,638</b>	<b>\$424,121</b>
<b>7700 MED Marketing &amp; Economic Development</b>			
7710 & 7800 Management & Operations	\$116,926	\$108,926	\$97,048
7800 Special Projects	\$86,000	\$75,833	\$41,250
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$202,926</b>	<b>\$184,759</b>	<b>\$138,298</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>			
8010-8450 District Management & Governance	\$139,326	\$131,586	\$113,608
8510-8580 Office Operations	\$56,530	\$56,530	\$38,310
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$195,856</b>	<b>\$188,116</b>	<b>\$151,918</b>
<b>Total 8600 Collection Fees</b>	<b>\$26,606</b>	<b>\$25,352</b>	<b>\$21,336</b>
<b>Total Expenditures</b>	<b>\$998,413</b>	<b>\$945,864</b>	<b>\$735,673</b>
<b>Gross Difference</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

<b>Percentage Allocation by area of Work</b>	<b>Management Plan</b>	<b>2020</b>	<b>10%</b>	<b>30%</b>
Maintenance & Beautification	55%	55%	52%	40%
Marketing & Economic Development	18%	19%	18%	13%
Administration & Government	19%	19%	18%	14%
Contingency & Collection	8%	8%	12%	32%

**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.

*Preparing increased contingency allowance through expenditure reduction for potentially reduced assessment collection.*

# Jack London Improvement District - Meeting Minutes of the Board of Directors April 13<sup>th</sup>, 2020 – 5:00 p.m., Virtual via Zoom

Present: Mark Everton, Erin Coburn, Paul Thyssen, Chris Wittler, Jonathan Fong, Michael Bernstein, Chris Pastena, Sara May, Beth VanClute, Peter Gertler, Dana Bushouse, Taj Tashombe

Absent: Greg Pasquali, 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 5:05 p.m.	
2. Public comment and announcements	Board members gave updates on how they and their businesses are doing during shelter-in-place.	
3. Executive Update a. Cleaning and Safety Work b. Underpass update c. Crime Update	<p>Savlan presented the Executive Update:</p> <p>a. Cleaning and Safety Work: Operations Manager Carlos Paz gave an update on the new safety and hygiene protocols and shifted services of the Ambassador team in light of Shelter-in-Place order. Ambassadors are on a staggered 4-hour shift schedule to prevent interaction, there is a strict sanitation protocol when starting shift, and staff is working on getting a thermometer to take Ambassador’s temperature at the beginning of their shift. There is only one person allowed in the truck at a time, so power washing is paused for the time being. Work has focused mainly East of Broadway.</p> <p>b. The underpass update: Oak &amp; 5<sup>th</sup> shelter 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.</p> <p>c. Crime update: NCPC on pause in March. Virtual meeting with Community Resources Officer Fajardo regarding change in activity patterns in Jack London due to Shelter-in-Place order, mitigation of unwanted behavior in public spaces. 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>.</p>	
4. Jack London Adapts: Operational change and new work in light of COVID 19. <i>Discussion item</i>	<p>Operational changes and new work during shelter-in-place:</p> <ul style="list-style-type: none"> <li>○ Ensuring compliance with “Essential Work” as defined by County Shelter-in-Place Order</li> <li>○ Ensuring compliance with Proposition 218 AND alignment with Management Plan</li> <li>○ Adopting additional hygiene and safety protocol and trainings for ambassador staff based on shared best practices from neighboring districts</li> <li>○ Bi-Weekly Meetings with Economic Development and OPD</li> <li>○ Promoting adapted Jack London Business offerings and services on local and regional marketing platforms including local media, Visit Oakland</li> <li>○ Sharing collected resources and funding support including grants, loans with partner organizations including Oakland Chamber of Commerce and BID Alliance via website</li> <li>○ Supporting clean and safe operations at the booming Wholesale Produce Market</li> <li>○ Ramping up staff work on “touchless” projects and keeping engagement</li> </ul> <p>Gary would like to see more frequent updates on what’s open and happening in</p>	

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

	the District for residents. Sara requests more promotion and updates on social media. Jack London BID will be coordinating with Oakland Indie Alliance in developing a reopening plan with colleagues and organizational partners to market Oakland businesses and establish best practices for sanitation and etiquette for customers as they reopen after shelter-in-place.	
5. Financial Review and Report a. Approve Financial Reports <i>Action Item</i>	a. The Board reviewed the February 2020 Statement of Financial Position and Budget v Actual Reports. The Broadway Shuttle payment and March tree trimming are recent expenses in the reports. The next disbursement is not expected to be affected by COVID19 and shelter-in-place as significantly as future disbursements.	a. Paul moved to approve the financial statements and Chris seconded. Motion passed unanimously.
6. Approval of Minutes– March 9 <sup>th</sup> , 2020. <i>Action Item</i>	The Board reviewed the March 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 5:59 pm. Next Board meeting will be held Monday, May 11th, 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														
June														
July														
Aug														
Sept														
Oct														
Nov														

\*February Facilitated Session, no public board meeting.



## Jack London Improvement District Meeting with Cross Section Leadership

(4/13/20, 4:00PM VIA ZOOM MEETING)

1) Quick Recap of February's Facilitated Session, and intro to who's in the "room" today (More are invited!) - *Savlan Hauser, Jack London Improvement District*

- BID Leadership (Jack London, Temescal, Uptown/Downtown, Visit Oakland)
- Service Providers (Downtown Streets Team, Family Bridges, LavaMae X)
- City of Oakland (Administration, Human Services, D3 Council, EWDD)
- Agencies: (CalTrans, County of Alameda Health)
- Business Organizations (Chinatown Chamber, Oakland Metro Chamber of Commerce)

2) Dr. Robert Ratner, Director, Alameda County Behavioral Health Services (ACBHS)

Dr. Ratner shared an overview of ACBHS work and Resources available:

- Local mental health resource guide - <https://acmhsa.org/find-support/#crisis>
- TRUST health center – integrated health clinic in Oakland for homeless individuals  
<https://www.achch.org/trust-health-center.html>
- Alameda County Behavioral Health – Employment Program  
<https://ipsworks.org/index.php/2017/11/15/ips-in-alameda-county/>

Follow ups/Potential opportunities for collaboration with ACBHS + Private Sector

- Special training for our organizations on gaining Mental Health "first aid" knowledge
- Business Improvement District Goals: Generate a Resource list that is District- specific, find Healthcare for the Homeless staff specific to each geographical area
- More information on Alameda County BHS' Innovation Grant for Land Trust Project— the Land Trust will seek Board Members, and private sector real estate partners  
[https://www.mhsoac.ca.gov/sites/default/files/08202019\\_HandoutPacket\\_ForWeb.pdf](https://www.mhsoac.ca.gov/sites/default/files/08202019_HandoutPacket_ForWeb.pdf)  
[https://www.acgov.org/gsa\\_app/gsa/purchasing/bid\\_content/contractingdetail.jsp?BID\\_ID=2200](https://www.acgov.org/gsa_app/gsa/purchasing/bid_content/contractingdetail.jsp?BID_ID=2200)

3) Kerry Morrison—Update from Hollywood Forward

- Significant innovation, generosity, and creativity happening in light of a crisis. Progress on shelter beds, action from public agencies that may otherwise have taken years.
- Asked her stakeholders, what was missing as organizations and businesses had to pivot?
  - PPE
  - Access to food.
- In response Hollywood Forward has become an informal food supply convener

Next meeting planned Q3 2020 (Zoom or in-person as appropriate)

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What is a great downtown if not full of people?  
 Pandemic Public Right-Of-Way: Sidewalk, Curb, Streets

1



The Sidewalk

2



The Sidewalk (Brno, Czech Republic)  
 The Gastro Safe Zone: A Public Space  
 Proposal that Considers Social  
 Distancing Measures

3



**My Restaurant Was My Life for 20 Years. Does the World Need It Anymore?**  
 Forced to shelter in place, I've been revisiting my original dreams for it — and wondering if there will still be a place for it in the New York of the future.  
**Gabrielle Hamilton**  
 "...the coronavirus did not suddenly shine light on an unknown fragility. We've all known, and for a rather long time."  
<https://www.nytimes.com/2020/04/15/nyregion/restaurant-closures.html>

4

*Presentation by Savlan Hauser for ULI regarding urban district adaptations in consideration of the pandemic*



The Curb is Too Important for Parked Cars

5



Streets: Opportunities by Allison Arieff

<https://www.nytimes.com/2020/04/15/nyregion/restaurant-closures.html>

6



Streets: Oakland's Slow Streets Creep In

7



Streets: Oakland's Slow Streets Creep In

8