



**Jack London Improvement District - Meeting of the Board of Directors  
 May 9, 2016 – 4:00 p.m., Jack London Headquarters – 333 Broadway  
 Agenda**

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|---|--------------------|
| 1. Call to order and introductions - President  | 4:00               |
| 2. Public comment and announcements - President   | 4:05               |
| 3. Executive Update - Executive Director  | 4:10               |
| 4. <b>CUESA</b> -Center for Urban Education about Sustainable Agriculture- Brie Mazurek<br>New operator of the Jack London Square Farmers’ Market beginning May 1   | 4:20               |
| 5. Mill Creek Residential introduction to <b>377 2<sup>nd</sup> Street</b> - Dave Fiore   | 4:30               |
| 6. Lowney Architects’ introduction to <b>335 3<sup>rd</sup> Street</b> – Nick Gomez   | 4:40               |
| <b>7. Community Engagement</b>  | 4:50               |
| Background: Staff solicited the Board to volunteer in the project areas that interested them. Board members Erin Coburn, Bill Stotler, and Paul Thyssen expressed interest in developing a community engagement strategy and met on 4/18 and 4/29 to define next steps for Board discussion:  |                    |
| <ul style="list-style-type: none"> <li>• Agree on Definition:           <ul style="list-style-type: none"> <li>○ <i>Community Engagement is the process by which the Jack London Improvement District and stakeholders build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of the District.</i></li> </ul> </li> <li>• Recommendation by working group for Community Engagement Strategy:           <ul style="list-style-type: none"> <li>○ Schedule retreat/training session week of 7/25 or 8/1 in order to:               <ul style="list-style-type: none"> <li>▪ Capacitate Board Members in their Community Engagement Roles</li> <li>▪ Create a work plan for ongoing Community Engagement</li> </ul> </li> <li>○ Tie Community Engagement in to our current projects, for example the Train Quiet Zone/Safety Improvements and the Enhancement of the Waterfront Warehouse District Signage Program:               <ul style="list-style-type: none"> <li>▪ Identify people or groups who would benefit from or have a high degree of interest in the outcome of the work</li> <li>▪ <b>Assign board members to reach out with an invitation to join that work group/task force.</b></li> </ul> </li> </ul> </li> </ul> |                    |
| 8. Financial Review - Treasurer and Executive Director  | 5:40               |
| a. Financial Report   |                    |
| 9. Approval of minutes - Secretary  | 5:50               |
| a. Board Meeting: March 14, 2016 (Attached)   | <b>Action Item</b> |
| 10. Adjourn   | 6:00               |

Next regular meeting: July 11, 2016, 4:00 pm

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. 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 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 our office at [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 described in the meeting agenda under agenda item number 2.

## Executive Update, May 2016

### Highlights

- **District Building Art Program** brings Martina Merlini's beautiful artwork installed this month at 4th and Washington, pop-up multimedia installation 5/1 at 333 Broadway titled "Intimate Distances" by Hye Young Kim; Axel Void show at 222 Broadway's vacant retail space, reception on May 7<sup>th</sup> at 7PM and open weekends 11AM-6PM for viewing. Thank you to HP Investors for the use of the spectacular storefront.
- Comment letter submitted to the Federal Railroad Administration to reduce barriers to communities establishing **Train Quiet Zone**. Many community members have pledged their support.
- Coordination with Urban Releaf for **street tree planting**- up to 600 trees to be planted throughout Oakland, with a portion allocated to Jack London. The District needs approval from property owners where street trees have been recommended and seeks volunteers to help site more trees in the District.
- **Beat 1X Neighborhood Crime Prevention Council** continues monthly with good community participation.
- Thank you to all of the participants of the **Plan Downtown Jack London Community Stakeholder Meeting on March 22nd**, and sharing your feedback on the [Plan Alternatives Report](#) with the City and stakeholders.
- April 7th was the 4th event in [Jack London's Panel Talk Series](#); an educational and dynamic conversation about the **industrial side of Jack London**. Thank you to Fathom for hosting us in their soon-to-be expanded workspace. Video will be posted soon.

### Challenges

- Maintaining and fostering an authentic mixed-use neighborhood-encouraging tolerance, compromise, responsible operations and good stewardship of District at new venue location of Oakland Metro Operahouse.
- Illegal Dumping
- Expansion of tent camps at 5<sup>th</sup> and Brush, Harrison, Embarcadero and Oak

### District News/ New Business

- **CUESA** (Center for Urban Education about Sustainable Agriculture) is the operator of the new Farmer's Market at Jack London Square. Welcome!
- **New 18-unit residential building** proposed at 335 3<sup>rd</sup> Street (Adjacent to Egghouse and Leviathan Buildings), applicant Lowney Architecture
- **Utility Box Artist Installations** to be painted weekend of May 14<sup>th</sup>, 11AM-6PM. Stay tuned for "Art Walk" event to see live painting in the District.
- As we wish Fiona well in her next steps in Portland, we seek an [Administrative Coordinator](#) to help with operations and projects in the District. Please share with any interested candidates.
- 2017 Port Share Plan to go before Board of Directors for approval



**Jack London 2016 Funded Special Project Roster**

<u>Project</u>	<u>Assigned Funds</u>
<b>Streetscape/ Median Landscaping</b>	\$8,000.00
<b>Quarterly Panel Talks</b>	\$6,000.00
<b>Community Partner Events</b>	\$2,000.00
<b>Building Art Implementation</b>	\$20,000.00
<b>B-Shuttle Sponsorship</b>	\$20,000.00
<b>Additional Clean/Safe Services</b>	\$59,000.00
<b>Publicity</b>	\$1,500.00
<b>Jack London Collateral</b>	\$1,500.00
<b>Community Engagement</b>	\$12,000.00
<b>Train Quiet Zone</b>	\$10,000.00
<b>NEW PROJECT: Enhanced Waterfront Warehouse District Signage Program</b> (Impact Mitigation paid from Carmel Partners)	\$25,000.00

**Projects Underway**

- Underpass Infrastructure Improvements**
- Bike Solar Oakland**
- Utility Boxes Wrapped in Art**
- Neighborhood Crime Prevention Council**
- Branded Light Pole Banners**
- Activation of 333 Broadway**

**Volunteer Roles Needed in Projects:**

- Friend-raising**
- Community Outreach**
- Event logistical support**
- Outreach to property owners as host venues for arts uses, events**
- Publicity**
- Content development for Panel Talks, web**
- Grant research and application writing**
- Recruit and coordinate volunteers**
- Grow network of experts**

We need your support and participation to make these projects a reality. Hope to see you at this month's events and meetings!

-Savlan Hauser, Executive Director

JACK LONDON IMPROVEMENT DISTRICT BUDGET V ACTUAL AS OF APRIL 30	BUDGET				ACTUAL	
	2016 Calendar year				Period ending 4/30/16	
	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS	Actual	Remaining
<b>Revenue</b>						
4000 Assessment Income			\$131,574.34	\$131,574.34	\$131,574.34	\$0.00
4100 Assessment Income:Port of Oakland		\$109,868.45		\$109,868.45	\$0.00	-\$109,868.45
4200 Assessment Income:Non-Port	\$670,901.53			\$670,901.53	\$601,374.55	-\$69,526.98
4250 Prior Year Assessment Adjustments				\$0.00	\$9,896.55	\$9,896.55
9100 Bank Interest				\$0.00	\$283.43	\$283.43
4300 Grants/Contributions				\$0.00	\$5,000.00	\$5,000.00
<b>Total Cash Available</b>	<b>\$670,901.53</b>	<b>\$109,868.45</b>	<b>\$131,574.34</b>	<b>\$912,344.32</b>	<b>\$743,128.87</b>	<b>-\$169,215.45</b>
<b>Expenditures</b>						
<b>7000 MBSSI Maint., Beautification, Safety, etc.</b>						
7100 Ambassador Services (Block By Block)	\$315,808.29	\$89,868.45		\$405,676.74	\$135,225.56	\$270,451.18
7200 Services on Tidelands Trust Lands	\$0.00	\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Special Projects	\$0.00		\$65,838.17	\$65,838.17	\$7.27	\$65,830.90
7400 Maintenance Operations	\$19,996.12			\$19,996.12	\$9,058.03	\$10,938.09
<b>Total 7000 MBSSI Maint., Beautification, Safety</b>	<b>\$335,804.41</b>	<b>\$109,868.45</b>	<b>\$65,838.17</b>	<b>\$511,511.03</b>	<b>\$144,290.86</b>	<b>\$367,220.17</b>
<b>7700 MED Marketing &amp; Economic Development</b>						
7710 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$25,790.20	\$72,977.54
7750 Marketing Operations	\$7,702.00			\$7,702.00	\$2,101.52	\$5,600.48
7800 Special Projects	\$15,807.05		\$65,736.17	\$81,543.22	\$35,296.57	\$46,246.65
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$122,276.79</b>	<b>\$0.00</b>	<b>\$65,736.17</b>	<b>\$188,012.96</b>	<b>\$63,188.29</b>	<b>\$124,824.67</b>
<b>8000 AGCR Admin &amp; Govt/Comm Relations</b>						
8010 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$25,790.20	\$72,977.54
8050 Training & Professional Development	\$1,200.00			\$1,200.00	\$165.00	\$1,035.00
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$326.46	\$2,173.54
8130 Computer Service & Support	\$500.00			\$500.00	\$0.00	\$500.00
8150 Consulting & Legal Expenses	\$2,000.00			\$2,000.00	\$0.00	\$2,000.00
8200 Fees & Permits	\$500.00			\$500.00	\$50.00	\$450.00
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$2,961.00	-\$61.00
8450 Special Projects	\$500.00			\$500.00	\$154.40	\$345.60
8510 Office Rent	\$31,250.00			\$31,250.00	\$10,000.00	\$21,250.00
8520 Office Improvements	\$3,800.00			\$3,800.00	-\$715.96	\$4,515.96
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$363.92	\$1,036.08
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$757.78	-\$257.78
8545 Local Transportation	\$500.00			\$500.00	\$50.00	\$450.00
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$883.67	\$316.33
8560 Supplies	\$1,700.00			\$1,700.00	\$484.93	\$1,215.07
8570 Telephone & Telecommunications	\$2,820.00			\$2,820.00	\$922.21	\$1,897.79
8580 Utilities	\$4,246.24			\$4,246.24	\$1,396.62	\$2,849.62
<b>Total 8000 AGCR Admin &amp; Govt/Comm Relations</b>	<b>\$156,958.98</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$156,958.98</b>	<b>\$44,190.23</b>	<b>\$112,768.75</b>
<b>8610 Collection Fees</b>						
8630 Alameda County fees (1.7%)	\$10,113.84			\$10,113.84	\$10,115.08	-\$1.24
8640 City of Oakland fees (1% except Port)	\$6,709.02			\$6,709.02	\$450.00	\$6,259.02
<b>Total 8600 CFC Collection Fees</b>	<b>\$16,822.85</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$16,822.85</b>	<b>\$10,565.08</b>	<b>\$6,257.77</b>
<b>Total Expenditures</b>	<b>\$631,863.03</b>	<b>\$109,868.45</b>	<b>\$131,574.34</b>	<b>\$873,305.82</b>	<b>\$262,234.46</b>	
<b>Contingency (5% of 2016 Assessment Income)</b>	<b>\$39,038.50</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$39,038.50</b>	<b>\$39,038.50</b>	
<b>Cash available</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$441,855.91</b>	

# Jack London Improvement District - Board of Directors Meeting Minutes

March 14, 2016 – 4:00 p.m.

Jack London Headquarters – 333 Broadway

**Present:** Bill Stotler, Sara May, Vivian Kahn, Barry Pilger, Paul Thyssen, Michael Carilli, Peter Gertler, Saied Karamooz, Sam Nassif

**Absent:** Jenni Koidal

**Staff:** Savlan Hauser, Fiona Simms

**Guests:** Frank Shultz, Zoe, Pam Kershaw, Erin Coburn, Dave Fennel, Steve Lowe, Zakhary Mallett

## Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order and introductions</b>	The meeting was called to order at 4:01 p.m.	
<b>2. Public comment and announcements</b>	Sara announced that the California Downtown Association is hosting their Urban District Forum in Oakland with the Uptown and Downtown Community Benefit Districts. There was discussion of the ownership transfer of the ground leases at Jack London Square. Frank addressed the board and again voiced his support for the district to continue to focus on graffiti abatement.	
<b>3. Approval of the minutes</b> <b>a. Regular Board Meeting: January 11, 2016</b>	The minutes of January 11, 2016 were presented to the board for review.	<b>Sara moved and Bill seconded the motion to approve the minutes of January 11, 2016. The motion was approved unanimously.</b>
<b>4. Executive Update</b> <b>a. Update on Committee Work Group structure</b> <b>b. Recap of Project Roster, invitation for participation</b>	a. Savlan updated the board and reported that no Finance Committee will be formed. b. Savlan updated the board on the results of last meeting and presented the Special Projects budget. She asked each Director to select a project to which they can lend their time, expertise and passion. There was some discussion of the B Shuttle Funding, Community Engagement, Train Quiet Zone and light pole banners.  Developers Carmel Project for the project at 4th and Madison is working with district for community outreach. Savlan is recommending to the Planning Commission that the Jack London Improvement District act as administrator of some mitigation funds including funding for updated signage and façade improvement. There was discussion of developing design guidelines for the façade improvement funds and projects.	
<b>5. Financial Review</b> <b>a. January-February 2016</b>	Savlan noted that a portion of the special project money was allocated to additional Clean and Safe services. There	

<b>Financial Report</b>	was some discussion of reformatting the budget report and the board decided to make no changes.	
<b>6. Governance</b>	Bill noted that Meredith has resigned from the board and the authority to appoint a replacement lies with the President. Bill noted that he has not yet selected a replacement and asked for any suggestions, noting that the board is in need of representation from the retail sector.	
<b>7. Land Use and Transit/Governance and Advocacy</b> <b>a. Discussion of District participation and support for Downtown Specific Plan Process</b> <b>b. Update on December Community Meeting. Next Community Meeting for Draft Alternatives phase of Downtown Plan March 22, 2016</b>	a. Savlan updated the board on the involvement of the district in the Downtown Specific Plan process and Vivian reported on the outcomes of previous community meetings and the structure and content of the upcoming community meeting on March 22nd.	
<b>8. Maintenance and Beautification</b> <b>a. Update on encampments at underpass and at gateways to districts.</b>	Savlan noted that homelessness is one of the top issues in all community meetings and has dominated the conversation at the Jack London Neighborhood Crime Prevention Council (NCPC) meetings. She outlined the work of the District and noted that Caltrans in coordination with the City does bi-monthly cleanings of several encampment sites in and around the district. She noted that the NCPC has introduced the idea of providing public toilet facilities to the encampments. The board discussed some options including the declaration of a state of emergency. Vivian noted that any long term solutions should be considered as a part of the Downtown Specific Plan.	
<b>9. Better BART</b>	Director Mallet presented Better BART project.	
<b>10. Next regular meeting</b>	Monday, May 9, 2016 - 4:00 p.m.	
<b>11. Adjournment</b>	The meeting adjourned at 5:51 p.m.	

Minutes taken by: Fiona Simms