



Jack London Improvement District Meeting of the Board of Directors

November 9th, 2020, 5:00PM (VIA ZOOM MEETING)

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

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| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:00 |
| 3. Executive Update (See attached) | 5:05 |
| a. Operations and Economic Recovery Work | |
| • District-Wide Bingo Campaign initiated | |
| b. Cleaning and Safety Statistics | |
| c. Diversity, Equity and Inclusion | |
| • Name change of Jack London Square and research on name change of BID | |
| 4. Governance – Annual Elections of Board Members and Officers | 5:10 |
| a. Affirmation or change of Board Membership of 14 members | Action Item |
| b. Elections- Board of Directors 2020-2021 | |
| • The Board of Directors is the governing body of the Jack London Improvement District currently with 14 members. Board Members are strategic partners in advancing the mission of the organization, and the Board seeks to represent the diversity and link with the community served by the District. Eligible candidates represent a property or a business in the District, and have participated in District programs. The attached slate of candidates is recommended for Board Membership for 2020-2021. | Action Item |
| c. Elections- Officers 2020-2021 (President, Secretary, and Treasurer) | |
| • <i>Nominees Mark Everton, President; Taj Tashombe, Secretary; and Jonathan Fong, Treasurer.</i> | Action Item |
| 5. Financial Review and Reports | 5:40 |
| a. Approve Statements of Financial Position, Budget v Actual August 2020 | Action Item |
| 6. Approval of Minutes | 5:50 |
| October 2020 | Action Item |
| 7. Adjourn | 6:00 |
| Next Board Meeting December 14th, 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, November 2020 –
Savlan Hauser, Executive Director

We’re finding new ways to engage and market District Businesses. Our District Specialist Kaylee Hudson has been working tirelessly to develop and launch the fall-themed Bingo campaign with prizes from local businesses and it is already generating excitement. We’ve been doing individual business outreach to deliver posters and collateral.

Jack London’s tough businesses continue to pivot, adapt, and weather unprecedented challenge. Along with businesses in our District, we’re continuing to track the changes in regulations that will incrementally allow for new services and dining indoors at reduced capacities, and assisting with permitting for events and outdoor service.

November 6th was our final Trivia Night of the year -- it has been tremendous fun. We’ll start up again in the New Year. Neighbors socialize, District businesses are promoted, and local gift cards are the winning prizes. Our neighborhood has a plethora of local food and beverage purveyors offering pickup and outdoor social distanced dining.

Other resources and highlights:

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We are working with the City, property owners, and merchants 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 providing safety signage to all merchants. Ambassadors will also be trained on social distancing protocol to assist businesses if needed. If your business needs outdoor space or curbside use, contact us.

Jack London In the News

[Bay Area Beer News: A new gluten-free taproom opens in Oakland](#) – The Mercury News

[Black Food Collective has its eyes on the prize-- a strong Black economy](#) – Berkeleyside (*Spotlight on Vacos vegan tacos pop-up Saturdays at 550 2nd st*)

Jack London Improvement District October 2020 Clean & Safe Statistics	
Task	Totals
Business Contacts	13
Car Break-Ins Reported	25
Graffiti - Removed	162
Hospitality Contacts*	146
Illegal Dumping	38
Stickers/Flyers/Posters Removed	153
Trash (lbs)	10027
Weed Abatement (block faces)	18

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

This Month’s Events

- **Jack London Beat 1X NCPD meets fourth Tuesdays.** (Canceled Nov, Dec due to holidays)
- **Keep Entertainment in the Entertainment District** with Trivia Nights + local acts. Follow us on Instagram.

Development/ Construction Updates

- **335 3rd Street** – Approved. 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
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **4th and Alice** Construction re-started week of 5/18. Developer: SunCal/Swenson, Good Times Oakland will occupy ~3,000sqft, ~10,000sqft (1-2 commercial units) remain leasable
- **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.

Board Candidate Bios 2020

Jen Nettles, General Manager, VP Onsite Property Management CIM

Jen brings leadership experience in large scale commercial property management in the San Francisco Bay Area and across the US, including Bay Street in Emeryville, in a diversity of urban contexts and working with a diversity of tenant types. In addition to extensive private sector real estate experience, Jen brings the unique perspective of managing publicly owned properties, as Portfolio Manager of the City of Alexandria, VA. Jen has created and managed marketing programs that include numerous non-profit collaborative events, concert series, farmers markets, tours, and festivals. Jen has served on numerous non-profit and community boards and committees including the Silver Spring Advisory Board, City of Emeryville Commercial Economic Development Committee, and the Birch Run Convention and Visitor's Bureau.

Peter Gertler, Property Owner, The Bond

Peter has lived and raised his family in Oakland for over 30 years, and has been an owner and resident in the Jack London District for over 7 years. He has been a Board member of JLID for 6 years, served on the Executive Committee as Secretary and led the Train Quiet Zone Initiative. Peter has over 30 years of experience in the development, design and program management of transportation infrastructure and rail projects. He has held various leadership positions in major US based engineering consulting firms, global technology firms and with the Bay Area Transit District (BART). Currently he is a Senior Vice President for strategic sales and advisory services at HNTB, and previously was a Director of their High Speed, and Rail and Transit Practice. HNTB is a national leader in transportation and rail projects and is currently leading major sections on the California High Speed Rail Program and other projects in the US.

Sam Nassif, Property Owner and Business Owner, Z Hotel

Sam is a Managing Principal at the Z Hotel, a remodeled and rebranded boutique hotel in Jack London. Sam currently serves on the Board of Directors for the Oakland Metropolitan Chamber of Commerce and Visit Oakland, is the Co-founder and past Chairman of the Oakland Convention & Visitors Bureau and has been a member of the Jack London Improvement District Board since 2015. Sam is a hospitality veteran who spent 22 years with Hilton Hotels Corporation. He came to Oakland in 1987 as General Manager for the Hilton Oakland Airport, and in 1991, he left Hilton to pursue an independent hospitality career. He joined the Waterfront Plaza Hotel in 1993 as General Manager and became partner shortly after. In 1997, he founded Creative Hospitality

Corporation, a hospitality consulting firm, and took the management contracts for the Waterfront Plaza Hotel, the historic Hotel Durant and the Park Plaza Hotel before selling the hotels prior to the economic recession. Sam is also a licensed California Real Estate Broker with a degree in Business Administration.

Taj Tashombe, Representative of Business Owner, Oakland Athletics

Taj is VP of External Affairs, Office of the President of the Oakland Athletics. Prior to his role with the A's, Taj has had leadership experience in global brand engagement, strategy, and external affairs with Toyota, Hilton Hotels, and Hyundai. Taj began community outreach to the District starting in 2017, before the A's Headquarters moved to Jack London Square. Since bringing over 200 employees to Jack London Square, Taj has been collaborating with District staff to connect the A's office to local businesses and organizations, and patronize Jack London merchants. Additionally Taj is leading the community outreach about a potential downtown baseball stadium at Howard Terminal.

Greg Pasquali, Representative of Property Owner, Carmel Partners

Greg has a degree in Architecture from Yale University and is currently Director of Development with Carmel Partners, leading entitlement and execution of multiple large-scale multifamily projects in the East Bay. In the entitlement and development of 4th Street East, Greg and his team worked with staff to engage the community. In Jack London he has worked closely with the Improvement District to advocate for over \$300K of impact fees allocated towards façade improvement funds and the Waterfront Warehouse District Signage program. Greg also is working to address the condition of the I-880 underpass gateways to the District, having advocated for the change of a council ordinance to allow the project's 1% for Art funds to be implemented for an installation at the Madison Street Underpass. Greg also advocates for better access to the District through attendance at the Oakland Alameda Access Project and Downtown Specific Plan project meetings.

Dan Hagerty, Property and Business Owner, Seawolf Public House

Dan is co-owner of Seawolf Public House and Director of Operations at Hyde Engineering Services with experience in project management and engineering management.

Michael Carilli, Property and Business Owner, The Port Workspaces

Michael co-founded The Port Workspaces in 2012 to reinvent beautiful old spaces and bring new flexibility, resources & community to today's pioneers. The Port currently has

two locations in the District at Broadway and Washington. Michael is also the Principal at Carilli Development that combines decades of achievement in architecture, urban planning, construction, project management, investment management and commercial and residential building development which seeks to cultivate dynamic, self-reinforcing business hubs, often by investing in multiple properties and businesses in closely contiguous areas. Michael previously served on the JLID Board of Directors from 2014 to 2017.

Kim Cole, Property Owner and Business Owner, Kim Cole Real Estate

Kim is the owner of Kim Cole Real Estate and brings more than 25 years of expertise in local residential sales, marketing, and escrow management. Her in-depth knowledge, strategic insight, and broad range experience are the strengths valued consistently by her clientele. Those strong business characteristics coupled with a culture of warm intuitive personalities and a playful sense of humor establish Kim Cole Real Estate's reputation as a leader in Oakland's exciting urban residential housing market.

Keith Stephenson, Property and Business Owner, Purple Heart

Keith is the CEO and founder of Purple Heart Patient Center in Oakland, and is the first African American in the United States to run a medical cannabis dispensary. He started the dispensary 11 years ago and now serves 10,000 patients a month. He was appointed to the California Cannabis Commission Advisory Panel, where he advises the state on regulations protecting consumer health and safety.

Melissa O'Keefe, Property Owner

Melissa is a marketing professional with 20 years of experience in performing arts, tourism, and arts advocacy, with tremendous skill in storytelling and customer/employee engagement. Melissa is an alum of Leadership Oakland 2018. She has served on the Board of Directors at Living Jazz, a nonprofit music education and community engagement organization, since 2016 and as Board President since March 2019. Melissa has a Bachelors in Communications from Cal State San Marcos and lives in the Jack London District with her husband.

Jack London Improvement District Board Member Elections 2020

All Board members may vote. Each candidate will be offered 1 minute to introduce themselves and their interest in Board membership.

The following slate of 10 eligible candidates is recommended for Board Membership for 10 available seats in 2020/2021.

FIRST	LAST	AFFILIATION	(i)	(ii)	(iii)
Peter	Gertler	The Bond	X	X	
Sam	Nassif	Z Hotel Jack London Square	X	X	
Taj	Tashombe	Oakland Athletics			X
Greg	Pasquali	Carmel Partners	X		
Jen	Nettles	CIM Group/ Square	X	X	
Dan	Hagerty	Seawolf	X	X	
Michael	Carilli	Port Workspaces	X	X	
Kim	Cole	Kim Cole Real Estate	X	X	
Keith	Stephenson	Purple Heart	X		
Melissa	O'Keefe	Living Jazz	X		

CURRENT BOARD MEMBERS					
Mark	Everton	Visit Oakland			X
Jonathan	Fong	CUESA Jack London Farmers Market (Former Mgr)			X
Chris	Pastena	Chop Bar			X
Dana	Bushouse	Crooked City Cider Taphouse			X
Michael	Bernstein	Buckwild Brewing (Retiring from Board)	X	X	

LEGEND	
(i)	A property owner or the nominee of a property owner within the boundaries of the Jack London Improvement District
(ii)	An Oakland business licensee within the boundaries of the district.
(iii)	A business licensee within the district who is not also a property owner within the District.*
	*According to Jack London Improvement District Bylaws, at least one Board Member shall be a business licensee who does not own property within the District

Jack London Improvement District
Statement of Financial Position
As of September 30, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	39,789.07
1105 Discretionary Spending at Bridge Bank	3,492.22
1110 Money Market at Bridge Bank	410,857.03
Total Bank Accounts	\$ 454,138.32
Total Current Assets	\$ 454,138.32
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 456,138.32
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	62,591.96
Total Equity	\$ 417,916.32
TOTAL LIABILITIES AND EQUITY	\$ 456,138.32
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 September 30st, 2020

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$788,902	\$788,220
8700 Contingency allowance for uncollected assessments*	-\$55,482	-\$39,411
Total Budgeted Revenue	\$733,420	\$748,809
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$256,197	\$253,723
7150 & 7200 Subtotal- Port Share	\$133,648	\$132,750
7400 Maintenance Operations	\$7,552	\$43,295
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$397,398	\$429,768
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$73,000	\$87,695
7800 Special Projects	\$38,273	\$64,500
Total 7700 MED Marketing & Economic Development	\$111,272	\$152,195
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$86,463	\$104,495
8510-8580 Office Operations	\$38,515	\$42,398
Total 8000 AGCR Administration & Government/Community Relations	\$124,978	\$146,892
Total 8600 Collection Fees	\$21,070	\$19,954
Total Expenditures	\$654,719	\$748,809
Gross Difference	\$78,701	\$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 October 12th, 2020 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Chris Pastena, Taj Tashombe, Sam Nassif, Greg Pasquali, Peter Gertler, Dana Bushouse

Absent: Sam Nassif, Michael Bernstein

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht, Melissa O’Keefe

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order	The Board of Directors meeting was called to order at 5:00 p.m.	
2. Public comment and announcements	Board members and guests discussed the recent car crash into Lungomare. The A’s have purchased the County’s share of the Coliseum site, and are in negotiation with the City to get their shares. Find out more at oaklandballpark.com . Melissa from livingjazz.org checked in with the Board about her organization’s work and pivot to virtual events and benefits. Alameda County is open for leisure travel on Friday, October 16th.	
3. Executive Update a. Operations and Economic Recovery Work b. Cleaning and Safety Statistics c. Underpass Update d. Work on Diversity, Equity, and Inclusion	Savlan presented the Executive Update to the Board. The Oakland Alameda Access Project has released their Economic Impact Report and the public comment period is now open. The District is working with Chinatown on a joint comment letter. There is a public hearing on October 20th. The Board expressed concern about the effects on Jackson Street, which already experiences heavy traffic. According to the project, each ramp on Jackson will be closed for a year. See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings .	
4. Organizational Development <i>Discussion Item</i>	In preparation for the Annual Meeting in November, which includes Board Member Elections, and in continuation of discussions last month, Board Members were asked to share what motivates their participation as a volunteer in the organization, and what they would like to accomplish in the next year: Mark would like to invest in things that will give the District the best benefits. Taj would like to see more discussions with the new normal in mind and more overall consciousness to properly serve the organization. He would like to bring more attractiveness to the District and thoughtfully address a hybrid of issues with attention to detail and compassion in our solutions to create a welcoming environment. Jonathan would like to increase representation on the Board and then move forward by integrating different opinions and new ways to work together. He is motivated to know that we are willing to adapt and learn how to be a successful organization that anchors the values and character that represent and embody this place. Peter is involved in major infrastructure projects and working to apply an equity lens in his work. He suggests bringing in an equity consultant to advise the organization at this critical moment. Greg sees a housing crisis coming in 2021 that impacts lower income and essential workers, so it is important for the organization to keep a focus on inclusive growth like affordable housing projects, market rate housing, transit and support small businesses. Chris would like to build better relationships with local electeds because they can help make change for the neighborhood and small business community.	

Discussions held and decisions made by the Board of Directors.

	Gary emphasized that maintenance and cleanliness are paramount to the District's success, as well as connectivity with downtown and business support.	
5. Financial Review and Reports a. Approve Financial Reports <i>Action Item</i>	a. The Board reviewed the August 2020 Statement of Financial Position and Budget v Actual Report.	a. Chris motioned to approve the financial reports and Taj seconded. The motion passed unanimously.
6. Approval of Minutes– September, 2020. <i>Action Item</i>	The Board reviewed the September meeting minutes. No changes to the minutes were proposed.	a. Peter moved and Jonathan seconded to approve the minutes as presented. Motion passed unanimously.
7. Adjourn	The meeting was adjourned at 6:07 PM. Next Board meeting will be held Monday, November 9th, 2020 at 5:00 PM virtually via Zoom.	

Board Attendance Record

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	x	x	x	x	x	x	x	x	x	x	x	x	x	Retired
Aug	x	Retired	x	x	Retired		x	x		Retired	x		x	
Sept	x		x	x			x	x	x		x		x	
Oct	Retired			x		x	x	x	x		x	x		
Nov														

*February Facilitated Session, no public board meeting.