



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

October 12th, 2020, 5:00PM (VIA ZOOM MEETING)

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

- |  |                               |
|--|-------------------------------|
| <b>1. Call to order and introductions</b>  | 5:00                          |
| <b>2. Public Comment and Announcements</b>   | 5:00                          |
| <b>3. Executive Update</b>   | 5:05                          |
| <b>a. Operations and Economic Recovery Work</b>  |                               |
| • 3 Separate CARES Grant Opportunities shared with eligible District businesses  |                               |
| • Flex Streets for 4-merchant cluster on 3 <sup>rd</sup> Street moves forward  |                               |
| <b>b. Cleaning and Safety Statistics</b>   |                               |
| <b>c. Underpass update</b>   |                               |
| <b>d. Work on Diversity, Equity, and Inclusion in the District</b>   |                               |
| <b>4. Organizational Development</b>   | 5:30                          |
| In preparation for our Annual Meeting in November, which includes Board Member Elections, and in continuation of our discussion last month, we ask each Board Member:                                  |                               |
| Share what motivates your participation as a volunteer in this organization, and what would you like to accomplish together in the next 12 months.   |                               |
| This informs our work in shaping Board development and priorities as the District is positioning its efforts for long-term recovery and resilience, while supporting diversity, equity, and inclusion. |                               |
|  | <i><b>Discussion Item</b></i> |
| <b>5. Financial Review and Reports</b>   | 5:40                          |
| a. Approve Statement of Financial Position, Budget v Actual August 2020  | <i><b>Action Item</b></i>     |
| <b>6. Approval of Minutes</b>  | 5:50                          |
| August 2020  | <i><b>Action Item</b></i>     |
| <b>7. Adjourn</b>  | 6:00                          |
| Next Board Meeting November 9th, 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](http://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](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 during agenda item number 2.



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

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. Despite the wildfire smoke that made outdoor activity challenging in the last month, we did have several days with great weather, and great customer turnout at the restaurants and bars that offer outdoor seating. However cooler weather is on the horizon—and we are working on adapting to the challenge once again.

Jack London welcomes several new businesses open or start leases this month including Seabreeze at the waterfront at the former location of Il Pescatore, and Spero Foods, a plant-based cheese company at the former location of Tartine’s Coffee Roastery at 4<sup>th</sup> and MLK.

We’re finding new ways to engage and market District Businesses. In the next few weeks we’ll roll out a fall-themed Bingo game with prizes from local businesses. Neighbors are socializing through Trivia Nights where 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 customers.

**Jack London In the News**

[Seabreeze on the Dock Debuts in Oakland in Former Il Pescatore Space](#) - Hoodline

[Ghost Kitchen Business Model Offers Food Entrepreneurs Flexibility \(Port Kitchens Marketplace\)](#) - KTVU *(We are thrilled this long-awaited spot is now open and includes market and pantry products)*

<b>Jack London Improvement District</b>	
September 2020 Clean & Safe Statistics	
Task	Totals
Business Contacts	10
Car Break-Ins Reported	4
Graffiti - Removed	216
Hospitality Contacts*	206
Illegal Dumping	62
Stickers/Flyers/Posters Removed	181
Trash (lbs)	10495
Weed Abatement (block faces)	19

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

**This Month’s Events**

- **Jack London Beat 1X NCPD 6:15PM 10/27.** Hosted via zoom, for details email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org).
- **Keep Entertainment in the Entertainment District** with Trivia Nights + local acts. Follow us on Instagram.

**Development/ Construction Updates**

- **335 3<sup>rd</sup> 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 @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **4<sup>th</sup> 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.

**Jack London Improvement District  
Simplified View: Budget vs Actuals 2020**

**As of August 31st, 2020**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$760,359</b>	<b>\$700,640</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$55,482</b>	<b>-\$35,032</b>
<b>Total Budgeted Revenue</b>	<b>\$704,877</b>	<b>\$665,608</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$228,105	\$225,532
7150 & 7200 Subtotal- Port Share	\$118,799	\$118,000
7400 Maintenance Operations	\$6,999	\$38,485
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$353,903</b>	<b>\$382,016</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$64,742	\$77,951
7800 Special Projects	\$37,971	\$57,333
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$102,713</b>	<b>\$135,284</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$78,210	\$92,884
8510-8580 Office Operations	\$33,803	\$37,687
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$112,013</b>	<b>\$130,571</b>
<b>Total 8600 Collection Fees</b>	<b>\$13,764</b>	<b>\$17,737</b>
<b>Total Expenditures</b>	<b>\$582,393</b>	<b>\$665,608</b>
<b>Gross Difference</b>	<b>\$122,484</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 August 31, 2020

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	35,528.61
1105 Discretionary Spending at Bridge Bank	2,856.96
1110 Money Market at Bridge Bank	459,595.33
<b>Total Bank Accounts</b>	<b>\$ 497,980.90</b>
<b>Total Current Assets</b>	<b>\$ 497,980.90</b>
<b>Other Assets</b>	
1510 Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$ 2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 499,980.90</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Long-Term Liabilities</b>	
PPP Loan	38,222.00
<b>Total Long-Term Liabilities</b>	<b>\$ 38,222.00</b>
<b>Total Liabilities</b>	<b>\$ 38,222.00</b>
<b>Equity</b>	
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
<b>Total 3300 With Donor Restriction</b>	<b>\$ 59,121.97</b>
<b>Net Revenue</b>	106,434.54
<b>Total Equity</b>	<b>\$ 461,758.90</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 499,980.90</b>
<b>Cummulative Unpaid Caltrans Assessments</b>	<b>\$ 262,025.00</b>
<b>Unpaid 2019-2020 Assessments to-date (1st and 2nd Disbursements)</b>	<b>\$ 29,607.00</b>
*250,000 from Money Market Account to be transferred to Reserve Fund at Bank of San Francisco	

**Jack London Improvement District - Meeting Minutes of the Board of Directors  
September 14<sup>th</sup>, 2020 – 5:00 p.m., Remotely via Zoom**

Present: Mark Everton, Jonathan Fong, Chris Pastena, Sara May, Taj Tashombe, Mike Bernstein, Sam Nassif, Greg Pasquali

Absent: Dana Bushouse, Peter Gertler

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht, Katarina Bogdan

<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	Greg Pasquali shared that all amenities at Fourth Street East remain closed due to the pandemic.	
3. Executive Update a. Operations and Economic Recovery Work b. Cleaning and Safety Statistics c. Underpass Update d. Work on Diversity, Equity, and Inclusion	<p>Savlan presented the Executive Update to the Board.</p> <ul style="list-style-type: none"> <li>a. 4 projects have been submitted to Haas MBA students for assistance in District business recovery. Flex Streets project for 4-merchant cluster on 3rd Street moves forward.</li> <li>b. NCPC meetings continue. Savlan informed the Board of a violent incident on Broadway this month. Staff continues to work with the community resources officer.</li> <li>c. County-owned blocks at Broadway gateway are starting the site disposition process. A number of good teams have responded to the County’s RFQ and staff is working through DOSP and OAAP to prioritize underpasses. Greg noted that Caltrans has not taken initiative in moving the Madison Street underpass improvement project forward.</li> </ul> <p>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. Economic Development <i>Discussion Item</i>	<p>The Board discussed the best potential uses of the District’s discretionary resources to help businesses and stakeholders who are critically impacted, and how to position efforts for long-term recovery and resilience.</p> <p>A board member asked for additional focus on commercial tenants, including maintaining safe and clean efforts to help retain tenants.</p> <p>A board member requested that efforts not just be reactive; a parallel path of proactive work including social justice efforts and a more holistic approach could help the District long term. They suggested a reallocation of funds for trend analysis and research by an outside consultant, plus more digital ad spending on social media and google.</p> <p>A board member encouraged investing in flex streets projects, and outdoor dining assistance to attract people back into the District.</p> <p>The President of the Board encouraged Board members to continue to think about the best steps that the District can make to fulfill its responsibility to lay the groundwork for challenges ahead.</p>	
5. Financial Review and Report a. Approve Financial Reports <i>Action Item</i>	<ul style="list-style-type: none"> <li>a. The Board reviewed the July 2020 Statement of Financial Position and Budget v Actual Report.</li> </ul> <p>Mark cautioned that the Visit Oakland TBID only received 3% of the expected amount in their last disbursement.</p>	<ul style="list-style-type: none"> <li>a. Taj motioned to approve the financial reports and Greg seconded. The motion passed unanimously.</li> </ul>
6. Approval of Minutes–	The Board reviewed the July meeting minutes. No changes to the minutes were	a. Jonathan

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

August, 2020. <i>Action Item</i>	proposed.	moved and Chris seconded to approve the minutes as presented. Motion passed unanimously.
7. Adjourn	The meeting was adjourned at 6:06 PM. Next Board meeting will be held Monday, October 12th, 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														
Nov														

\*February Facilitated Session, no public board meeting.