

**Jack London Improvement District Board of Directors Meeting
Minutes of Monday, April 14, 2014 – 4:00 p.m.
Metrovation Conference Room - 580 2nd Street, Suite 260**

Present: Bill Stotler, Sara May, Gary Knecht, Paul Thyssen

Absent: Michael Carilli, Vivan Kahn, Barry Pilger

Staff: Steve Snider/Oakland Venue Management, Andrew Jones/Oakland Venue Management, Fiona Simms/Oakland Venue Management

Guests: Annie Eagan, John Betterton, Marc Halpern

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
Call to order and introductions	The meeting was called to order at 4:06 p.m.	
Public comment and announcements	Marc announced that there is a new committee of the HOA at the Ellington, the Noise & Nuisance Abatement Committee.	
Approval of meeting minutes a) Meeting #4, February 10, 2014 b) Special Meeting, March 31, 2014	The minutes of Meeting #4 held on February 10, 2014 and the Special Meeting held on March 31, 2014 were presented to the board for review.	Sara moved and Paul seconded the motion to approve the minutes of Meeting #4 on February 10, 2014. The motion was approved unanimously. Gary moved and Bill seconded the motion to approve the minutes of the Special Meeting held on March 31, 2014. The motion was approved unanimously.
District Startup Task Force a) Update on Vendor Services i) Oakland Venue Management ii) Block by Block iii) Marj Tax b) Update on space search for JLID Office c) Update on meetings with Councilpersons Lynette Gibson McElhane & Rebecca Kaplan	Bill introduced the OVM Staff and noted that they will be overseeing the Clean & Safe program. Steve outlined the staffing structure which includes a District Manager, a Marketing & Administrative Assistant, and the Executive Team. Bill explained that Letters of Intent have been signed with both Oakland Venue Manage and Block by Block. Contracts and budgets will be presented to the board at the May meeting for approval. Gary explained that Marj Tax will be working with the OVM Executive Team on the set-up of Quickbooks, tax preparation, and other financial matters. Bill explained that the space behind the Nation's at is being pursued as the JLID office. The space is owned by Nation's. Bill explained that Rebecca Kaplan, councilmember at large, lives in the JLID and is excited to help with the clean-up of the I-800 underpass and the Broadway Jackson Interchange project, for which she sits on the funding committee. He also explained that Lynette is putting together a town hall community workshop on April 30th from 6:30 pm to 8:00 pm at	

	525 4th Street to solicit ideas for the I-880 underpass at Broadway.	
Budget Task Force a) Status of Disbursement Agreement provided by City b) Update on "Port Share Plan" and meeting Pam Kershaw on April 4th	<p>Gary reported that the Disbursement Agreement has been signed and returned by the City of Oakland. He will scan the document and have it uploaded to the website.</p> <p>Bill explained that the Board of Port Commissioners must approve the use of the Port's assessments and he noted that the tenor of the board's relationship with the Port and their representative Pam is good.</p>	
Land Use Task Force a) Update on JLDA/JLID Joint Task Force - Community Workshop Initiative	<p>Bill explained that a Joint Task Force between the JLDA and JLID is being pursued and will include Bill, Vivian, and Annie as well as representatives from the JLDA.</p> <p>They are working on getting ahead of the development that is planned for the Jack London district. They would like to host a set of community workshops to gather information that will inform the City of Oakland's Downtown plan. They will begin by discussing quality of life issues and move towards addressing building plans.</p>	
Marketing & Public Relations Task Force a) Update on JLDA Post Card mailing project b) Update on Visit Oakland presentation on April 2nd	<p>Paul announced that the JLID website is live and Townsquared will be live once 5 more businesses have signed up.</p> <p>He also explained that the last project of the steering committee is to produce a postcard which will be sent out to the stakeholders driving traffic to the website. He noted that the postcard is complete and ready to send to the printer as soon as the distribution list is ready.</p> <p>Bill noted that he attended the Visit Oakland brand launch breakfast and gave a brief update. He noted that the next project of the Marketing committee is to develop the District Identity, and that we will have a better idea of the process after the next Marketing Committee meeting.</p>	
Transit, Streets, and I-880 Task Force a) Update on Broadway/Jackson Interchange Project	<p>Bill explained that after the second failure of the Broadway/Jackson project to move forward due to resistance in Chinatown, several groups including representatives from the Jack London District, Chinatown Coalition, and the Oakland City Planning Department came together to create a document outlining the 8 points of agreement. This called for a circulation study of Downtown Oakland. Rachel Flynn has requested a letter of support for the study.</p>	
Next regular meeting	Monday, May 12th, 4pm at Metrovation Conference Room	
Adjournment	The meeting adjourned at 4:53 p.m.	

Minutes taken by: Fiona Simms, Administrative Assistant