



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe

June 13, 2022, 5:00 -6:00PM (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 & Governance—Savlan Hauser | 5:05 |
| a. Cleaning and Safety Program Report – <i>Porsche Washington, Interim Operations Manager</i> | |
| b. Renewal Task Force Report – <i>Savlan Hauser</i> | |
| Background: the Renewal Task Force has been working in Q1&Q2 to gather and organize assessment history and data and research the engagement of a consultant team. The Task Force has selected a leading consultant team, Urban Place Consulting and Kristin Lowell, Engineer based on review of responses to a Request for Qualifications, two rounds of interviews, conversations with City staff and other BID leadership, and review of competitive proposals. The Task Force is excited to move forward working with this highly qualified group with experience in direct BID management, policy, and advising in a range renewal and formation projects. | |
| The Renewal Task Force recommends the following action: Board authorizes the Executive Committee to accept proposal from Urban Place Consulting Group and negotiate a contract to provide BID renewal services for a fee that does not exceed \$70,000. There will be additional costs that the Renewal Task Force will identify with the consultant's assistance. An overall budget for the entire renewal project will be presented for approval by the board. | |
| | Action Item |
| c. Mayoral Forum Task Force Report – <i>Taj Tashombe</i> | |
| d. Review of Position Statements, Public Comments, Press- <i>Savlan Hauser</i> | |
| 4. Financial Review | 5:20 |
| a. Approval of April 2022 Financial Reports | Action Item |
| 5. Approval of Minutes | 5:25 |
| a. May 2022 | Action Item |
| 6. Briefing on Vistra's Renewable Energy Project at Embarcadero & MLK | 5:30 |
| | Discussion Item |
| 7. Adjourn | 6:00 |
| Next Board Meeting July 11th, 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.



Hanging Planter Basket Program on Broadway to welcome the summer.

Executive Update June 2022 - Savlan Hauser, Executive Director

We hope you’ve noticed the beautiful hanging planter baskets on Broadway, sourced locally from [Ploughshares Nursery](#) in Alameda, where 100% of proceeds fund Alameda Point Collaborative’s supportive housing and job training. Speaking of Alameda, we are adding our support to a pilot water taxi program that would provide free service across the estuary—bringing commuters and access to services, recreation, and local business via a sustainable, refreshing mobility option! See our letter of support in this agenda packet.

Other resources and highlights:

- **The Merchant Community continues to work together Combat Auto Break-ins** we continue our focused meetings with District private security teams and OPD’s Auto Burglary Task Force, and are seeking to implement Lit signage, lighting, expanded presence, better response and coordination, and strategic patrols.
- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We have been working with the City, property owners, and merchants on **Flex Streets**, allowing merchants space in the public right-of-way. If your business needs help with outdoor seating or curbside use, contact us.
- [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team will continue to address what we can as quickly as possible—we also want to drive more deployment to our District for support.

Our District In the News

[30 Bay Area Beer and Wine Tastings and Festivals This Summer](#) - Mercury News

[Opponents of A’s waterfront Howard Terminal ballpark flood state agency meeting, with key vote looming](#) – SF Chronicle



This Month’s Events

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 6/28/22 at 6:15PM Via ZOOM
- **De-Escalation/Bystander Safety Training** with Impact Bay Area, open to the community and sponsored by Beat 1X NCPC and JLID, 7/26/22 Space limited. RSVP to info@jacklondonoakland.org

Development/ Construction Updates:

Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **“Mirador” 201 Broadway-** 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Entitled

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation

Proposed

- **County-Owned Broadway Properties:** Development team selected: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz



The Honorable Pete Buttigieg
Secretary of the United States Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

Date: May 23, 2022

Dear Secretary Buttigieg:

The Jack London Improvement District is committed to making Oakland’s historic commercial waterfront neighborhood inviting and accessible, and supports an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place. We support the application of the City of Oakland to the United States Department of Transportation’s (USDOT) National Infrastructure Project Assistance (Mega) competitive grant program for the Oakland Waterfront Mobility Hub (Project).

The Oakland Waterfront Mobility Hub will construct a highly impactful suite of improvements supporting safe and efficient goods movement and a new transit hub enhancing connections between Oakland’s growing Historic Waterfront District and Downtown. With significant state and federal funding already committed, the project will fulfill Mega program goals of generating national and regional economic, mobility, and safety benefits, along with supporting safety, equity, and a resilient environment.

The Oakland Waterfront Mobility Hub is a Bay Area priority for Mega competitive grant program funds, having received regional endorsement for helping to advance the Bay Area’s ambitious Plan Bay Area 2050 goals to combat the climate crisis; deliver a well-connected, safe, and multimodal transportation network; and improve access to opportunity for all Bay Area residents through the MTC’s Regional Bipartisan Infrastructure Law (BIL) Grant Strategy.

The Waterfront Mobility Hub will address long-standing bottlenecks for freight and passenger rail, support multi-modal transit connections and active transportation, reduce greenhouse gas emissions and air pollutants, pave the way for affordable housing, and strengthen connectivity between Oakland communities and our waterfront, which is becoming increasingly more developed and utilized as a regional destination.

We enthusiastically support this proposal and will work in partnership with the City to implement these projects and further connectivity and mobility goals in Oakland.

Thank you for your consideration,


Savlan Hauser

Executive Director, Jack London Improvement District

Board of Directors

Taj Tashombe, President
Oakland Athletics

Jen Nettles, Secretary
*Onsite Property Management
CIM*

Jonathan Fong, Treasurer
*(Former) CUESA Jack London
Square Farmers’ Market*

Dana Bushouse
Crooked City Cider

Peter Gertler
Property Owner

Chris Pastena
Chop Bar and Calavera

Greg Pasquali
Carmel Partners

Keith Stevenson
Purple Heart

Kim Cole
Kim Cole Real Estate

Dan Hagerty
Seawolf Public House

Melissa O’Keefe
Property Owner

Michael Carilli
The Port Workspaces

Amy Tharpe
Port of Oakland

Ener Chiu
EBALDC



June 10, 2022

Ms. Tess Lengyel
Executive Director
Alameda County Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607

Re: Support for City of Alameda's Alameda-Oakland Estuary Water Shuttle Pilot

Dear Ms. Lengyel:

On behalf of the Jack London Improvement District I am extending our strong support for the City of Alameda's Alameda-Oakland Estuary Water Shuttle Pilot program, for which the City is seeking grant funding from the 2024 Comprehensive Investment Plan (CIP).

The proposed two-year water shuttle pilot program will provide a sustainable, comfortable and enjoyable transportation link between west Alameda, Jack London Square and Downtown Oakland by providing free, regular weekday service, operating approximately every 15 minutes. This new service, supplemented with the existing Alameda Short Hop ferry service operated by WETA, will make crossing the estuary without a car much easier, and provide a vastly better biking and walking connection over the existing 3-foot walking/biking pathway in the Posey Tube.

High-quality, comfortable pedestrian and bicycling access between Alameda and Oakland will contribute to reducing drive alone rates, motor-vehicle involved collisions and greenhouse gas emissions. The water shuttle service will improve access to jobs, shopping, services and transit for the many current and future residents and employees living, working and recreating along and near the waterfront, in addition to improving non-automobile options for people living and working in Alameda, Oakland and beyond.

We see tremendous economic, cultural, equity, and environmental benefit from robust infrastructure connection and free water transportation between Alameda and Oakland. We are enthusiastic supporters of a bicycle and pedestrian bridge as a long term solution for sustainable and enjoyable mobility across the estuary, and encourage the Alameda CTC in its work currently underway on the bridge. The water shuttle service is the recommended medium term solution, it can be up and running within six months, and can operate indefinitely with support from the private and public sectors.

The waterfront is becoming ever-more more populated and activated as a regional destination for recreation and commerce—and a water shuttle service will be a valuable asset. Jack London Improvement District strongly supports the Alameda-Oakland Estuary Water Shuttle Pilot grant application, and is committed to helping this pilot service succeed.

Sincerely

Savlan Hauser
Executive Director, Jack London Improvement District

Board of Directors

Taj Tashombe, President
Oakland Athletics

Jen Nettles, Secretary
Onsite Property Management CIM

Jonathan Fong, Treasurer
(Former) CUESA Jack London Square Farmers' Market

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Kim Cole
Kim Cole Real Estate

Dan Hagerty
Seawolf Public House

Melissa O'Keefe
Property Owner

Michael Carilli
The Port Workspaces

Amy Tharpe
Director, Social Responsibility Port of Oakland

Ener Chiu
EBALDC



Date: June 1st, 2022

To: BCDC Members

Re: Item 8: Public Hearing on the Oakland Athletics' Application to Remove the Port Priority Use Area Designation from Howard Terminal in the Port of Oakland, City of Oakland, Alameda County, Bay Plan Amendment No. 2-19

Dear Commissioners,

Thank you for your important consideration of the change in designation of Howard Terminal, which would allow for an A's Ballpark development. We enthusiastically support the A's stadium project proposed at Howard Terminal, which has the potential to be a tremendous environmental and infrastructure improvement for our waterfront neighborhoods and an economic development catalyst for all of Oakland.

Jack London Improvement District represents property owners, hundreds of merchants, residents, and A's fans, who are eager to see the localized positive impact, and welcome the growth and investment of the ambitious and regionally significant planned waterfront development. Developing the Ballpark at Howard terminal is elevating existing issues including equity, safe mobility, rail safety, environmental quality, and access to the waterfront. These are chronic challenges that are long overdue in solving, and the project makes important headway in solving them. And, we believe that the A's will be strong advocates in partnership with the community to take on big, multifaceted challenges together in the future.

This once-in-a-generation project will accelerate solutions and investment to allow more people to access to quality public spaces at the waterfront, and so warrants this change in designation and removal of Port priority.

Sincerely,

Savlan Hauser

Executive Director, Jack London Improvement District

**Jack London Improvement District
Simplified View: Budget vs Actuals 2022**

As of April 30th, 2022

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$851,354	\$367,894
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$36,789
Total Budgeted Revenue	\$740,986	\$331,105
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$117,333	\$118,562
7150 & 7200 Subtotal- Port Share	\$63,179	\$61,950
7400 Maintenance Operations	\$12,081	\$11,613
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$192,593	\$192,125
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$37,787	\$42,547
7800 Special Projects	\$2,800	\$22,395
Total 7700 MED Marketing & Economic Development	\$40,587	\$64,942
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$43,299	\$45,880
8510-8580 Office Operations	\$20,224	\$18,843
Total 8000 AGCR Administration & Government/Community Relations	\$63,522	\$64,724
Total 8600 Collection Fees	\$14,377	\$9,314
Total Expenditures	\$311,079	\$331,105
Gross Difference	\$429,907	\$0

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	52%
Marketing & Economic Development	18%	18%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i>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.</i>		

Jack London Improvement District
Statement of Financial Position
As of April 30, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	38,652.17
1105 Discretionary Spending at Bridge Bank	1,797.59
1110 Money Market at Bridge Bank	694,969.89
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 985,419.65
Total Current Assets	\$ 985,419.65
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 987,419.65
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Without Donor Restriction	455,557.80
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84
Net Revenue	522,213.01
Total Equity	\$ 987,419.65
TOTAL LIABILITIES AND EQUITY	\$ 987,419.65
Cumulative Unpaid Caltrans Assessments	\$ 329,214.14

Jack London Improvement District - Meeting Minutes of the Board of Directors
May 9th, 2022 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Melissa O’Keefe, Greg Pasquali, Jen Nettles, Chris Pastena, Michael Carilli, Dan Hagerty, Ener Chiu, Peter Gertler, Kim Cole

Absent: Keith Stephenson, Dana Bushouse, Shannon McIsaac, Amy Tharpe, Taj Tashombe

Staff: Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

Guests: Gary Knecht,

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:03 p.m.	
2. Public comment and announcements		
3. Executive Update and Governance a. Cleaning and Safety Statistics b. Renewal Task Force Report c. Mayoral Candidates’ Forum Hosted by BID leadership—Taj Tashombe	<p>Executive Update:</p> <p>Savlan - want to take a second to point out our hanging planter baskets on Broadway - installed today! There will be two energizer stations in the district for Bike to Wherever Day next Friday - one on Water Street and one on Broadway</p> <p>a. Cleaning and Safety Statistics: Tinea - things are better this month - we’ve been able to replace some things that were stolen in March We’ve been focusing on Broadway improvements - rocks around tree wells, weeding, and painting Car break ins have also dropped, probably because of increased police activity in the district in April We are also a bit understaffed and hiring to meet that need Chris - is there a way to know where car break-in and graffiti hot spots are so we can be more proactive? Tinea - yes, next month we can pinpoint where we’ve been working Savlan - we’ve been hosting monthly meetings with our CRO and our Area Captain focusing on the increased level of police presence and more stationed police officers in our district We’re also looking to add lighting and traffic-level signage to the district, near Nido’s in particular, to reduce reliance on private security. Mayoral candidates’ forum: Waterfront Hotel is generously hosting this on August 15th, invites to come</p> <p>b. Renewal Task force Savlan - We’re moving ahead with selecting a consultant team - we have 5 teams interested and are working on narrowing that down</p> <p>Sierra Deli feature: Sucharitha - We wanted to spotlight unique businesses in the district and spoke to Tuan Quach at Sierra deli about his family history of deli ownership, serving 100+ first responders a day, and more</p> <p>Other ongoing work: Savlan - Brewing district summer festival, planter baskets, call for murals, website overhaul, swag bags available, first responders program. You should also have all received an invite to the final presentation of the ULI Hines student competition results to City Hall</p>	

