



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe

November 14th, 2022, 5:00 -6:00PM VIA ZOOM: <https://us02web.zoom.us/j/6999564114>

- 1. **Call to order and introductions** 5:00
- 2. **Public Comment and Announcements** 5:05
- 3. **Executive Update—Savlan Hauser** *Discussion Item* 5:10
 - a. Monthly Review of Cleaning and Safety Ambassador Program- *Josh Maretea*,
 - b. Monthly Review of Position Statements, Public Comments, Press
- 4. **Renewal 2023 Process Update – Urban Place Consulting** *Action Item* 5:15

Approval of proposed elements of Management Plan, including:

 - 1. Boundaries
 - 2. Benefit Zones
 - 3. Programs
 - 4. Budget
 - 5. Assessment Methodology
 - 6. Term of BID
 - 7. Annual Assessment Cap
- 5. **Governance: Board Elections and Structure** *Action Items* 5:40
 - a. Elections- Board of Directors 2022-2023: The Board of Directors is the governing body of the Jack London Improvement District currently with 14 members. **The following slate of candidates is recommended for Board Membership for 2022-2023.**
 - *Dan Hagerty – Seeking reelection*
 - *Kim Cole– Seeking reelection*
 - *Peter Gertler – Seeking reelection*
 - *Michael Carilli – Seeking reelection*
 - *Keith Stephenson – Seeking reelection*
 - *Greg Pasquali – Seeking reelection*
 - *(Melissa O’Keefe and Shannon Mclsaac – Resigned in 2022)*
 - a. Elections- Officers 2022-2023 (President, Secretary, and Treasurer *Nominees Jen Nettles, Secretary; Taj Tashombe, President; and Jonathan Fong, Treasurer.*
- 6. **Financial Review** *Action Item* 5:50
 - a. Approval of September 2022 Financial Reports
- 7. **Approval of Minutes** *Action Item* 5:55
 - a. September 2022
- 8. **Adjourn** 6:00

Next Board Meeting December 12th, 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 2022 - Savlan Hauser, Executive Director

INSIDE OAKLAND:
UPDATE ON ENCAMPMENT MANAGEMENT PLAN (EMP)

FRIDAY, OCTOBER 28TH
 FROM 9:00AM-10:30AM

FEATURING CITY OF OAKLAND HOMELESSNESS ADMINISTRATOR DANIEL A. COOPER, MPH*

REGISTER FOR LINK



OAKLAND
 CHAMBER of COMMERCE

*MR. COOPER BRINGS MORE THAN 10 YEARS' EXPERIENCE AS A PUBLIC HEALTH PROFESSIONAL. ALONG WITH HIS EXTENSIVE BACKGROUND IN ADDRESSING SOCIAL DETERMINANTS OF HEALTH THROUGH HOUSING, HOMELESSNESS, AND POLICY.

We have taken the opportunity of Election Season to highlight the importance of our commercial district's priorities in safety and economic vibrancy to current and future electeds in City and County offices, and look forward to working with the new Mayor and officials in these shared goals. Thank you to the Chamber of Commerce for hosting a policy forum on Encampment Management, with the City of Oakland's Homelessness Administrator Daniel Cooper and St. Vincent de Paul's Executive Director Blase Bova, which I was fortunate to moderate. Encampment management is a critical concern to Oaklanders and our stakeholders, with several encampment sites within our District.

Here is a link to the full – 12 page – policy.

<https://cao-94612.s3.amazonaws.com/documents/Encampment-Management-Policy-88341-CMS.pdf>

Here is a link to the City's page and clean up schedule.

<https://www.oaklandca.gov/topics/encampment-management-team#encampment-management-factsheets>

Other resources and highlights:

- **Safety continues to be a priority. 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.
- For graffiti 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—to drive more deployment to our District for support.

Our District In the News

[Chamber of Commerce wants City Hall Reopened and More Police and Security Patrols Downtown](#) [Oaklandside Jack London Square Honors Breast Cancer Survivors with Month-long "Power of Pink" Celebration](#) – San Francisco Chronicle

Upcoming Events

- **Community Presentation 200 Alice Street, 11/29– 5-6PM.** Zoom. RSVP info@jacklondonoakland.org
- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 1/25/22 at 6:15PM Via ZOOM

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: Leased to Curopet Veterinary Hospital
- **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 -



October

JACK
LONDON
OAKLAND™

 SMARTsystem

Statistics

Oct 1, 2022 through Oct 31, 2022

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL	
Biohazard Clean Up	3	2	0	17	7	3	2	11	0	0	5	2	2	4	9	3	0	5	2	1	4	0	0	0	1	2	1	4	0	0	1	9	
Broken Auto Glass Reported	0	1	1	5	3	4	5	9	0	0	4	6	3	1	74	0	0	4	0	31	1	3	0	12	2	4	5	4	2	6	3	19	
Call for Service	0	0	0	3	3	3	0	0	0	0	3	0	2	0	0	0	0	4	1	0	1	4	0	0	0	0	1	0	0	9	3	3	
Graffiti - Removed	26	0	0	24	26	19	19	9	0	0	16	6	14	8	0	0	0	7	5	0	0	8	0	0	30	10	37	22	24	0	0	31	
Illegal Dumping	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	
Miscellaneous Equipment Hours	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Parking Meter Cleaned	18	17	16	12	22	14	13	22	93	0	21	19	11	25	19	84	0	24	25	22	12	18	77	0	21	20	14	17	60	18	18	452	
Power Washing (block faces)	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Special Project (hours)	0	0	0	2	4	0	2	2	0	0	5	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Trash (lbs)	17	50	60	30	25	75	17	17	55	0	25	13	20	19	14	10	0	30	26	10	10	13	75	4	25	22	15	27	16	22	14	475	
Trash Cans Cleaned	13	0	0	11	16	4	33	13	0	0	13	26	10	3	5	29	0	17	22	15	4	23	4	4	41	10	14	14	28	39	12	42	
Weed Abatement (block faces)	2	0	0	0	9	0	6	3	0	0	3	0	0	3	0	0	0	0	2	0	0	6	0	0	0	0	0	6	4	0	0	4	

October was another great month for Jack London and with our new Operations Manager in place we hope to gain some steam to close out the year with a bang.

Cleaning Statistics

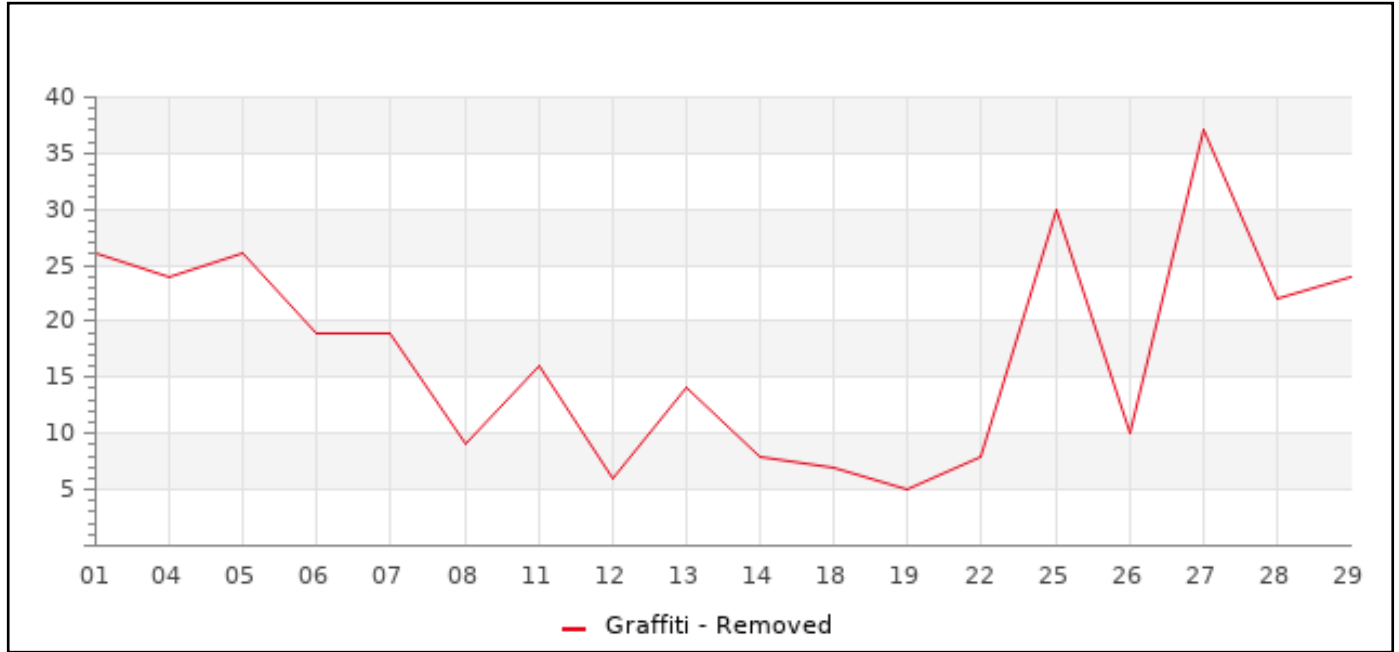
Accomplishments

One of our biggest problems seem to be the constant graffiti tagging throughout the district and we have done lots to combat it through removal and repainting.



Cleaning Statistics

Graffiti - Removed -- Oct 01, 2022 through Oct 31, 2022



Highlights



Safety Statistics

Oct 1, 2022 through Oct 31, 2022

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL	
Business Assist	0	0	0	1	5	4	0	0	0	0	2	1	0	0	2	0	0	0	3	1	3	0	0	0	0	1	3	0	0	0	0	2	
Business Contacts	0	1	13	51	43	50	0	36	0	0	48	52	49	49	30	0	0	48	45	48	37	29	0	1	0	24	36	22	27	0	0	73	
Car Break-In	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Hospitality Contacts	0	0	1	8	0	0	0	0	0	0	0	2	0	6	0	0	0	0	0	0	0	30	25	0	0	0	0	15	0	25	0	0	11
Request for Police / Fire / EMS / Assistance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Request for Police / Fire / EMS / Assistance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Services Contacted	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Hospitality has also been doing a great job making sure to get around to all of the businesses in the district and has great relationships with them.

News and Forward Paths

Initiatives

We have added a new Operations Manager to the Program and are looking to fill some of the vacancies in staffing.

We are excited what the future holds.





Item 6

Board Composition:

Officers

President -
 Secretary -
 Treasurer -

Stakeholder Areas	Lead Board Member	Advisory Members
Merchants	-	-
		-
		-
Development	-	-
		-
		-
Residents	-	-
		-
		-
Political / Agency	-	-
		-
		-

Current Board Roster:

Term End	Name/ Role	Affiliation
Nov-22	Jennifer Nettles/ Secretary	CIM/ Jack London Square
Nov-22	Dan Hagerty	Seawolf Public House
Nov-23	Christopher Pastena	Chop Bar
Nov-22	Kim Cole	Kim Cole Real Estate / The Ellington
Nov-23	Ener Chiu	EBALDC
Nov-22	Melissa O Keefe	311 4th Street
Nov-23	Jonathan Fong/ Treasurer	Nonprofit/ Community Organizations
Nov-22	Taj Tashombe/ President	Canyon Oaks
Nov-22	Peter Gertler	The Bond / HNTB
Nov-22	Greg Pasquali	Carmel Partners
Nov-23	Dana Bushouse	Crooked City Cider
Nov-22	Keith Stephenson	Purple Heart
Nov-22	Michael Carilli	101 Broadway

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

As of September 30th, 2022

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$907,922	\$827,762
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$82,776
Total Budgeted Revenue	\$797,554	\$744,986
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$283,239	\$299,740
7150 & 7200 Subtotal- Port Share	\$151,130	\$139,388
7400 Maintenance Operations	\$23,051	\$26,130
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$457,420	\$465,257
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$76,279	\$95,731
7800 Special Projects	\$15,429	\$50,389
Total 7700 MED Marketing & Economic Development	\$91,708	\$146,120
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$88,316	\$103,231
8510-8580 Office Operations	\$42,533	\$42,398
Total 8000 AGCR Administration & Government/Community Relations	\$130,849	\$145,628
Total 8600 Collection Fees	\$22,867	\$20,956
Total Expenditures	\$702,843	\$777,961
Gross Difference	\$94,711	-\$32,975

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	56%
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 September 30, 2022

		Total
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account		59,435.77
1105 Discretionary Spending at Bridge Bank		1,658.65
1110 Money Market at Bridge Bank		392,193.33
1120 Federal Credit Union CD		250,000.00
Total Bank Accounts	\$	703,287.75
Total Current Assets	\$	703,287.75
Other Assets		
1510 Security Deposits		2,000.00
Total Other Assets	\$	2,000.00
TOTAL ASSETS	\$	705,287.75
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 Accounts Payable		52,455.84
Total Accounts Payable	\$	52,455.84
Total Current Liabilities	\$	52,455.84
Total Liabilities	\$	52,455.84
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		187,625.27
Total Equity	\$	652,831.91
TOTAL LIABILITIES AND EQUITY	\$	705,287.75
Cumulative Unpaid Caltrans Assessments	\$	329,214.14

Tuesday, Oct 11, 2022 07:42:11 AM GMT-7 - Accrual Basis

Jack London Improvement District - Meeting Minutes of the Board of Directors

October 12th, 2022 5:00 p.m., Remotely via Zoom

Present: Taj, Jen, Jonathan, Chris, Kim, Melissa, Greg, Ener, Michael Carilli,

Absent: Amy Tharpe, Peter Gertler, Dan Hagerty

Staff: Savlan Hauser

Guests: Steve Gibson, Rena Masten Leddy (UPC), Aaron Aulenta, Briana Brown (CM Fife, D3), Saira Feris
+Staff, EBMUD

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 5:00 p.m.	-
2. Public comment and announcements		-
3. Executive Update and Governance <ul style="list-style-type: none"> a. Intro Councilmember Nikki Bas, new representation for part of JL b. Oakland Inner Harbor Pipeline Crossing - EBMUD c. Review of Clean/Safe Statistics d. Review of Advocacy 	Executive Update: <ul style="list-style-type: none"> a. Board discussed elected representation within the current boundary of the District. Redistricting has moved a significant portion of the BID geography into D2. CM Bas' and Fife's offices will be invited to attend all Board Meetings. b. Presentation by EBMUD- construction update by Saira Faris c. Monthly Ambassador Program discussed. Statistics included in Agenda Packet. d. Press, Public Speaking, Advocacy in August <ul style="list-style-type: none"> i. SF Business Times Ranking of Bay Area Business Improvement Districts ii. District Attorney Candidates Forum hosted 10/11/22 	.
4. Marketing Special Projects <ul style="list-style-type: none"> a. Sponsorship of See Things From Our Side b. Approve Re-Allocation of B Shuttle to Estuary Shuttle Pilot in 2023 	<ul style="list-style-type: none"> a. Staff recommended sponsorship of vodcast episode to promote Jack London Culture, History, Industry- budget up to \$5,000 from funds pre-approved for destination marketing with "See Things From Our Side" vodcast about Oakland. https://indd.adobe.com/view/3507a9c7-30b4-4f8a-8c4e-84bd549aec1f (Taj Tashombe recused himself from discussion and action item) b. Staff recommended re-allocation of funds that had been approved to support the Free B Shuttle, operated by the City of Oakland and dormant since 2020. Staff recommends allocation towards the Estuary Free Ferry Shuttle Pilot service to commence in 2023. Board members discussed benefits of ferry shuttle and noted interest in supporting the B Broadway Shuttle again in the future when service is planned to restart. 	Michael moved and Greg seconded to approve allocation of marketing funds to support staff recommendations.

<p>5. Renewal Process Update - Urban Place Consulting</p>	<p>Urban Place Consulting Team and Renewal Task Force presented recommendations on the 7 key elements of the Management Plan, including</p> <ol style="list-style-type: none"> 1. Boundaries 2. Benefit Zones 3. Programs 4. Budget 5. Assessment Methodology 6. Term of BID 7. Annual Assessment Cap <p>The Board requested additional input from key stakeholders regarding proposed budget increase, programs, and boundaries. Stakeholders and Board Members discussed the elements and elected to continue the item in a special Board Meeting to allow for more detailed discussion.</p> <p>-----</p> <p>October 24th, 9:00 AM – Special Meeting Present: Steve Gibson, Aaron Aulenta, Rena Leddy, (UPC), Savlan Hauser (Staff), Jennifer Nettles, Taj Tashombe, Jonathan Fong, Ener Chiu, Greg Pasquali, Chris Pastena, Michael Carilli, (Board Members), Gary Knecht (Task Force Member)</p> <p>Discussion: Board acknowledged community priority of public safety and raised concerns about proposed budget related to programs. Commercial property owners are contending with multiple cost increases, business license tax increases, challenging economic environment for commercial tenants. The Board and stakeholders encouraged UPC and Task Force instead of increase in to propose an increase in staff capacity to work with City staff, public officials to advocate for public safety presence as well as implement innovative programs and measures. Additional input from large stakeholders including the Port of Oakland, Carmel Partners, and Metrovation was requested of the Task Force. No action was taken.</p>	
<p>6. Governance– Board Elections and Structure</p>	<p>Taj notified the Board of upcoming Board elections in November, as well as work by the Executive Committee to bring a recommendation to revise Board structure, composition and supporting advisory roles. Current Board roster with term end dates and overview of proposed Board and Advisory Member structure attached.</p>	
<p>7. Financial Review</p>	<p>Financial Reports– Balance Sheet and Budget vs Actuals reviewed. Jonathan Fong, Treasurer noted that staff would be withdrawing funds from the CD Account with Self Help Federal Credit Union to cover ongoing/upcoming Renewal expenses.</p>	
<p>8. Approval of Minutes</p>	<p>Meeting minutes from September and August 2022 were reviewed. No changes were made.</p>	
<p>7. Adjourn</p>	<p>The meeting was adjourned at 6:00 PM. Next Board meeting will be held next November 14th virtually via Zoom.</p>	

