



**Jack London Improvement District Meeting of the Board of Directors  
472 Water Street – April 8th, 2019 -- 5:00-6:00**

1. Board Meeting Call to order and introductions 5:00
2. Public Comment and Announcements 5:00
3. Executive Update 5:05
  - a. Ambassador Update/ NCPC Update
4. Downtown Streets Team Oakland Pilot Presentation 5:10  
Julia Lang and Zama Dlamini, Downtown Streets Team East Bay Staff *Discussion Item*
5. Downtown Oakland Specific Plan 5:40  
Continuation of City of Oakland Project Team Staff presentation of draft document. Opportunity for comment from Board Members and general Public *Discussion Item*
6. Financial Review and Report Approval 5:50
  - a. Approval of Financial Reports: Balance Sheet and District Operations Budget v Actual March 2019 *Action Item*
7. Approval of Minutes 5:55
  - a. March 11th, 2019 *Action Item*
8. Adjourn- *Action Item* 6:00  
Next Meeting April 8th, 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.



The 2019 St. Patrick's Day Block Party was a festive success at 2<sup>nd</sup> and Broadway

## Executive Update, April 2019

April is the month to celebrate Earth Day and the beginning of Spring. Give back with a Bay Trail Cleanup on April 13<sup>th</sup>, and join in the Sidewalk sale to reduce-reuse-recycle and discover a new treasure on April 14<sup>th</sup> on Madison and 2<sup>nd</sup>. Find out more—[District Events Calendar here](#).

## Oakland's [Draft Downtown Specific Plan](#)

is being finalized. We're working to gather comments from stakeholders and hear from groups whose work overlaps ours—and continue the public 4/8 Board Meeting.

**The Department of Transportation** seeks input on potential bike, mobility, and pedestrian improvements as part of a potential **Broadway Repaving** project summer of 2019. [Share your input here](#).

### Jack London In the News

[Jack London Square adds Town Eats](#) - SF Chronicle

[Jack London Square announces New Market Hall](#) - SF Chronicle

[A Home Run?](#) - Mercury News

### This Month's District Event Highlights

- **Monthly Business Coffee Hour** – 4/11 10:00 AM, Hosted at Tigers Taproom
- **Jack London Beat 1X NCPC Meeting** – 4/23 6:15PM, 333 Broadway
- **Sidewalk Sale** – With participation from Jack London residents and Businesses. 3/14 11-2PM, Madison Street @2<sup>nd</sup>

### Development/ Construction Updates

- **4<sup>th</sup> and Madison**- by Carmel Partners- 330 Homes in two buildings on North & South sides of 4<sup>th</sup> Street, south building complete, leasing. North complete Q2 2019.
- **"Mirador"**-Austin Group, **201 Broadway**- 48 Homes 4,000sqft retail/ Paused Indefinitely
- **"Modera"**- Mill Creek **377 2<sup>nd</sup> St**- 134 Homes/Broke ground Q22017, complete Q32019.
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>**underway, by Christopher Porto, Smart Growth
- **4<sup>th</sup> and Alice** street sold to SunCal/Swenson, for lease
- **101 Broadway – Overland House** For Sale
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust.

We invite you to participate in our meetings and [collaborative events](#) in the District.  
-Savlan Hauser, Executive Director

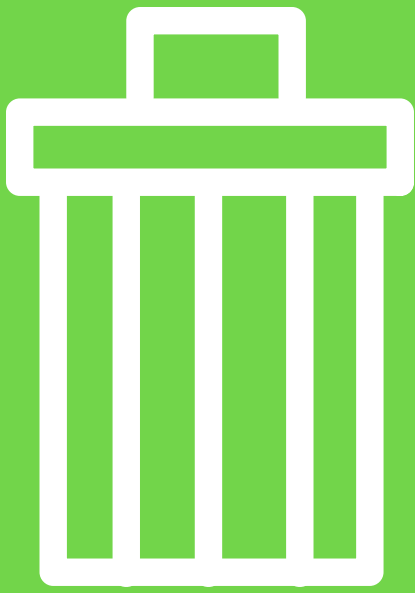
# JACK LONDON CLEAN AND SAFE

STATISTICS

## MARCH 2019 REPORT

AMBASSADOR DISPATCH PHONE

510 363 0989



**13,114 lbs**

of trash and debris removed from the Public Right-Of-Way

**43**

Illegal Dumping sites have been cleared.

**66**

Stickers, Posters, Flyers removed from City Fixtures.

**17**

persons safely escorted by an ambassador

**32**

businesses assisted by an ambassador

**32**

Graffiti sites addressed

**24**

Blocks of Power Washing

**458**

Visitors greeted by an ambassador

**Jack London Improvement District**  
**Budget vs. Actuals: Operating Budget 2019 - FY19 P&L**  
 January 1 -March 31, 2019

Month = 3

	Total						
	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD	Notes	Annual Budget	% Utilized YTD
<b>Revenue</b>							
<b>4000 Assessment Income</b>							
4100 Port of Oakland Assessment	\$0	\$43,688	-\$43,688	-100%	Expected receipt 08/19	\$174,753	0%
					50% of annual assessment		
4200 Non Port Assessment Income	\$385,568	\$206,658	\$178,910	87%	received in first disbursement	\$826,632	47%
Uncollected Caltrans Assessment	\$0	\$7,137	-\$7,137	-100%		\$28,548	0%
4250 Prior Year Assessment Adjustments	\$17,446		\$17,446			\$0	
<b>Total 4000 Assessment Income</b>	<b>\$403,014</b>	<b>\$250,346</b>	<b>\$152,667</b>	<b>61%</b>		<b>\$1,001,385</b>	<b>40%</b>
Uncategorized Revenue	\$0	\$0					
9100 Bank Interest	\$471	\$0	\$471			\$0	
<b>Total Revenue</b>	<b>\$403,485</b>	<b>\$250,346</b>	<b>\$153,138</b>	<b>61%</b>		<b>\$1,001,385</b>	<b>40%</b>
<b>Expenditures</b>							
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>							
7100 Ambassador Services	\$84,995	\$89,521	\$4,526	5%		\$358,083	24%
7150 Ambassador Services-Port of Oakland	\$35,506	\$37,900	\$2,394	6%		\$151,600	23%
7200 Services on Tidelands Trust Lands	\$0	\$5,788	\$5,788	100%		\$23,153	0%
7400 Maintenance Operations	\$8,155	\$6,000	-\$2,155	-36%	Annual storage fee paid 1/19	\$24,000	34%
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$128,656</b>	<b>\$139,209</b>	<b>\$10,553</b>	<b>8%</b>		<b>\$556,836</b>	<b>23%</b>
<b>7700 MED Marketing &amp; Economic Development</b>							
7710 District Management	\$19,566	\$25,266	\$5,700	23%		\$101,065	19%
7750 Marketing Operations	\$1,724	\$1,500	-\$224	-15%		\$6,000	29%
7800 Special Projects	\$4,430	\$14,000	\$9,570	68%		\$56,000	8%
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$25,719</b>	<b>\$40,766</b>	<b>\$15,047</b>	<b>37%</b>		<b>\$163,065</b>	<b>16%</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>							
8010 District Management	\$25,960	\$25,266	-\$694	-3%		\$101,065	26%
8050 Training & Professional Development	\$877	\$1,250	\$373	30%		\$5,000	18%
8110 Accounting & Taxes	\$250	\$677	\$427	63%		\$2,709	9%
8130 Computer Service & Support	\$0	\$125	\$125	100%		\$500	0%
8150 Consulting & Legal Expenses	\$0	\$500	\$500	100%	Allowance not needed to date.	\$2,000	0%
8200 Fees & Permits	\$1,054	\$125	-\$929	-743%	\$949 to be reimbursed	\$500	211%
8410 Insurance (D&O)	\$600	\$200	-\$400	-200%		\$800	75%
8420 Insurance (General Liability & Auto)	\$3,224	\$950	-\$2,274	-239%	Premiums paid in 1/2019	\$3,800	85%
8425 Insurance (Workers Comp)	\$419	\$688	\$269	39%		\$2,750	15%
8430 Membership Fees	\$1,000	\$350	-\$650	-186%	Includes SPUR, Chamber of Commerce	\$1,400	71%
8450 Special Projects	\$0	\$950	\$950	100%		\$3,800	0%
8510 Office rent	\$13,000	\$10,745	-\$2,255	-21%	Prepaid 1 month in advance.	\$42,981	30%
8520 Office Improvements	\$0	\$625	\$625	100%		\$2,500	0%
8530 Office Furniture & Equipment	\$49	\$300	\$251	84%		\$1,200	4%
8540 Postage, Shipping, Delivery	\$34	\$350	\$316	90%		\$1,400	2%
8545 Local transportation	\$60	\$125	\$65	52%		\$500	12%
8550 Printing & Copying	\$0	\$125	\$125	100%		\$500	0%
8560 Supplies	\$235	\$500	\$265	53%		\$2,000	12%
8570 Telephone & Telecommunications	\$301	\$645	\$344	53%		\$2,580	12%
8580 Utilities	\$1,134	\$713	-\$422	-59%		\$2,850	40%
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$48,198</b>	<b>\$45,209</b>	<b>-\$2,989</b>	<b>-7%</b>		<b>\$180,836</b>	<b>27%</b>
<b>8600 Collection Fees &amp; Contingency</b>							
8680 Contingency allowance for uncollected assessments	\$0	\$12,517	\$0	0%		\$50,069	0%
<b>8610 Collection Fees</b>							
8630 Alameda County fees (1.7%)	\$6,344	\$4,256	-\$2,088	-49%		\$17,024	37%
8640 City of Oakland fees (1% except Port)	\$250	\$2,067	\$1,817	88%		\$8,266	3%
<b>Total 8610 Collection Fees</b>	<b>\$6,594</b>	<b>\$6,322</b>	<b>-\$272</b>	<b>-4%</b>		<b>\$25,290</b>	<b>26%</b>
<b>Total 8600 Collection Fees &amp; Contingency</b>	<b>\$6,594</b>	<b>\$18,840</b>	<b>\$12,246</b>	<b>65%</b>		<b>\$75,359</b>	<b>9%</b>
<b>Total Expenditures</b>	<b>\$209,167</b>	<b>\$231,507</b>	<b>\$22,340</b>	<b>10%</b>		<b>\$869,879</b>	

Accrual Basis

	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD		Annual Budget	% Utilized YTD
<b>Total Revenue</b>	\$403,485	\$250,346	\$153,138	61%		\$1,001,385	40%
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	-\$128,656	-\$139,209	-\$10,553	8%		-\$556,836	23%
<b>Total 7700 MED Marketing &amp; Economic Development</b>	-\$25,719	-\$40,766	-\$15,047	37%		-\$163,065	16%
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	-\$48,198	-\$45,209	\$2,989	-7%		-\$180,836	27%
<b>Total 8610 Collection Fees</b>	-\$6,594	-\$6,322	\$272	-4%		-\$25,290	26%
<b>Total Expenditures</b>	-\$209,167	-\$231,507	-\$22,340	10%		-\$926,026	23%
<b>Net Difference (Total Revenue - Total Expenditures)</b>	\$194,318	\$18,840	\$175,478	87%		\$75,359	7%

**Jack London Improvement District**  
**Statement of Financial Position**  
As of 3/31 2019

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	49,209.62
1105 Discretionary Spending at Bridge Bank	5,113.72
1106 Petty Cash Box	0.00
1110 Money Market at Bridge Bank	323,445.49
<b>Total Bank Accounts</b>	<b>\$ 377,768.83</b>
<b>Accounts Receivable</b>	
1200 Accounts Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$ 0.00</b>
<b>Total Current Assets</b>	<b>\$ 377,768.83</b>
<b>Other Assets</b>	
1315 Vendor Prepayment	0.00
1510 Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$ 2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 379,768.83</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2100 Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$ 0.00</b>
<b>Total Current Liabilities</b>	<b>\$ 0.00</b>
<b>Total Liabilities</b>	<b>\$ 0.00</b>
<b>Equity</b>	
3100 Unrestricted Net Assets	163,933.97
<b>3300 Temporarily Restricted Net Assets</b>	
3310 Steam Factory	4,000.00
3320 Train Quiet Zone	7,328.84
3330 Special Projects	23,188.09
<b>Total 3300 Temporarily Restricted Net Assets</b>	<b>\$ 34,516.93</b>
3400 Pass Through Funds	0.00
<b>Net Revenue</b>	181,317.93
<b>Total Equity</b>	<b>\$ 379,768.83</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 379,768.83</b>

March 31 2019- Accrual Basis

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

### March 11<sup>th</sup>, 2019 – 5:00 p.m., 472 Water Street

**Present:** Mark Everton (President), Paul Thyssen (Secretary), Erin Coburn (Treasurer), Sam Nassif, Sara May, Chris Pastena, Greg Pasquali, Vivian Kahn, Taj Tashombe (remote)

**Absent:**

**Staff:** Savlan Hauser, Kaylee Hudson

**Guests:** Carina Wittler (Portobello), Jennifer Newman (Portobello), Rossana Peniche (Craig Communications), Shae Pritchard-Martinez (Portobello), Chris Wittler (Portobello), Beth Vanclute (CIM Group), Zama Dlamini (Downtown Streets Team), Julia Lang (Downtown Streets Team), Jason Akima (Asian Health Service), Terry Lew (Asian Health Service), Chris Buckley (Oakland Heritage Alliance), Joe DeVries (City Administrator’s Office), Jonathan Fong (CUESA)

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order &amp; intros</b>	The Board of Directors meeting was called to order at 5:03 p.m.	
<b>2. Public comment and announcements.</b>	<p>The Board expressed their sympathies and condolences to Council Member Lynette Gibson McElhaney and the McElhaney family for the death of her son, Victor McElhaney.</p> <p>Sara announced development plans for the Prime Smoked Meats building on 3<sup>rd</sup>. Mark announced the Southwest event happening this week in Jack London Square.</p>	
<b>3. Executive Update</b> <b>a. Ambassador Update/NCPC Update</b> <b>b. Progress Update: Underpass Improvement, “Walk This Way”</b>	<p>Savlan presented the Executive Update to the Board. Please see executive update summary in the March agenda packet. Savlan added additional comments:</p> <p>In response to our letter sent to the City of Oakland on behalf of the Walk This Way project, Council member McElhaney’s office will request a timeline from the Walk This Way project team.</p> <p>Also, the District has reported to City Council deep concerns about the operators leased to in the most recent auction of freeway underpass parcels. The district has had poor experiences with these operators in the past, especially parking operators.</p> <p>Erin: How did the City let this happen?</p> <p>Staff will go through Caltrans lease and flag issues and violations of the lease we have experienced, We are having meetings with local representatives Skinner, Bonta and Wicks to improve communication between Caltrans+BIDs.</p>	
<b>4. Downtown Oakland Specific Plan: Opportunity for comment from Board Members and General public.</b>	<p>The City of Oakland project team staff was not present to give a presentation and answer questions about the Downtown Specific Draft Plan. The Board and guests discussed the plan.</p> <p>Chris Buckley: The Oakland Heritage Alliance is concerned about the preservation of Broadway’s historic buildings. The first brick buildings in Oakland are on lower Broadway. The 7.0 FAR is not consistent and want to preserve 1-2 story height limits. We recommend fine-grained care taken around these areas in Jack London.</p> <p>Board Comments: At the last Specific Plan meeting, project team staff expressed surprise at the Board’s letter commenting on the plan. I think we should make sure to add more context to the letter. I don’t want to see more maker spaces in new high-rise buildings. I think we should keep the diversity of uses in Jack London with more residential and commercial mixed buildings.</p> <p>The District should be careful not to get into too much detail about specific parcels because that is not the district’s role. It’s still okay to</p>	

	<p>comment on the County sites. We understand Caltrans hesitation to limit activation and activity under the freeway. There's a lot of risk to be considered, but beautification and some other uses could be really beneficial.</p> <p>Jason and Terry: The Asian Health Services organization is concerned with the encampments in the 880 underpasses from a public health standpoint. The organization started 40 years ago. We have 10 sites now in Chinatown and provide medical care in 14 languages.</p>	
<p><b>5. Underpass Encampment Action and Tuff Shed Navigation Center in Jack London.</b></p>	<p>Joe DeVries from the City Administrator's Office reported to the Board updates and plans for underpass encampment action and tuff shed navigation centers in Jack London.</p> <p>Joe: There is no exact timeline or location set for the Jack London navigation center. We are looking at the MTC lot on Oak. It is underutilized and well-fenced. The first tuff shed sites were pilots and designed to have an endpoint. We have a policy with Caltrans for a \$1/month lease, but we need approval from the state fire marshal. The Mandela site has been prioritized and hold ups at that site have delayed progress on the Jack London site. We are hoping for the site to be operating in late May with 20-24 cabins for around 40 individuals. We are targeting underpass encampment population to move into the navigation center. The site provides emergency shelter with full-time case managers on site to transition people to permanent housing. We provide garbage collection, bathrooms, LavaMae showers, dinner every night. Our goal is to serve 80 people a year. The Castro site is the only site we have closed so far, and we are able to report our numbers: 74 people were served, 40 people got permanent housing and 19 got transitional housing over 13 months. 19 people left or were expelled from the program. The City cleans up the area around a tuff shed site and closes encampments in surrounding area. We do not accept families and generally have a back-log of people who would like a spot in the site.</p> <p>Carina: Does your definition of unsheltered include people living in cars?</p> <p>Joe: Yes, anyone living in a structure not meant for permanent human habitation is considered unsheltered.</p> <p>Vivian: We have noticed that Castro site is still dirty with lots of trash in and around the site.</p> <p>Joe: Please report to 311.</p> <p>Vivian: Downtown Specific Plan seems light on plans to address homelessness. Joe: On the contrary, there is a comprehensive plan to address homelessness: more access to public bathrooms, storage, SRO preservation, zoning for emergency shelter. On another note we are going with a different provider for the emergency shelter infrastructure that can supply more amenities at a cheaper price than the Tuff Shed brand.</p> <p>Sara: What exactly is the closure zone? Joe: Will include underpass zones, Broadway on up, but enforcement is challenging.</p> <p>Mark: What was the cost of Castro? Joe: \$750K ballpark total. Average site costs \$850K per year to run. Most funding is from state HEAP funds. We are expecting another \$4.3M this year. Some of that money goes towards other programs and collaborating partners like Downtown Streets Team.</p>	

	<p>Julia: Downtown Streets Team is an organization that gives opportunity to unsheltered and unemployed individuals through vouchers and other programs in exchange for volunteered time cleaning their neighborhoods and other areas of the City. We are working just in Lake Merritt right now as a pilot with the City until June. We go to Lake Merritt sheds every Tuesday to invite folks to join Downtown Streets Team. We are hoping to expand into Jack London and continue doing work in Oakland. We are hoping to get HEAP funds and work with more partners to make this happen.</p> <p>Savlan: The Board will provide Downtown Streets Team more time to discuss collaboration in future meeting.</p> <p>Joe: The tuff shed sites are meant to be temporary, but temporary is a flexible term depending on funding, operations, and the site itself.</p> <p>Erin: If the MTC site falls through, are you still committed to a site in Jack London?</p> <p>Joe: Jack London will probably have a site. Also, the City is carrying out a clean &amp; clear next Tuesday on Broadway and other underpasses.</p> <p>Savlan: Are you aware of the leasing of Broadway parcel to AKI parking?</p> <p>Joe: Okay, that's not going to happen.</p>	
<p><b>6. Financial Review and Report Approval</b></p> <p>a. District Operations Budget v Actual February 2019</p> <p>b. Balance Sheet February 2019 Report</p> <p><i>Action Item</i></p>	<p>The Board reviewed the February Financial Reports. Erin noted that some accounts are ahead of budget schedule because of costs like rent paid upfront for the year. Sara asked if Block by Block hours have been increased. Savlan confirmed that 22-24 hours a week have been added to the contract.</p>	<p><b>Sara motioned to approve February financial reports and Paul seconded. The motion passed unanimously.</b></p>
<p><b>7. Approval of Minutes – February 11<sup>th</sup>, 2019.</b></p> <p><i>Action Item</i></p>	<p>The Board reviewed February's meeting minutes. No changes to the minutes were proposed.</p>	<p><b>Paul motioned to approve the minutes and Vivian seconded. The motion passed unanimously.</b></p>
<p><b>8. Adjourn.</b></p>	<p>The meeting was adjourned at 6:04 pm. Next Board meeting will be held Monday, April 8<sup>th</sup>, 2019 at 5:00 PM at 472 Water St.</p>	

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

	Sara	Erin	Sam	Vivian	Mark	Paul	Peter	Jenni	Chris	Taj	Greg
January	x	x	x	x	x	x	x	x	x	-	x
February	x	x	x	x	x	x	-	Retired	x	x	x
March	x	x	x	x	x	x	x		x	x	x
April											
May											
June											
July											
August											
September											
October (Retreat)											
November											