



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

Chair: Taj Tashombe

### Focus on Entertainment/Nightlife

April 11th, 2022, 5:00 -6:00PM (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 &amp; Governance Discussion Items –Savlan Hauser</b>            | 5:05               |
| a. Cleaning and Safety Program Report – <i>Tinea Adams, Operations Manager</i>         |                    |
| b. Renewal Task Force Report – <i>Savlan Hauser</i>                                    |                    |
| c. Mayoral Candidates’ Forum Hosted by BID leadership— <i>Taj Tashombe</i>             |                    |
| <b>4. Financial Review</b>   | 5:20               |
| a. February 2022 Financial Reports   | <b>Action Item</b> |
| <b>5. Approval of Minutes</b>  | 5:25               |
| February 2022  | <b>Action Item</b> |
| <b>6. Our District as an Entertainment and Nightlife Destination – Discussion Item</b> | 5:30               |
| a. Oakland Metro Opera House and Underworld Opera- <i>Mia and Tom Dean</i>             |                    |
| b. Yoshi’s- <i>Marc Zuazua, Marketing Director, Yoshi’s</i>                            |                    |
| c. Other ways BIDs can support   |                    |
| <b>7. Adjourn</b>  | 6:00               |
| Next Board Meeting April 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](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.



**Oakland Metro Operahouse’s 3 Day Music Festival @ 3<sup>rd</sup> and Castro PC: Oakland Metro Operahouse**

**Executive Update April 2022 - Savlan Hauser, Executive Director**

This month we focus on the entertainment industry and performing arts in Jack London. Entertainment venues are economic and cultural generators, and key institutions that make our District a destination.

**Merchant Community Coalesces to Combat Auto Break-ins** Two monthly focused meetings have resulted in better coordination amongst District private security teams and OPD. Lit signage, strategic patrols, improved communications will be implemented.

**Other resources and highlights:**

- Check out the winning proposal for the [2022 ULI Hines Student Urban Design Competition](#) –site at 7<sup>th</sup> and Broadway
- 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**

- [Oakland Restaurant Week Returns with Special Menus at 80 Restaurants](#) - Mercury News
- [Jack London Square Will Host an Earth Day Celebration](#) – Patch
- [S.F. Instagram darling Farmhouse Kitchen Thai is opening a ramen restaurant in Oakland](#) – San Francisco Chronicle



**This Month’s Events**

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 4/26/21 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 @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **“Mirador” 201 Broadway-** 48 Homes 4,000sqft retail—Entitled property listed for sale

**Entitled**

- **335 3<sup>rd</sup> Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building
- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation
- **County-Owned Broadway Properties:** Development team selected: Related Companies and EBALDC

**Proposed**

- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay

## REQUEST FOR QUALIFICATIONS

The Jack London Improvement District (JLID) is a parcel-based business improvement district (PBID) formed in 2013 in accordance with [Chapter 4.48](#) of the Oakland Municipal Code. The district is administered by JLID's board of directors pursuant to [governing documents](#) posted on its website. Currently assessments of over one million dollars are levied on about 1,419 parcels.

Parcels	Parcel Use	Assessment	Percentage	Owners
51	Govt./utilities	\$287,205	26%	Caltrans, County, BART, Port & PGE
14	Apartment bldgs.	\$146,869	13%	Six owners; about 1,500 apartments
1,178	Condominiums	\$307,862	28%	Fifteen buildings with HOAs
176	Commercial, etc.	\$363,070	33%	Includes all other parcels
<b>TOTALS</b>		<b>\$1,105,006</b>	<b>100%</b>	

In June 2023, owners of parcels within the boundaries of the district will be asked to renew the district for another ten years. JLID is seeking an experienced consultant to manage the renewal process and prepare all required documents.

**STATEMENT OF QUALIFICATIONS (SOQ):** To be considered for this project, please submit the following information on no more than 1 or 2 pages:

1. List 3 or more recent renewal projects along with contact information for each client
2. List your firm's primary personnel for this project and responsibilities of each
3. List projects (formation or renewal) your firm is currently under contract for or expects to undertake in the 12 months.
4. List any projects (formation or renewal) your firm has worked on in the City of Oakland
5. List name and experience of the "registered professional engineer certified by the state" that your firm intends to work with; if undecided, provide no more than 3 candidates
6. List other consultants, if any, and their scope of work
7. List the required documents you propose to prepare
8. List services you propose to provide
9. List optional documents, if any, you are qualified to prepare
10. List optional services, if any, you are qualified to provide

**QUESTIONS:** Please email all questions to Savlan Hauser at [savlan@jacklondonoakland.org](mailto:savlan@jacklondonoakland.org).

**DUE DATE:** Please submit SOQ via email to Savlan Hauser no later than 5pm on Friday, 6 May 2022. A brief statement of interest may be included in the email.

**CRITERIA:** Experience, track record, and capacity will be primary considerations. Optional documents and/or services will not be a factor.

**REVIEW PROCESS:** A task force will review statements of qualifications and make a progress report to the JLID board at its meeting on 9 May 2022. Qualified respondents will receive an RFP if one is issued and/or be invited to interview. Contract will be considered by board by 11 July 2022.

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

**As of February 28th, 2022**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$462,971</b>	<b>\$183,947</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$110,368</b>	<b>-\$18,395</b>
<b>Total Budgeted Revenue</b>	<b>\$352,603</b>	<b>\$165,552</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$58,666	\$59,281
7150 & 7200 Subtotal- Port Share	\$31,590	\$30,975
7400 Maintenance Operations	\$4,920	\$5,807
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$95,176</b>	<b>\$96,063</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$18,108	\$21,274
7800 Special Projects	\$0	\$11,198
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$18,108</b>	<b>\$32,471</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$18,856	\$22,940
8510-8580 Office Operations	\$9,474	\$9,422
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$28,331</b>	<b>\$32,362</b>
<b>Total 8600 Collection Fees</b>	<b>\$7,213</b>	<b>\$4,657</b>
<b>Total Expenditures</b>	<b>\$148,827</b>	<b>\$165,552</b>
<b>Gross Difference</b>	<b>\$203,776</b>	<b>\$0</b>

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

Jack London Improvement District - Meeting Minutes of the Board of Directors  
March 14th, 2022 4:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Melissa O’Keefe, Taj Tashombe, Greg Pasquali, Jen Nettles, Chris Pastena, Kim Cole, Dana Bushouse, Ener Chiu, Shannon Mclsaac, Michael Carilli

Absent: Amy Tharpe, Dan Hagerty, Keith Stephenson, Peter Gertler

Staff: Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

Guests: Maria Alderete, Kasey Shirk

*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 4:05 p.m.	
2. Public comment and announcements	<p>Taj announced Restaurant Week starting, welcomed Chris as co-chair.</p> <p>Kim - attended meeting with Community Resources Officer Fiorino and other merchants; thought it was really terrific. Noted the urgency communicated to OPD and ask for accountability. Would like to continue to support that effort.</p> <p>Savlan - we’ll hear back soon on the things they promised during that meeting, including arrest and apprehension data, how ongoing measures are working.</p> <p>Ener - it would be great to have a member of Carroll Fife’s staff at this meeting, at least once every two or three meetings, Board members can encourage this.</p> <p>Savlan - CM Fife and staff will continue to be invited to this and all meetings.</p>	
3. Executive Update a. Cleaning and Safety Statistics b. Marketing & Economic Development c. Renewal Task Force Report	<p>a. Cleaning and Safety Statistics            Tinea - did more graffiti removal, more car break-ins this month too. We will be hiring a new team leader and have had some turnover of ambassador staff.</p> <p>Tagging of our new trash cans/ Waterfront Warehouse District signage program is being addressed. .            Sad to report that our office was burglarized - cleaning equipment, uniforms, supplies were stolen; we’re in rebuilding mode            Taj - notes that this incident should be mentioned to CM Fife</p> <p>b. Approval of increase of annual BBB contract billing from \$541,536 to \$585,503 to allow for a wage increase of all Ambassador positions            Savlan - we’re hoping to do this to achieve pay parity with all the other districts. This will maintain the same hours we have now            Greg - raised question about whether we have to borrow against last year to make it work            Savlan - I will recommend the Board consider a 5% increase this upcoming year; but for this year only we are using funds from last year</p> <p>c. Approval of partnership with Vibemap item postponed</p> <p>d. Renewal Task Force Report            Savlan - we’re close to having a RFQ            Deep dive on parcel ownership data</p> <p>e. Mayoral Candidates’ Forum Hosted by BID leadership —Taj Tashombe            This is an effort to make sure the next mayor is aware of the work and priorities of BIDS across Oakland. We are seeking your participation            Taj - JL is not being prioritized by our elected leaders. We are one of</p>	<p>Taj moved to approve the wage increase for the ambassadors. Shannon approved and Jonathan seconded the motion. The motion passed.</p>

	<p>the highlights of what people mention about Oakland.          Would love your input on making this a strategic and impactful event, making it a “lighthouse moment”.</p> <p>Greg - this is a really big election year; many property owners are very upset about crime and homelessness. Advocating for the district through this event is a great idea; I strongly support</p> <p>Taj - also would love to use this event to activate some of the large indoor spaces in our district</p> <p>Shannon - Waterfront Hotel could absolutely help out. We could accommodate ~150 people</p> <p>Jen - JLS can also accommodate up to ~10,000. Could collaborate with Waterfront Hotel</p> <p>Michael - my space can hold ~100 people.</p> <p>Michael, Jen, Shannon, Greg, and Taj volunteered as task force members.</p> <p>Taj - my recommendation is that we make this a standard agenda item for upcoming meetings so we can continue to work on it.</p>	
--	--	--

<p>4. Financial Review          a. January 2022          Financial Reports</p>	<p>Postponed</p>	
<p>5. Approval of          February 2022          minutes</p>	<p>Postponed to April</p>	
<p>6. Local Retail          Resiliency –          Discussion Item 4:40          a. Current          Campaigns: Dining for          Justice, Restaurant          Week (Citywide); Jack          London          Welcomes First          Responders, Swag          Bags (Jack London)-          Chris Pastena, Maria          Alderete          b. Retail Vacancies          and Development          Pipeline          c. Alternative          Ownership Models –          Jonathan Fong          d. Other ways          BIDs          can support</p>	<p>a. Current Campaigns: Dining for Justice, Restaurant Week (Citywide); Jack London Welcomes First Responders, Swag Bags (Jack London)- Chris Pastena, Maria Alderete</p> <p>b. Retail Vacancies and Development Pipeline          Chris - In conjunction with Ener’s presentation from last time - I’m coming at this from more of a resident’s perspective - we already have a lot of vacant ground floor retail, so I sometimes question why new development has even more retail, which also can’t accommodate other, more flexible uses.          From retail perspective - we’re not seeing the same kind of business at Chop Bar as we used to see. We want to see ground floor retail thriving, not struggling.          I’d just like everyone to think about it.          Taj - have you seen any studies on space being used differently in other neighborhoods?          Chris - not exactly but I do look at places like Vancouver - they do a great job of managing their ground floor residential. It’s a step back or elevated, you don’t feel like you’re living on the sidewalk. Making space for the community is also really important.          We could even look at our own space at the Ellington, and how long it took to be activated by Crooked City, Verizon, etc.          Michael - This is also being felt in Old Town and Chinatown; part of it is that ground floor retail is part of the permitting process for development. Alternative uses are not being permitted.          People are now much more concerned about car break-ins, concerned about where to park when they visit a space. We’ve had a rough two years. Maybe we open it up to artist studios in the meantime - for free - until they can be used again.</p>	

