



Jack London Improvement District Meeting of the Board of Directors

472 Water St - January 13th, 2020, 5:00PM

- | | |
|---|--------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:00 |
| 3. Executive Update | 5:05 |
| a. Cleaning and Safety Statistics, Year End 2019: over 300,000 lbs of trash picked up, 400 Graffiti sites cleaned, 3300 illegal dumping sites removed. Detail attached with 2017, 2018 statistics for comparison. | |
| b. Underpass update: Oak & 5 th shelter is planned to open in Q1 2020, City staff to report back on which current encampment sites will be targeted first for intervention. Staff advocates for Broadway and Webster as first priority due to hazardous conditions. Paul & Savlan writing periodic updates on progress for public distribution. | |
| c. Crime update: NCPC on Hiatus until January for the Holidays. NCPC considering use of \$1,400 allocated from the City to expand crime prevention and safety communications. | |
| 4. Financial Review and Report | 5:20 |
| a. Approve Financial Reports | |
| Statement of Financial Position, Budget v Actual December 2019 | Action Item |
| b. Approve 2020 Budget – Draft Special Project Allocation | Action Item |
| Staff recommends the special project budget of \$86,000 to be distributed amongst the following projects. Project allocation detail and range of potential activities is attached. | |
| 1. Broadway Beautification (2 nd Year) | |
| 2. Economic Development- Focused Programs & Panel Talks (5 th Year) | |
| 3. Community Programming (General Interest/Seasonal festivities) (3 rd Year) | |
| 4. National Night Out (6 th Year) | |
| 5. Retail Support/Merchant Collaborative (3 rd Year) | |
| 6. Annual Stakeholder Meeting, Report, and Communications (2 nd Year) | |
| 7. Wholesale Produce District - Cleaner Operations (1 st Year) | |
| 8. B Shuttle Sponsorship (3 rd Year) | |
| Approval of Minutes | 5:40 |
| December 9 th , 2019 | Action Item |
| 5. Adjourn- | 6:00 |
| Next Board Meeting February 10 th , 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, January 2020



Proposed Alameda - Jack London Pedestrian/Bike Draw Bridge

A bridge someday across the Estuary? Stay tuned!

I hope you had safe, happy and healthy holidays!

Apart from a couple of days off for Christmas and New Years' Day, our stellar Ambassador Team kept a consistent presence through the last few weeks, keeping Jack London tidy and welcoming for visiting families and enjoying the sunny days of winter at the Waterfront.

We are gearing up for a full roster of projects and programs in 2020. The District is now equipped with a new and larger Board of 14 terrific volunteer members, bringing in new expertise and energy.



Jack London Ambassadors are seriously speedy at combatting graffiti.

Stay tuned for several interesting community forums we're hosting this winter and early spring. An interactive community session on a planned bike/ped bridge linking Alameda and Jack London dubbed #BridgetheGap, looking at a connected Broadway Corridor in a creative visioning and problem-solving session with our friends at SPUR Oakland, and more. It's important to keep pushing longer range efforts forward as we continue to address day-to-day challenges.

CiderCon comes to Oakland in 2020, and even if you're not an industry insider you can join in some of the festivities hosted at Crooked City Cider. Check out the events they're hosting on our [community calendar](#).

We're looking forward to great community collaborations to make it all happen!

Jack London In the News

[Mill Creek Announces start of leasing at Jack London Square](#)

[Oakland Assembly: With giant food hall, Jack London Square again seeks to fulfill potential](#) – San Francisco Chronicle

This Month's Events

- **Jack London Beat 1X NCPC 6:15PM 1/28.** Meet neighbors and connect with public safety officers
- **Jack London Merchant Coffee Hour-1/17-10:00AM.** Thanks to The Planted Table for hosting!
- **Oakland Restaurant Week is January 9th through 20th.** [Find the Jack London restaurants here.](#)

Development/ Construction Updates

- **“Mirador” 201 Broadway-** 48 Homes 4,000sqft retail—Entitled property listed for sale
- **“Modera”- Mill Creek 377 2nd St-** 134 Homes/Broke ground Q22017, leasing underway
- Rehabilitation at **322 Broadway @ 4th** underway, by Christopher Porto, Smart Growth
- **4th and Alice** street sold to SunCal/Swenson, for lease
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust

We invite you to participate in our meetings and [events](#) in the District.

-Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

STATISTICS

YEAR OF 2017

Jack London's
Ambassadors have been
hard at work

Comments? Contact us at:
info@jacklondonoakland.org



61,073 LBS
of trash and debris
removed from the
Public Right-Of-Way

816
Illegal Dumping
sites have been
cleared.

1,499
Graffiti sites
addressed

2,660
Stickers, Posters,
Flyers removed
from City Fixtures.

1,321
Blocks of weed
abatement

3,667
Individuals
assisted by our
Ambassadors

JACK LONDON CLEAN AND SAFE

STATISTICS

2018 REPORT

OUR AMBASSADORS HAVE BEEN HARD
AT WORK! HERE IS THE IMPACT WE HAD
THIS YEAR



346,161 lbs
of trash and debris
removed from the
Public Right-Of-Way

1,373
Illegal Dumping
Sites have been
Cleared

1,418
Stickers, Posters,
Flyers Removed
from City Fixtures.

1,331 persons safely escorted by
an ambassador
27,119 visitors greeted by an
ambassador



477
Graffiti Sites
Removed

746
Blocks of Weed
Abatement

368
Block Faces Power
Washed

JACK LONDON CLEAN AND SAFE

STATISTICS

2019 REPORT

AMBASSADOR DISPATCH PHONE
510 363 0989



341,373 lbs
of trash and debris
removed from the
Public Right-Of-Way

3371
Illegal Dumping
sites have been
cleared

2188
Stickers, Posters,
Flyers removed
from public
fixtures

7810 Hospitality contacts,
including motorist
assistance, business
assistance, walking escorts.



454
Graffiti sites
addressed

642
Blocks of Weed
Abatement

175
Block Faces Power
Washed

Jack London Improvement District
Statement of Financial Position
As of December 31, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	86,982.57
1105 Discretionary Spending at Bridge Bank	2,935.41
1110 Money Market at Bridge Bank	269,812.23
1115 PayPal Bank	20.78
Total Bank Accounts	\$ 359,750.99
Total Current Assets	\$ 359,750.99
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 361,750.99
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Without Donor Restriction	255,422.15
3300 With Donor Restriction	
3310 Steam Factory	4,000.00
3320 Train Quiet Zone	7,328.84
3330 Special Projects (Waterfront Warehouse District Signage)	95,000.00
Total 3300 With Donor Restriction	\$ 106,328.84
Net Revenue	78,348.00
Total Equity	\$ 361,750.99
TOTAL LIABILITIES AND EQUITY	\$ 361,750.99
Unpaid Caltrans Assessments:	\$ 262,025.00

Saturday, Dec 04, 2020

**Jack London Improvement District
Simplified View: Budget vs Actuals 2019**

	Actual	Budget
Revenue		
Total 4000 Assessment Income	\$1,001,385	\$1,001,385
8700 Contingency allowance for uncollected assessments	-\$55,482	-\$50,069
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$352,414	\$364,264
7150 & 7200 Subtotal- Port Share	\$168,572	\$168,572
7400 Maintenance Operations	\$18,378	\$24,000
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$539,364	\$556,836
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$94,164	\$107,065
7800 Special Projects	\$51,452	\$56,000
Total 7700 MED Marketing & Economic Development	\$145,616	\$163,065
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$112,296	\$124,324
8510-8580 Office Operations	\$49,943	\$56,511
Total 8000 AGCR Administration & Government/Community Relations	\$162,239	\$180,836
Total 8600 Collection Fees	\$20,335	\$25,340
Total Expenditures	\$867,555	\$926,076
Gross Difference	\$78,348	\$25,240

Percentage Allocation by area of Work	Management Plan	2019
Maintenance & Beautification	55%	56%
Marketing & Economic Development	18%	16%
Administration & Government	19%	18%
Contingency & Collection	8%	8%

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.

**Jack London Improvement District
Simplified View: Operating Budget 2020**

Revenue	
Total 4000 Assessment Income	\$1,050,961
8700 Contingency allowance for uncollected assessments	-\$52,548
Budgeted Revenue	\$998,413
Expenditures	
7000 MBSSI Maintenance, Beautification, Safety & Streetscape	
7100 Ambassador Services- Non-Port Assessment Funds	\$338,298
7150 & 7200 Subtotal- Port Share	\$177,000
7400 Maintenance Operations	\$57,727
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$573,025
7700 MED Marketing & Economic Development	
7710 & 7800 Management & Operations	\$116,926
7800 Special Projects	\$86,000
Total 7700 MED Marketing & Economic Development	\$202,926
8000 AGCR Administration & Government/Community Relations	
8010-8450 District Management & Governance	\$139,326
8510-8580 Office Operations	\$56,530
Total 8000 AGCR Administration & Government/Community Relations	\$195,856
Total 8600 Collection Fees	\$26,606
Total Expenditures	\$998,413
Gross Difference	\$0

Percentage Allocation by area of Work	Management Plan	2020
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	19%
Administration & Government	19%	19%
Contingency & Collection	8%	8%
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.		

7800 Special Projects Detail	Amount	Range of included Activities
Broadway Beautification	\$ 30,000	Design and installation of potential seasonal decorations, hanging baskets, night lighting, additional planting beyond 32 existing boxes
Community Programming/ Panel Talks (Economic Development Focus)	\$ 6,000	Panel talks, speaker series, educational workshops, walking tours, 4x/year
Community Programming (General Interest/Seasonal festivities)	\$ 4,000	Broad range of special event support: St. Patrick's Day, Oktoberfest, etc 2x/year
National Night Out	\$ 1,200	Annual Meeting/Community Event
Retail Support/Merchant Collaborative Programing	\$ 8,000	Merchant coffee hour, trainings, vacancy activation strategy, or special marketing campaigns to be developed in coordination with merchant community
Annual Stakeholder Meeting, Report, and Communications	\$ 6,800	Annual District impact presentation and required annual communications
Wholesale Produce District - Cleaner Operations	\$ 10,000	Waste Management Signage, Collateral, Street and sidewalk paintings to be developed
B Shuttle Sponsorship	\$ 20,000	2020 Sponsorship and onboard marketing
Waterfront Warehouse District Signage	\$ -	Staff work - content and fabrication management
Total	\$ 86,000	

7100 & 7150 Ambassador Program Detail

Year	Contract Amount	Weekly Hours
2015	\$ 388,071	254
2016	\$ 405,677	254
2017	\$ 441,671	256
2018	\$ 471,033	272
2019	\$ 491,018	272
(Proposed) 2020	\$ 515,568	280

7710 & 8010 District Management Detail

Salary	\$168,920
Payroll Taxes (employer share)	\$14,254
401K Employer Contributions	\$6,757
Fitness Benefits-Employer Contributions	\$1,200
Payroll Processing Fees	\$612
401K Administration Fees	\$480
Health Insurance (employer share)	\$4,463
Maximum Eligible Bonus	\$21,167
Total	\$217,852

7400 Maintenance Operations Detail

Amount	Description
\$ 5,040	Storage Rental
\$ 7,200	Waste Management Fees
\$ 7,500	Tree maintenance
\$ 13,187	Supplies
\$ 18,000	Specialized Installations
\$ 6,800	Streetscape maintenance
\$ 57,727	Total

8050 Professional Development & Trade Orgs Detail

Amount	Description
\$ 480	Online Training
\$ 4,400	International Downtown Association Conference Attendance
\$ 3,250	Urban Land Institute-- Urban Revitalization Council
\$ 1,470	California Downtown Association - West Coast Urban District Forum
\$ 9,600	Total



Jack London Improvement District 2020 PROPOSED BUDGET

PRICING	Cleaning Ambassadors	Safety Ambassadors	Team Leader (Safety)	Operations Manager
Pay Rate	\$ 17.10	\$ 17.75	\$ 19.25	\$ 36.01
FICA	\$ 1.31	\$ 1.36	\$ 1.47	\$ 2.75
WC	\$ 1.02	\$ 1.06	\$ 1.15	\$ 2.15
Liability	\$ 0.27	\$ 0.28	\$ 0.30	\$ 0.56
Unemployment	\$ 1.36	\$ 1.41	\$ 1.53	\$ 2.86
Subtotal	\$ 21.05	\$ 21.85	\$ 23.70	\$ 44.33
Weekly Hours	160.00	40.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 175,136.83	\$ 45,448.52	\$ 49,289.24	\$ 92,202.88
Overhead	\$ 4.96	\$ 4.96	\$ 4.96	\$ 4.96
Benefits	\$ 2.92	\$ 2.92	\$ 2.92	\$ 2.92
Profit	\$ 2.65	\$ 2.65	\$ 2.65	\$ 2.65
Bill Rate	\$ 31.57	\$ 32.37	\$ 34.22	\$ 54.85
Weekly Hours	160.00	40.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 262,691.43	\$ 67,337.17	\$ 71,177.89	\$ 114,091.53
ANNUAL BILLING				\$ 515,298.01

Weekly Hours	
Cleaning Ambassadors	160.00
Hospitality Ambassadors	40.00
Team Leader	40.00
Operations Manager	40.00
Weekly Total	280.00
Annual	14,560.00
Employees	7.00

Position	Start	After 90 days	After 1 Year	
Cleaning Ambassadors	\$ 16.50	\$ 17.10	\$ 17.60	
Safety Ambassadors	\$ 17.25	\$ 17.75	\$ 18.25	
Team Leader	\$ 18.75	\$ 19.25	\$ 19.75	
Operations Manager	\$ 74,900.90			

2019 Project Recap

Broadway Median Beautification Phase 1

- Excavation, Planting Day (with amazing community volunteers), Gravel Installation, Planter Installation, and Upkeep plan completed
- Phase 2 Recommended in 2020 Project Roster

Rebranding and District Banners

- 100 new banners installed with fresh and colorful designs by Barretto Co.
- Room for community partners and special events to add banners to the program
- Expansion of new branding into 2020 collateral, projects, platforms planned

Quarterly Panel Talks and Community Forums

- Joint Jack London Improvement District/SPUR Development Walking Tour 7/17
- Waterfront Development Panel Talk - Both Sides of the Estuary 9/10
- Community Forum on 5th and Oak Cabin Community 12/18
- Planned Early 2020 (didn't fit into 2019!):
 - Alameda-Jack London Bridge Community Charette! Q1 TBD
 - Education Innovators Spotlight: Playworks x Rogers Family Foundation Q1 TBD
 - Broadway/I-880 Jack London Gateway with Dialog Design + SPUR Feb 2/11/20

Quarterly Special Events Promoting Local Businesses

- St. Patrick's Day Block Party: 2nd annual St. Patrick's Day celebration hosted by Slainte. It is a lively event with oysters, Guinness, face-painting and traditional Irish fare with many families in attendance. JL is becoming a destination for this holiday.
- Spring Sidewalk Sale: lots of participation from neighbors offering their wares, enthusiastic feedback, planned to return Spring 2020
- Oaktoberfest Brewery Crawl: supported event planning and coordination with the Jack London Brewing District for this collaborative brewery crawl, estimated 800+ in attendance, this collaborative crawl will likely become a bi-annual event
- Summer Stakeholder Event and Social 6/28: presentation of the 2019 Impact Report, introduction of our Staff, Board Members, and Ambassador Team, and the neighborhood showed us some love! Printed impact reports were sent via mail prior to the event and distributed there.
- Small Business Working Group 6/17
- Merchant De-escalation Training 1/9
- Business Coffee Hours
 - 8 coffee hours, with 7 hosted at a new Jack London business
 - Crooked City Cider
 - Tigers Taproom
 - Wine and Design
 - Neyborly
 - Minimo
 - James and the Giant Cupcake
 - Playworks/RoShambo on 4th
 - Modera JLS

National Night Out

- National Night Out: high attendance and participation from local businesses, popular drinking section this year, raised money for Covenant House with bite-size bake sale, DJ Hightop got the kids dancing, and a total of 26 local businesses and organizations participated. Strong volunteer turnout from Covenant House and Beat 1X NCPC

Waterfront Warehouse District

Finalized fabrication documents and constructed full-scale mock-up for public and City approval. Funds transferred, fabricator selected, and fabrication underway 1/2020

B Shuttle Advocacy and Branding

Leading B-Shuttle Broadway Mobility advocacy, worked with key partners Uptown/Downtown, Chamber of Commerce, Visit Oakland to convince DOT + AC Transit to take up the reins to ensure the service continues through 2022.

Marketing Campaigns

- Swag bags - continued getting swag bags in the hands of new District residents and employees
- Jack London Bingo - to be further developed and deployed Q1 2020
- Grocery Guide - planned design and deployment Q1 2020, with kickoff grocery crawl event

Outreach Efforts

- Impact Report
 - Produced an Impact Report highlighting five years of work in the District, engaged District stakeholders for their testimonials, and included perspectives from both residential and commercial real estate brokers for their perspectives on current Jack London real estate conditions and trends in the past 5 years.
- New Development and Resident Collaboration
 - Fourth Street East
 - Business Coffee Hour Host
 - Swag Bag Partner
 - Sidewalk Sale participant
 - National Night Out booth
 - Included in the Lamppost Banner Branding program
 - Modera JLS
 - Business Coffee Hour Host
 - Swag Bag Partner
- Stakeholder Survey of District Performance and Priorities
 - 168 respondents
 - Reaffirmed the priorities of underpass improvement, clean streets, retail support, and safety
- Web communications
 - District Updates sent out to subscribers monthly+
 - Consistent social media presence

**Jack London Improvement District - Meeting Minutes of the Board of Directors
December 9th, 2019 – 5:00 p.m., 472 Water Street**

Present: Mark Everton, Erin Coburn, Paul Thyssen, Taj Tashombe, Chris Wittler, Beth VanClute, Dana Bushouse, Jonathan Fong, Michael Bernstein, Greg Pasquali, Sam Nassif

Absent: Chris Pastena, Sara May, Peter Gertler

Staff: Savlan Hauser

Guests: Chris Curtis (Bloc 15 Group), Akeem Smith (Storyline Church)

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order	The Board of Directors meeting was called to order at 5:00 p.m.	
2. Public comment and announcements	<p>Mark reported back on a community meeting regarding Union Point Park, focusing on environmental and BCDC concerns related to the homeless dwelling in RVs and vehicles and dumping into the bay.</p> <p>Chris Curtis of Bloc 15 Group spoke to request support from the Jack London Improvement District for special events and periodic street closures to accommodate special events on 2nd between Harrison and Alice Streets. The Board discussed special events and block parties as a component of economic development and business support for the District, with the potential to include and promote Jack London Businesses. Savlan noted that the Board will discuss and review special project priorities in January 2020.</p>	
3. Executive Update a. Cleaning and Safety b. Underpass updates c. Crime/NCPC Update	<p>Savlan presented the Executive Update:</p> <p>a. Monthly and Year-to-date Ambassador cleaning statistics were discussed, and statistics were highlighted that relate to cleaning and mitigating the hazard mitigation and work associated with encampments—including steam pressure washing, outreach contacts, service provider contacts. As LavaMae’s service at 5th and Webster has concluded, it was suggested that a representative be invited to an upcoming Board Meeting to report back on lessons learned. It was requested that 2017, 2018, and 2019 year-end statistics reports be included in January’s meeting packet.</p> <p>b. The underpass improvement work this month focused on a joint advocacy statement with Chinatown and Old Oakland stakeholders encouraging the City to reach a plan for the re-use of 5 publicly owned city blocks at the Gateway to Broadway and Washington.</p> <p>c. NCPC is on hiatus until January.</p> <p>See the agenda packet for the Executive Update and accompanying slideshow at www.jacklondonoakland.org.</p>	
4. Executive Update a. Approve Financial Reports <i>Action Item</i> b. Approve Draft 2020 Budget <i>Action Item</i>	<p>a. Financial reports from October and November were reviewed and approved, with typo in title of November’s BvA report to be corrected.</p> <p>b. Mark presented an overview of each category and any significant budget differences between 2019 and 2020 expenditures. Addendum to motion: Draft operating budget to be adopted through February 15th 2020 and special project detail allocation to be discussed at January’s Board Meeting. It was noted that commercial vacancies are a business concern and economic development priorities should address this challenge. It was requested that a broad range of staff-recommended potential projects be brought forward for discussion.</p>	<p>a. Paul motioned to approve the financial statements and Taj seconded. Motion passed unanimously.</p> <p>B. Sam motioned to approve the 2020 Budget and Beth seconded. Motion passed unanimously.</p>

5. Approval of Minutes– October, November 2019. <i>Action Item</i>	The Board reviewed the June and July meeting minutes. No changes to the minutes were proposed.	a. Greg motioned to approve the minutes as presented and Sam seconded. Motion passed unanimously.
6. Adjourn	The meeting was adjourned at 6:00 pm. Next Board meeting will be held Monday, September 9 th , 2020 at 5:00 PM at 472 Water St.	

Discussions held and decisions made by the Board of Directors.

2018 Elected Board Members

2018-2019	Sara	Erin	Sam	Vivian	Mark	Paul	Peter	Chris P.	Taj	Greg	Jenni
Jan	x	x	x	x	x	x	x	x	-	x	x
Feb	x	x	x	x	x	x	-	x	x	x	Retired
Mar	x	x	x	x	x	x	x	x	x	x	
April	x	x	-	x	x	-	-	-	x	x	
May	x	x	x	x	x	x	x	x	-	-	
June	x	x	-	x	x	x	-	x	x	x	
July	x	x	x	x	x	x	-	x	-	x	
Aug	-	x	-	x	x	x	x	-	x	-	
Sept											
Oct	x	x	x	x	x	x		x	x	x	
Nov	x	x		x	x	x		x	x	x	
Dec		x	x		x	x			x	x	

2019 Elected Board Members

2019-2020	Sara	Erin	Sam	Mark	Paul	Peter	Chris P.	Taj	Greg	Beth	Jonathan	Dana	Michael	Chris W.
Dec		X	X	X	X			X	X	X	X	X	X	X
Jan														
Feb														
Mar														
April														
May														
June														
July														
Aug														
Sept														
Oct														
Nov														