



**Jack London Improvement District - Meeting of the Board of Directors on July 3rd, 2017  
333 Broadway - Public Meeting Agenda 4:00PM**

- |  |                        |      |
|--|------------------------|------|
| 1. <b>Call to order and introductions</b>  |                        | 4:00 |
| 2. <b>Public comment and announcements</b>   |                        | 4:05 |
| 3. <b>Executive Update - Executive Director</b>  |                        | 4:10 |
| 4. <b>Clean Safe Streets Update</b>  |                        | 4:15 |
| a. <i>Year-To-Date Statistics</i>  | <b>Discussion Item</b> |      |
| 5. <b>Economic Development Update</b>  |                        | 4:20 |
| a. <i>Staff recommends to allocate \$2,800 of funds initially budgeted for Wayfinding to Rapid Deployment Wayfinding efforts. Staff was able to reduce expenditures in two categories: Wayfinding design (through in-house production support) and All Terrain Litter Vehicle purchase (through research and purchase of surplus equipment.)</i>   | <b>Action Item</b>     |      |
| b. <i>The potentially transformative impact of the Ballpark at Howard Terminal in terms of economic activity and infrastructure improvement has been a core point of discussion at numerous meetings with District merchants and property owners, and community stakeholders. Staff recommends a Task force to be formed to a) Engage business community and District Stakeholders for input about the potential location of the A's Ballpark in Jack London, and b) Advocate on behalf of the District and join the citywide discussion based on that input. Task force to report back to Board at November 2017 meeting.</i> | <b>Action Item</b>     |      |
| 6. <b>Financial Review</b>   |                        | 4:30 |
| a. <i>Recommend that the District implement an assessment increase of 5% for 2018 as outlined by the Management District Plan. The District has experienced continued increase of expenses including rent and labor. The increase is needed to continue to maintain a consistent level of service given growing demand.</i>  | <b>Action Item</b>     |      |
| b. <i>Review of Financial Report</i>   | <b>Discussion Item</b> |      |
| 7. <b>Governance Update</b>  |                        | 4:45 |
| a. <i>Invitation for interested candidates to apply for Board Membership. More information at <a href="http://www.jacklondonoakland.org/directorapplication">www.jacklondonoakland.org/directorapplication</a>, or email <a href="mailto:info@jacklondonoakland.org">info@jacklondonoakland.org</a></i>  |                        |      |
| 8. <b>"Thanks for Attending Gift"</b> - Token of appreciation for community members here for this Meeting  |                        | 4:50 |
| 9. <b>Approval of minutes of May 8<sup>th</sup>, 2017 – Secretary</b>  | <b>Action Item</b>     | 4:55 |
| 10. <b>Adjourn.</b>  |                        | 5:00 |
| a. <i>Next regular meeting: September 11th, 2017, 4:00 pm</i>  |                        |      |

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 posts agendas with the City of Oakland. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District 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.



## Executive Update, July 2017

Here are the main highlights and projects we're working on in these months:

### District Projects:

- **Broadway gets a Pop-up Protected Bike Lane Demonstration on July 22<sup>nd</sup>**, in time for PedalFest at Jack London Square! We're working with Bike East Bay to improve, beautify and make Broadway more welcoming through a protected temporary bike lane to be tested by the community, and will serve to inform OakDOT as they plan for repaving Broadway. We hope this will lead to a speedy implementation of streetscape improvements, [learning from Telegraph in Uptown](#) where pedestrian and bike safety improved drastically (and retail sales increased 9%)!
- **Broadway Street Tree Light Pilot:** The 11 Trees on Broadway are decorated with LED outdoor string lights powered by rechargeable batteries. Staff has implemented a maintenance and recharge protocol. Despite 4 tree light systems vandalized (and replaced) so far, the systems have been complimented by passers-by, and decorate the medians. We'll check in at the end of the year to determine success.
- **As part of our ongoing work to activate and bring art to the District, the Museum of Capitalism is open this summer through August 20<sup>th</sup>.** Through multimedia exhibits created by a diverse network of over 80 artists, as well ordinary citizens and a variety of ongoing events, the museum explores the historical phenomenon of capitalism and its intersections with themes like race, class, and environment in the United States. An enormous thank you to Jack London Square for hosting.
- **Bringing Wayfinding to Jack London:** Signage project kicked off this spring. Thanks to stakeholder input and workshop on 6/20, coming down the home stretch on signage design and placement in the District. Come by 333 Broadway to see and give feedback on mockups and maps.
- **Rapid-deployment Wayfinding** has been added to our roster to reveal the many themes of the neighborhood and compliment the formal wayfinding system. We are working on high-visibility, low cost, creative ways to encourage exploration of art, beer, wine, coffee and more in the District.
- **Monthly Neighborhood Crime Prevention Council:** residents and businesses gathered in May and June to address safety challenges—focusing on growing encampments that block safe pedestrian passage at the underpasses. Lynette McElhaney joined for a separate meeting on 6/8 focusing on the Encampment Crisis. This group has also been working on prevention of auto break-ins. Look for new and improved "Curb Theft" signs posted at parking areas throughout District. **Want one at your building? Email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org).**
- **Monthly Retail/Merchant's meeting on June 13<sup>th</sup>:** New businesses, vacancies, challenges were discussed. Many of the brokers and representatives of current vacant property in the District attended and spoke with local retailers about the commercial vibe in Jack London, attracting complimentary tenants, and longer-range changes coming to Jack London. We discussed the location of the Ballpark, which could be transformational for economic activity and infrastructure improvement of the District.

### District Event Highlights

- **PEDALFEST July 22<sup>nd</sup>, 2017:** Bike East Bay's Pedalfest at Jack London Square is a free celebration of bikes, cycling, food and family!
- **Free Waterfront Flicks at Jack London Square:** July 6<sup>th</sup>, July 20<sup>th</sup>, August 3<sup>rd</sup> and August 17<sup>th</sup>.
- **Jack London Gears up for National Night Out:** August 1<sup>st</sup> on 2<sup>nd</sup> and Madison. All are invited and businesses are invited to promote through raffle prizes, samples. Want to join a dynamite volunteer team to make a fun, safe, inclusive neighborhood party? Email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)

### Construction Updates

- 4<sup>th</sup> and Madison- 330 Homes in two buildings on North and South sides of 4<sup>th</sup> Street/Planned completion date Q2 2018 (south)/Q2 2019(north). Construction contact: [JLS4thAndMadison@gmail.com](mailto:JLS4thAndMadison@gmail.com)
- "Mirador" at 201 Broadway- 48 Homes and 4,000sqft retail/ Planned completion date Q3 2018
- "Modera" at 377 2<sup>nd</sup> Street- 134 Homes / Broke ground Q2 2017, planned completion Q2 2018

There's no better place to enjoy long sunny days of the season than Oakland's waterfront. We invite you to [\(re\)discover our great businesses](#)—and exciting [collaborative events](#) in the District.

-Savlan Hauser, Executive Director



# JACK LONDON CLEAN AND SAFE

STATISTICS

## JULY 2017 REPORT YTD

### Jack London's Ambassadors have been hard at work

Comments? Contact us at:  
[info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)



**38,453 lbs**

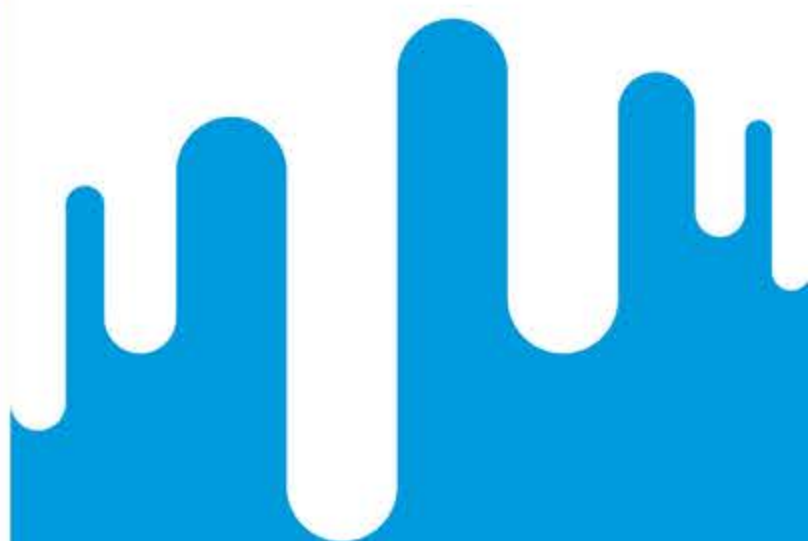
of trash and debris  
removed from the  
Public Right-Of-Way

**1056**

Graffiti sites  
addressed

**996**

Blocks of weed  
abatement



**657**

Illegal Dumping  
sites have been  
cleared.

**1,913**

Stickers, Posters,  
Flyers removed  
from City Fixtures.

**985**

Individuals  
assisted by our  
Ambassadors

JLID Budget Report Year-To-Date	BUDGET				ACTUAL		
	2017 Calendar year				Period ending 6/30/17		
Revenue	Non-Port 2017	Port Share 2017	2016 Carryover	TOTALS	Actual	Remaining	
4000 Assessment Income			\$29,467.00	\$29,467.00	\$29,467.00	\$0.00	
4100 Assessment Income:Port of Oakland		\$115,361.80		\$115,361.80	\$0.00	\$115,361.80	(07/2017)
4200 Assessment Income:Non-Port	\$704,139.01			\$704,139.01	\$661,682.87	\$42,456.14	
4250 Prior Year Assessment Adjustments				\$0.00		\$0.00	
9100 Bank Interest				\$0.00	\$359.12	-\$359.12	
4300 Grants/Contributions				\$195,000.00	\$195,000.00	\$0.00	EHT GRANT
<b>Total Cash Available</b>	<b>\$704,139.01</b>	<b>\$115,361.80</b>	<b>\$29,467.00</b>	<b>\$1,043,967.81</b>	<b>\$886,508.99</b>	<b>\$157,458.82</b>	
<b>Expenditures</b>							
<b>7000 MBSSI Maint., Beautification, Safety, etc.</b>							
7100 Ambassador Services (Block By Block)	\$326,309.69	\$115,361.80		\$441,671.49	\$234,394.92	\$207,276.57	
7200 Services on Tidelands Trust Lands	\$21,000.00			\$21,000.00	\$0.00	\$21,000.00	
7400 Maintenance Operations	\$1,554.96		\$12,000.00	\$13,554.96	\$9,122.55	\$4,432.41	
<b>Total 7000 MBSSI Maint., Beautification, Safety</b>	<b>\$348,864.65</b>	<b>\$115,361.80</b>	<b>\$12,000.00</b>	<b>\$476,226.45</b>	<b>\$243,517.47</b>	<b>\$232,708.98</b>	
<b>7700 MED Marketing &amp; Economic Development</b>							
7710 District Management (1 FTE)	\$94,594.00			\$94,594.00	\$30,951.44	\$63,642.56	
7750 Marketing Operations	\$8,000.00			\$8,000.00	\$3,942.42	\$4,057.58	
7800 Special Projects	\$26,000.00		\$15,912.04	\$41,912.04	\$31,663.08	\$10,248.96	
7810 Core Exhibition				\$105,000.00	\$67,084.75	\$37,915.25	EHT GRANT
7820 Video and Documentation				\$25,000.00	\$25,532.65	-\$532.65	EHT GRANT
7830 Curatorial Dev Funds				\$5,000.00	\$5,750.00	-\$750.00	EHT GRANT
7840 Living Artists Stipend				\$15,000.00	\$11,339.82	\$3,660.18	EHT GRANT
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$128,594.00</b>	<b>\$0.00</b>	<b>\$15,912.04</b>	<b>\$294,506.04</b>	<b>\$141,370.30</b>	<b>\$153,135.74</b>	
<b>8000 AGCR Admin &amp; Govt/Comm Relations</b>							
8010 District Management (1 FTE)	\$94,594.00			\$94,594.00	\$56,538.33	\$38,055.67	
8050 Training & Professional Development	\$4,500.00			\$4,500.00	\$34.47	\$4,465.53	
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$1,380.60	\$1,119.40	
8130 Computer Service & Support	\$500.00			\$500.00	\$175.00	\$325.00	
8150 Consulting & Legal Expenses	\$3,000.00			\$3,000.00	\$0.00	\$3,000.00	
8200 Fees & Permits	\$500.00			\$500.00	\$37.00	\$463.00	
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00	
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$3,225.00	-\$325.00	
8450 Special Projects	\$500.00			\$500.00	\$12.00	\$488.00	
8510 Office Rent	\$34,250.00			\$34,250.00	\$19,500.00	\$14,750.00	
8520 Office Improvements	\$2,500.00			\$2,500.00	\$338.85	\$2,161.15	
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$144.76	\$1,255.24	
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$912.78	-\$412.78	
8545 Local Transportation	\$1,000.00			\$1,000.00	\$0.00	\$1,000.00	
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$756.71	\$443.29	
8560 Supplies	\$1,700.00			\$1,700.00	\$425.07	\$1,274.93	
8570 Telephone & Telecommunications	\$3,000.00			\$3,000.00	\$1,098.03	\$1,901.97	
8580 Utilities	\$4,320.00			\$4,320.00	\$2,016.80	\$2,303.20	
<b>Total 8000 AGCR Admin &amp; Govt/Comm Relations</b>	<b>\$159,539.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$159,539.00</b>	<b>\$91,515.05</b>	<b>\$68,023.95</b>	
<b>8610 Collection Fees</b>							
8630 Alameda County fees (1.7%)	\$10,764.00			\$10,764.00	\$10,617.06	\$146.94	
8640 City of Oakland fees (1% except Port)	\$7,043.00			\$7,043.00	\$450.00	\$6,593.00	
<b>Total 8600 CFC Collection Fees</b>	<b>\$17,807.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$17,807.00</b>	<b>\$11,067.06</b>	<b>\$6,739.94</b>	
<b>Total</b>				<b>\$948,078.49</b>	<b>\$487,469.88</b>		
<b>Contingency (5% of 2017 Assessment Income)</b>				<b>\$52,198.39</b>			
<b>Projected Year-End Budget Variance</b>				<b>\$43,690.93</b>			

**Jack London Improvement District - Meeting of the Board of Directors  
May 8<sup>th</sup>, 2017 – 4:00 p.m., Jack London Headquarters – 333 Broadway**

**Present:** Bill Stotler, Sara May, Saied Karamooz, Jenni Koidal, Erin Coburn, Sam Nassif, Peter Gertler, Vivian Kahn

**Absent:** Michael Carilli, Paul Thyssen

**Staff:** Savlan Hauser, Courtney Rosiek

**Guests:** Pam Kershaw, Irene Ung, Aynav Mor, Megan Macaluso, Chris Curtis, Sean Buran, Jenny Gant Pham, Alex Marqusee, Chris Carroll

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

<b>SUBJECT</b>	<b>DISCUSSION</b>	<b>ACTION?</b>
<b>1. Call to order and introductions</b>	The meeting was called to order at 4:03 p.m.	
<b>2. Public comment and announcements</b>	None	
<b>3. Jack London Hub for Bay Day 2017</b>	Megan Macaluso of Save the Bay presented on Jack London being a regional hub for the 2 <sup>nd</sup> Annual Bay Day. Facebook was lead sponsor in their inaugural year, this year is expected to exceed last year's participation. Bay Day will be the 1 <sup>st</sup> Saturday in October. The District will be continuing conversations with Save the Bay on regional hub programming and connecting businesses and stakeholders for maximum exposure.	
<b>4. Executive update</b>	<p>Savlan presented the highlights of the Executive Update to the Board, including the approval of the Port Share Plan with follow-up questions about the growing number of encampments at critical entries to the district. Savlan outlined the physical assistance we provide as well as our advocacy approach with the City, County, and relevant agencies.</p> <p>Savlan reported that she would be presenting to the Port Board of Commissioners at an upcoming meeting to describe the District's current advocacy work with City and County in response to the encampment crisis.</p> <p>Vivian brought attention to the issue of illegal dumping at encampment sites, and cited need for City respond to the current health and safety crisis.</p> <p>Alex Marqusee, Legislative Analyst for Councilmember Lynette Gibson McElhaney, spoke to the current status of the Compassionate Communities model implemented over the last few months. The Schaaf Administration proposed allocating 250k towards this model in the next fiscal year. Councilmember McElhaney advocates for additional funds for desired positive impact, and encourages anyone interested in this issue to attend the City budget meetings May 16<sup>th</sup> and May 30<sup>th</sup> to voice their concern.</p>	
<b>Ambassador Update</b>	<p>Savlan presented the Ambassador Update and statistics April 2017 YTD.</p> <p>Vivian noted an uptick in litter after major events and suggested reallocating Ambassador resources with the events. It was suggested the District should be leveraging services provided by the Excess Litter Fee.</p>	
<b>5. Economic Development Update</b>	<p>a. Sean Buran of CIM Group gave an update on recent progress at the Square. At 255 2<sup>nd</sup> Street, the tenant eSports Arena will be moving in; and Sean answered questions regarding use patterns and management. The residential projects are slated to initiate after building permit issuance. CIM Group also presented preliminary designs and renderings of the hotel on parcel F3. The comments received previously helped in achieving overall design of the residential projects and CIM Group would like to continue to work</p>	

