



Jack London Improvement District - Meeting of the Board of Directors

March 9, 2015 – 9:00 a.m. Jack London Headquarters – 333 Broadway

Agenda

1. Call to order and introductions- Bill 9:05
2. Public comment and announcements- Bill 9:10
3. Approval of minutes- Sara 9:15
 - a. Board Meeting: February 9, 2015 (Attached) **Action Item**
4. Executive Update (Attached) - Bill & Savlan 9:20
 - a. *Should a task force be formed to investigate feasibility and benefit of fiberoptic infrastructure in Jack London District?* **Action Item**
5. Financial Review- Barry & Savlan 9:25
7. Land Use and Transportation Committee update- Vivian 9:30
 - a. *Proposed Project, Carmel Partners, 200 4th Street—What aspects of the early phase project should be championed by the Jack London Improvement District to ensure development that contributes to economic vibrancy and quality-of-life? (Introduction, Greg Pasquali, Carmel Partners)* **Discussion**Next committee meeting: March 26, 4:00 p.m.
8. Marketing and Economic Development Committee update - Paul 9:40
 - a. *Website “Spotlights” will feature Architectural Landmarks, as well as individual Maritime Constituents, Residents, Business Owners, Jack London Staff, and Food-makers, and will rotate on a schedule. What would you like to write a story about?* **Discussion**
 - b. *Is it possible for the right pop-up to co-occupy our office at 333 Broadway? Authorize Marketing Committee to review/approve applications for in-house popups* **Action Item**
 - c. *Competitive bids for fabrication/installation of signage at office have been received. Should Marketing Committee be authorized to approve a signage expenditure of \$5-17,000?* **Action Item**Next committee meeting: March 19, 8:00 a.m.
9. Maintenance and Beautification Committee update- Sara 9:50
 - a. *Train Quiet Zone Phase 1 might be swifter and more economical than previously estimated. Do we wrap up fundraising efforts early—or proceed to our goal and allow the funds to stretch towards the Train Quiet Zone project further than we thought possible?* **Action Item**Next committee meeting: March 18, 4:00 p.m.
10. Next regular meeting: April 13, 2015, 4:00 pm 9:59
11. Adjournment 10:00

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. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. 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 at jlid.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at info@jlid.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

Jack London Improvement District – 333 Broadway, Oakland, CA 94607



**Jack London Improvement District - Meeting of the Board of Directors
Minutes of Monday, February 9, 2015 – 4:00 p.m.
Jack London Headquarters – 333 Broadway**

Present: Bill Stotler, Sara May, Vivian Kahn, Barry Pilger, Paul Thyssen, Meredith Melville, Tommy Mierzwinski, Peter Gertler
Absent: Michael Carilli, Sam Nassif
Staff: Savlan Hauser, Fiona Simms, Carlos Paz-Rivera
Guests: Steve Snider, Saied Karamooz, Pamela Kershaw, John Betterton, Andrew Jones, David Fennell, Don Harris

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The meeting was called to order at 4:03 p.m.	
2. Public comment and announcements	None	
3. Approval of the minutes a. Regular Board Meeting: January 12, 2015	The minutes of January 12, 2015 were presented to the board for review.	Sara moved and Barry seconded the motion to approve the minutes of January 12, 2015. The motion was approved unanimously.
4. Executive Committee update	<p>Bill thanked everyone who attended last week’s Panel discussion and noted that it was a great success. He explained that at the last board meeting the committees were asked to assign point people other than chair to each of their projects. He asked that each committee complete that task if they have not already and additionally, assign a budget account and amount to each project, as well as a due date. He asked that this information be included in the committee reports at the next board meeting.</p> <p>Savlan explained that the Oakland BIDs are preparing a list of what each BID needs from the City of Oakland to be more effective, and asked for input from the board.</p> <p>Sara noted that the districts could use support from the city in contacting Caltrans and pursuing payment of their assessment. She also noted that the BIDs could use more support in seeking out grants and fundraising.</p> <p>Vivian added that the BIDs need a commitment that appropriate city staff will consult with us and provide opportunities for our review and input and ensure our ongoing participation when the city is undertaking initiatives in the area that the BID serves.</p> <p>Peter noted that the city could help to increase the visibility of the BIDs.</p>	
5. Financial Review a. January 2015	Barry presented the financial review and noted a few minor labeling changes to the document.	

Financial Report		
6. Land Use and Transportation Committee update a. Strategic Partnerships/ Collective Impact in Downtown Specific Plan & Downtown Oakland Study	Vivian reported that the City of Oakland has launched the RFP process for the Downtown Specific Plan. Savlan, Bill and Vivian attended the bidder's conference. She noted that the city has a \$1 million budget. Vivian reported that she, Bill and Savlan will be meeting with the leadership of the Uptown and Downtown districts to discuss what the role of the districts should be and how to approach the City. Bill noted that this is a good first step to creating a committee with representation from the three districts to discuss collective impact projects, which Andrew and Steve have agreed to help facilitate. Vivian also noted that the firm she consults with may be submitting a proposal, but she is not yet sure if she will be involved as a consultant.	
7. Marketing and Economic Development Update	Paul reported that the redevelopment of the website is underway. A meeting was held with the committee chairs to brainstorm content. Business cards will be ready this week. The Panel Talk raised \$234 for Train Quiet Zone, and the committee will be helping with a marketing push for the Train Quiet Zone. The committee is reaching out to local food markets to take a more proactive effort in bringing a market to the area. Savlan reported that she is in the process of getting bids from fabricators for the building signage. She also reported that she is in the final stages of scheduling a food truck serving Louisiana street food for the office parking lot. She is also expecting a proposal from the Portside Community Market. Savlan discussed the three topics remaining from the original Panel Talk series proposal which include retail, industry, and resiliency.	
8. Maintenance and Beautification Committee update	Sara reported that the committee has been focusing on the Ambassador services and the hours of operation. There has been debate about importance of visibility and what hours are most important. She noted that the committee is trying to make sure that Ambassador presences remains strong during the day when we have the largest population, and that the committee is working with the Port and Jack London Square management to better leverage the existing resources in the area. Sara reported that the Neighborhood Crime Prevention Council meetings have been reinitiated. Savlan noted that the next meeting will be called in March. Savlan reported that the City will an RFQ which included a community objectives section that Savlan helped to draft. It includes objectives regarding safety, lighting, and cleanliness. Peter and Saied updated the board on the Train Quiet Zone fundraising effort. So far they have raised approximately 20% of their goal. The community has been commenting on the project through Nextdoor. They noted that Paul is helping with marketing and that the focus is on reaching out to businesses.	
9. Next regular meeting	March 9, 2015 – 9:00 a.m.	
10. Adjournment	The meeting adjourned at 4:44 p.m.	

Executive Update:

February, albeit a short month, has brought tremendous opportunity for growth and developing partnerships.

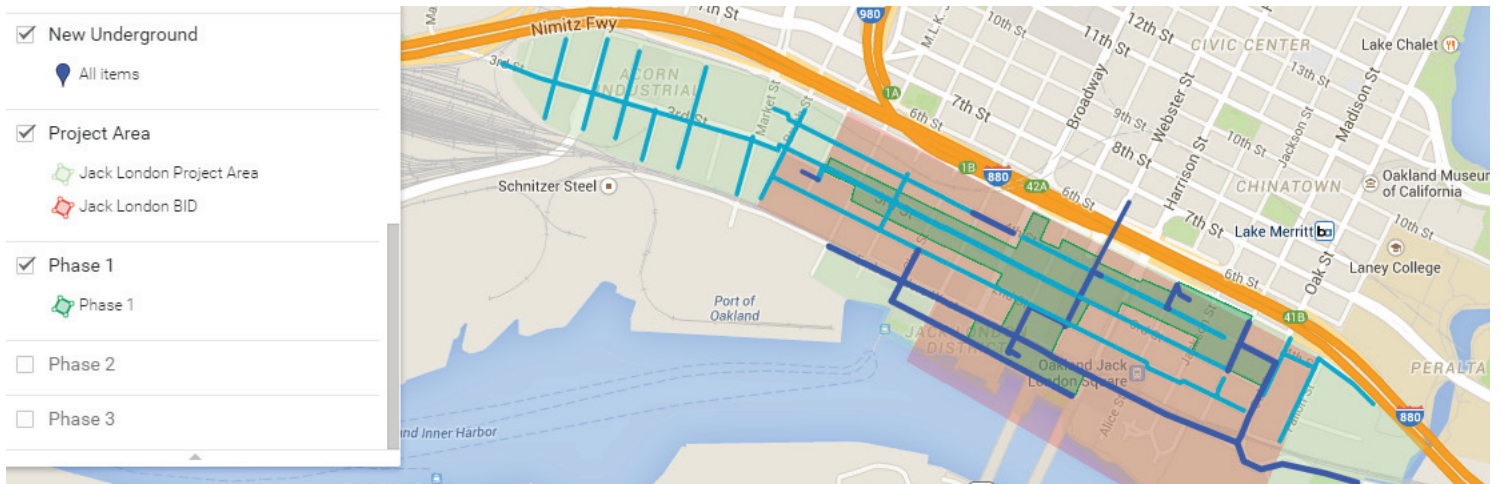
In the area of Maintenance & Beautification, we have coordinated with other district security and public safety groups. We are formalizing our re-initiated Neighborhood Crime Prevention Council and appointing its officers, in coordination with the police department. With the help of a dedicated crew of volunteers, we have continued the fund-raising efforts for the first phases of the Train Quiet Zone improvements. The improvements of the underpasses, particularly at Broadway, continue to be a priority; and as we provide the day-to-day maintenance, we advocate for long-range solutions by supporting the city's RFQ process in search of a consultant design team.

In Land Use, we are closely monitoring development projects which have the potential to positively impact the vibrancy of our neighborhood; the Brooklyn Basin open space and Bay Trail improvements to the east of our district; and we welcome a new development partner to the district-- Carmel Partners-- as they begin to conceptualize a mixed-use development at 200 4th Street, the current Cost Plus office & parking lot and invite our community to their first meeting on March 12 at the Overland.

Our Marketing & Economic Development efforts have been robust this month with leadership of our Chair Paul. A brand new, beautiful website is soon to go live, and we have been busy filling it with brand new stories about the fascinating people, places, and things right here in our neighborhood. We are working with small businesses to help them navigate the logistics and regulations, and possibly set up shop right alongside us here at 333 Broadway. We have invited stakeholders from the Oakland Museum of California, SPUR, and the local artist community to take part in building momentum around building art. We are in contact with a fiber-optic network developer as they develop plans to "light up" critical corridors of the District, and are considering ways we can support the efforts to bring a potentially valuable high-tech amenity to the District (see diagram below).


We look forward to more improvement projects which creatively and collaboratively improve the District

Savlan Hauser, Executive Director



Fiber-optic Concept/ Preliminary Proposal by Paxio

Project Dashboard - March 2015

Land Use & Transportation	Marketing & Economic Development	Maintenance & Beautification	Executive Committee
Monitor current and prospective development projects in and affecting district	Brand and Graphic Identity	Determine and ensure delivery of baseline city services	Establish plan for Board composition and new Member recruiting
Feedback for Jack London Square residential developments	Website Redux	Monitor Property Negligence	Establish "job description" for members of Board of Directors
Design Guidelines for PROW elements	Coordinate Building Art Program (Joint MED + MAB Project)	Coordinate Building Art Program (Joint MED + MAB Project)	Establish volunteer outreach plan
Master Encroachment Permit	Support Business Community	880 Underpass Improvement	Oversee revision of bylaws
Forums on economic and land development (Joint MED + LUT project)	Forums on economic and land development issues (Joint MED + LUT project)	Map and Monitor District Security Cameras	Quarterly Review of staff and Progress towards Goals
Addressing opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Addressing opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Establishment of Neighborhood Crime Prevention Council	Oversee development of Strategic Plan
	Publicize project milestones through special events and press	Removal of nonfunctional, hazardous street fixtures	
	Sponsorship/Funding	Train Quiet & Safe Zone	
	Coordinate Utility Box Art Program (Joint MED + MAB Project)	Coordinate Utility Box Art Program (Joint MED + MAB Project)	
		Monitor data collection through ambassadors	

Maintenance & Beautification

"This committee coordinates JLD contract services and actively engages District stakeholders with a goal of creating safe, clean, beautiful streets sidewalks and public spaces."

Project	Board Advisor	Staff Implementation	Budget	Deadline	Monthly Update
4	880 Underpass Improvement	<ul style="list-style-type: none"> a Ongoing workshops with stakeholders and coordination with City Administrator's office b Ongoing outreach to businesses to contribute to underpass solutions c Apply for UJI Technical Assistance Grant for Underpass Improvements d Support City's RFQ with Community Objectives-- RFP to be released Spring 2015 		<ul style="list-style-type: none"> Bimonthly In process Completed 11/14 Completed 2/3/14 	Staff generated "community objectives" for inclusion in RFP. Public Arts Advisory Committee has been presented with short-term mitigation strategies for Broadway Underpass, while RFQ for long-term improvements is soon to be released.
6	Establishment of Neighborhood Crime Prevention Council	<ul style="list-style-type: none"> a Outreach and generate interest through systematic HOA meetings b Identify and meet with appropriate OPD neighborhood officer 		<ul style="list-style-type: none"> in process 	Carlos + Savlan leading coordination with local security teams and Beat 1X Community Resources Officer. Several meetings to improve security presence and consistency have been hosted in the last month-- especially in light of increased visits to the square and late-night activity have occurred in the last month. Staff coordinating formalization of NCPC elections, etc. CORE (Neighborhood preparedness trainings TBA to be hosted 4/15)
8	Train Quiet & Safe Zone	<ul style="list-style-type: none"> c Host proactive meetings with safety-related workshops, presentations 	\$250/mtg	Quarterly, in process	
	Saled Karamooz	<ul style="list-style-type: none"> a Coordinate quiet zone study 2014 update with consultant engineer b Serve as fiduciary for funds raised via crowdsourced funding c Publicize findings to relevant agencies 		<ul style="list-style-type: none"> Feb-15 	Staff-coordinated Task Force continuing fundraising efforts as planned. Second series of collateral is created, Ambassadors are assisting in distribution. In addition to the indiegogo campaign, a fundraising event (2-3 week timeframe) and auction of locally donated goods and services is being coordinated. Should original goals be met even if phase 1 becomes less costly to complete than anticipated?
	Peter Gertler			In process	
					upon study completion

Land Use & Transportation

"The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London."

Project	Board Advisor	Staff Implementation	Budget	Deadline	Monthly Update
1	Monitor current and prospective development projects in and affecting district	<ul style="list-style-type: none"> a Monthly report on open application within district 		ongoing	Savlan, Vivian, and Bill collaborating with Uptown + Downtown BIDs to propose method of support for Downtown Specific Plan to present to Planning Staff and Consultant team.
	Vivian				Savlan attended 2 community meetings hosted by Signature Development regarding public space improvements at Brooklyn Basin Project
2	Feedback for Jack London Square residential developments	<ul style="list-style-type: none"> a Establish community outreach format with Ellis Partners, City of Oakland b Oversee community steering committee c Coordinate with city staff 		in progress	
	Vivian				1/1/2015 Staff supporting Carmel Partners' outreach 4/1/2015 efforts for community meeting 3/12 for 4/1/2015 prospective project at 200 4th Street.

Marketing & Economic Development

"Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships."

Project	Board Advisor	Staff Implementation	Budget	Deadline	Monthly Update
1 Brand and Graphic Identity					
Paul		Review proposals and select graphic designer		Completed 07/14	Four competitive Bids have been coordinated, received and are under consideration by committee.
a		Coordinate creation of graphic identity for all visual material	\$5,500.00	Completed 11/14	
c		Coordinate design, fabrication for Signage for 333 Broadway (awning + marquee)	\$10,000.00	01/15	
2 Website Redux					
Paul		Review proposals of web developers, select contractor for web development	\$14,000.00	Completed 11/14	Website architecture and aesthetic is substantially complete and final preparations are being made to go live. Content areas have been identified assigned to staff and volunteers. Static vs spotlight content has been differentiated, and schedules of rotation for posts on architecture, businesses, residents, chef/bartenders, Maritime uses, and workers.
b		Create information architecture		Completed 2/15	
		c Create/Curate content and manage content.		Ongoing	
3 Coordinate Building Art Program (Joint MED + MAB Project)					
Sara, Paul		Identification of potential sites, outreach, and promotion in coordination with Health through Art, SPARK Apprenticeship, Crabtree Murals, SPUR, Oakland Museum of California, and district resident artists and curators.			Staff + volunteers have brought in Stakeholders including Ben Grant of SPUR, Curation team at OakMUCA, Residents Squeak Carnwath and Glen Helfand for their participation. Meeting to be held week of 3/9 to develop framework for achieving building art district vision.
a		develop and approve curator/jury plan and concept		in progress	
b		Develop sponsorship plan		in progress	
c		Identify sites with visibility from Freeway/ BART		in progress	
d		Recruit and evaluate prospective artists for inclusion in art program		in progress	
4 Support Business Community					
Meredith		a Create welcome guide/direction for resources for new businesses		03/15	Savlan + Bill investigating feasibility of fiber infrastructure with fiberoptic development group Paxio. Is this a project to be supported by JL? Staff recommends task force be formed with guidance from infrastructure expert to further develop implementation plan and feasibility for Board review.
b		Develop rollout plan and Advocate for high-speed internet (part of Specific Plan?)		2/27	
c					
d					
5 Forums on economic and land development issues (Joint MED + LUT project)					
Vivian & Paul		Define topics of interest	\$1,500/ea	Bimonthly	Staff coordinating venue with new owner group at Ellington's commercial space for next panel discussion on Retail in J.L. Outreach to potential panelists begins 3/9
a		Outreach to panelists		in progress	
b		Generate content with community input, experts, and panelists		in progress	
c		Publicize, market, outreach		in progress	
d					
e		Document (audio and video) and archive (upload on Website and publicize)		in progress	
7 Addressing opportunity sites, buildings, prospective tenants (Joint MED + LUT project)					
		Send correspondence to all commercial property owners informing them of service and inviting participation	\$2,000	03/15	Staff outreach to new owners of commercial space at 283 4th to connect them with prospective active retail/creative tenants. Staff coordination with new owners at Ellington's commercial space to support active uses and interim popup business to activate and promote the space.
a		Create web portal to be monitored by staff, property owners and seekers to populate their own listing	\$2,000	04/15	
b		Create focused email list and host bimonthly meeting program with brokers, owners, prospective tenants		First to be held 03/15	
c		Coordinate with Port and Cushman & Wakefield Leasing		in progress	
d					
8 Publicize project milestones through special events and press					
		a Kickoff Celebration/ Steering Committee Recognition	\$5,000.00	Completed 08/14	Oakland's Marathon to pass through Jack London March 22. Savlan in promotional video welcoming visiting runners to district.
b		KTVU Press of initiation of operations		08/14	
c		Cultivate relationships with members of the press, City marketing department		In Progress	

Jack London Improvement District
YTD Cash Available Summary

Cash Available	Annual Budget	Actual	Variance	Notes
Assessment Income	\$780,793.00	\$325,387.90	\$455,405.10	
2014 Carryover	\$76,824.00	\$76,824.00		
Other Income	\$0.00	\$129.04		Bank interest
Less Contingency	\$45,727.00	\$0.00		
Total Cash Available	\$811,890.00	\$402,340.94	\$409,549.06	
Expenses	Annual Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$34,423.41	\$390,152.27	
Marketing and Economic Development	\$174,625.00	\$11,030.46	\$163,594.54	
Administration and Gov't/Community	\$195,806.32	\$25,052.03	\$170,754.29	
Collection Fees	\$16,737.00	\$5,308.56	\$11,428.44	
Total Expenses	\$811,744.00	\$75,814.46	\$735,929.54	
Cash Remaining	\$146.00	\$326,526.48		



Budget vs Actual Report- Detail

Jack London Improvement District 2015	BUDGET			ACTUAL		
				Period ending 02/28/15		
	ASSESSMENTS		2014 carryover*	TOTALS	YTD Actual	Remaining
	Non-Port	Port Share To Be Approved				
Revenue						
4000 Assessment Income			\$76,824.00		\$325,387.90	
4100 Assessment Income:Port of Oakland Assessment		\$109,891.47			\$0.00	
4200 Assessment Income:State of California Assessments	\$26,322.00				\$0.00	
4210 Assessment Income:Tax Exempt Property Owner Assessment	\$53,146.00				\$0.00	
4220 Assessment Income:Private Property Owners Assessment	\$591,433.53				\$0.00	
Total 4000 Assessment Income	\$670,901.53	\$109,891.47		\$780,793.00	\$325,387.90	\$455,405.10
4500 Other Operating Income					\$129.04	
Total Revenue	\$670,901.53	\$109,891.47	\$76,824.00	\$857,617.00	\$325,516.94	
Total Cash Available					\$402,340.94	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,180.00	\$89,891.00		\$388,071.00	\$32,339.25	\$355,731.75
7200 Services on Tidelands Trust Lands		\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Public Right of Way (Special Projects)	\$1,075.00		\$5,377.68	\$6,452.68	\$0.00	\$6,452.68
7400 Public Right of Way (Maintenance Operations)	\$10,052.00			\$10,052.00	\$2,084.16	\$7,967.84
Total 7000 MBSSI Maintenance, Beautification, etc.	\$309,307.00	\$109,891.00	\$5,377.68	\$424,575.68	\$34,423.41	\$390,152.27
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$4,308.86	\$21,544.14
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$1,436.28	\$7,181.72
7750 Marketing / Branding / Public Relations	\$50,871.00			\$50,871.00	\$2,934.89	\$47,936.11
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$2,350.43	\$86,932.57
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$11,030.46	\$163,594.54
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$10,054.02	\$50,269.98
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$3,351.34	\$16,756.66
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$120.00	\$3,950.00
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$202.44	\$2,849.56
8130 Computer Service & Support	\$2,035.00			\$2,035.00	\$60.00	\$1,975.00
8150 Consulting & Legal Expenses	\$5,087.00			\$5,087.00	\$0.00	\$5,087.00
8200 Fees & Permits	\$254.00			\$254.00	\$120.00	\$134.00
8410 Insurance (D&O)	\$616.00			\$616.00	\$600.00	\$16.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$2,787.00	\$535.00
8430 Membership Fees	\$1,750.00			\$1,750.00	\$0.00	\$1,750.00
8450 Special Projects	\$509.00		\$33,034.32	\$33,543.32	\$0.00	\$33,543.32
8510 Office Rent	\$28,500.00			\$28,500.00	\$4,500.00	\$24,000.00
8520 Office Improvements	\$13,000.00			\$13,000.00	\$970.00	\$12,030.00
8530 Office Furniture & Equipment	\$2,500.00			\$2,500.00	\$252.23	\$2,247.77
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$0.00	\$1,017.00
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$426.91	\$1,608.09
8560 Supplies	\$2,035.00			\$2,035.00	\$254.69	\$1,780.31
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$370.51	\$1,849.49
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$752.89	\$3,627.11
8590 Utilities & Rent (Offsite Expenses)	\$1,380.00			\$1,380.00	\$230.00	\$1,150.00
Total 8000 AGCR Administration & Govt/Comm Relations	\$162,772.00		\$33,034.32	\$195,806.32	\$25,052.03	\$170,754.29
8600 CFC Collection Fees & Contingency						
8610 Collection Fees	\$16,737.00			\$16,737.00	\$5,308.56	\$11,428.44
8680 Contingency Allowance for Uncollected Assessments	\$45,727.00			\$45,727.00	\$0.00	\$45,727.00
Total 8600 CFC Collection Fees & Contingency	\$62,464.00			\$62,464.00	\$5,308.56	\$57,155.44
Total Expenditures	\$670,756.00	\$109,891.00	\$76,824.00	\$857,471.00	\$75,814.46	
Cash On Hand					\$326,526.48	

*Carryover funds to be spent first.