

**Jack London Improvement District - Meeting of the Board of Directors Agenda**  
**Monday, September 29, 2014 – 4:00 p.m./ JLID Office – 333 Broadway**

1. Call to order and introductions- Bill
2. Public comment and announcements- Bill
3. Approval of minutes- Sara
  - a. Board Meeting: September 8, 2014 (Attached) **Action Item**
4. Executive Committee update- Bill
  - a. Discussion: Consideration and approval of staff recommendation for JLID Board of Directors Nomination and Election procedure **Action Item**
  - b. Election of Treasurer, Barry Pilger **Action Item**
  - c. Review of adopted Committee Statements  
*Maintenance & Beautification: This committee guides coordination of JLID's contracted services and actively engages district stakeholders with the goal of creating safe, clean, beautiful streets, sidewalks, and public spaces.*  
  
*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.*  
  
*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.*
5. Budget Update (Budget vs Actual Report Attached) – Savlan
6. Land Use and Transportation Committee update- Vivian and Michael
  - a. Decision to be fiscal sponsor of crowd-sourced fundraising campaign for Train Safe and Quiet Zone study **Action Item**
7. Marketing and Economic Development Committee update - Paul
  - a. Update on Branding/Identity Package
8. Maintenance and Beautification Committee update - Sara
9. Next regular meeting: Monday, October 13, 2014, 4:00 pm
10. Adjournment

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 through [jlid.org](http://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](mailto: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 Association Board of Directors Meeting  
Minutes of Monday, August 11, 2014 – 4:00 p.m.  
JLID Office – 333 Broadway**

**Present:** Bill Stotler, Sara May, Michael Carilli, Vivian Kahn, Barry Pilger, Paul Thyssen

**Absent:** Gary Knecht

**Staff:** Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant, Carlos Paz-Rivera/Block by Block Operations Manager

**Guests:** David Fennell/Media Bay Ventures, CK Kuebel

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

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order and introductions</b>	The meeting was called to order at 4:04 p.m.	
<b>2. Public comment and announcements</b>	Carlos announced that the Ambassador team will soon be painting the green light poles and news racks in the district, in accordance with City of Oakland regulations. Bill announced that Gary Knecht has submitted his resignation to the board, effective August 12, 2014. In accordance with the Jack London Improvement District Bylaws, Article 5: Officers, Section 5, Bill appointed Barry Pilger the interim treasurer of the corporation. Barry accepted the appointment.	
<b>3. Approval of the minutes</b> <b>a. Board Meeting:</b> <b>July 14, 2014</b>	The minutes of July 14, 2014 were presented to the board for review.	<b>Sara moved and seconded the motion to approve the minutes of July 14, 2014. The motion was approved unanimously.</b>
<b>4. Executive Committee update</b> <b>a. Discussion of committee goals and priorities</b> <b>b. Update on hosting community gatherings, events, and temporary retail uses (pop-ups) at 333 Broadway</b> <b>c. Update on Discussion of policy/best practices for operations of JLID committees</b>	<b>a.</b> Bill outlined the need to determine how to grow committees and add members. He noted that no clarity is provided in the bylaws. Barry recommended looking to the City Council as a model for committee workings. Sara noted that committees are the most appropriate venue for public interaction and community input. It was decided that Barry will work with staff to develop a "Committee handbook". Barry noted that the bylaws should not be amended until the new protocols are tested. Savlan presented a draft of a spreadsheet outlining the goals of each committee. This document will serve to keep each committee and staff on track. Each committee will outline the necessary steps to reach each goal. Vivian recommended that staff add "make	

	<p>recommendations on committee composition and recruiting” as a goal for each committee and separate ongoing programs and finite projects tasks. Bill noted that in conjunction with this goals document, Savlan will prepare an Executive Director’s report that will be submitted to the board prior to each board meeting.</p> <p>b. Savlan is working with Sara to finalize the guidelines for retail uses at the JLID office. Our first potential retail vendor, Roast Co., supplies Lungomare, and Authentic Bagel. Once the guidelines are finalized, we will include this information on the website. Savlan noted that the Marketing and Economic Development committee has final say on all retail uses and each vendor must have an Oakland business license.</p>	
<p><b>5. Budget Task Force Update</b></p> <p><b>a. Approval of Proposed 2014 JLID Operating Budget</b></p> <p><b>b. Use Net Operating Revenue of \$35,000 (or more) to repay at least 50% of each Steering Committee loan</b></p>	<p>a. Sara gave an overview of the budget, and noted that the port assessment is tracked in a separate column. Bill noted that \$20,000 has to be refunded to the Port to compensate for the safety and maintenance services they provide in Jack London Square. He also explained that the Port approved the Port Share Plan at last the commission meeting, and noted that Port staff Pam and John both spoke on behalf of the districts and were very helpful throughout the process. There was discussion of the limitations on the Port’s assessment including regulations from the State Lands agreements and the Public Trust. It was pointed out that there is no budget category for Land Use, who will likely require funding to host community meetings and other functions. It was decided that once the committee has identified exactly what it requires funding for and how much it will need, a request can be submitted to the board.</p> <p>b. It was proposed that the Net Operating Revenue be used to partially repay the \$70,000 debt to the Steering Committee. Sara asked when it is appropriate to cut the check and it was decided that the first payment will not be made until the district has received and confirmed all assessment revenue.</p>	<p><b>Barry moved and Paul seconded the motion to approve the 2014 operating budget. The motion was approved unanimously.</b></p> <p><b>Sara moved and Paul seconded the motion to approve the allocation of the Net Operating Revenue to repay loans to the Steering Committee pending confirmation of receipt of assessment revenue. The motion was approved unanimously.</b></p>
<p><b>1. Land Use and Transportation Committee update – Vivian</b></p> <p><b>a. Update on meeting with Lynette- Savlan</b></p>	<p>Vivian noted that the committee is meeting to talk about what we see as our role in development in the area and as a forum for planning and development community discussions. There was discussion of the</p>	

<p><b>b. Update of 880 Underpass workshop and PAAC meeting- Savlan</b></p>	<p>Ellis Partners development in Jack London Square and the postponed decision by the City Council, Savlan gave an update on the meeting with Lynette. She reported that Lynette understood that we have a role as a community engagement venue. Savlan and Bill stated the desire to engage the community during the design process, to hold Ellis accountable to the commitments they have made, and to get a building the community wants. They reported that Lynette has already partnered with the JLDA to hold community meetings prior to the September City Council decision on the general plan amendment and the proposed changes in the development plan agreement. It was noted that there is confusion around roles of the JLID and the JLDA. Bill suggested that we consider hosting a series of workshops to educate the public on the development process.</p> <p>a. Savlan reported that she attended/hosted a walkthrough and a workshop which was also attended by members of the Public Art Commission and the artist of the unfinished work in the underpass. Savlan reported that she is coordinating with Casey Farmer, Tib Tussler, and Ain Bailey on steps to be taken should community choose a solution. She also noted that there is an ongoing online survey about the underpass, and a potential investment from a stakeholder.</p> <p>How the JLID can meaningfully contribute to the effort was discussed. Several ideas were contributed including hosting design competitions and financial contributions.</p>	
<p><b>2. Marketing and Economic Development Committee update - Paul</b></p> <p><b>a. Follow-up from Kickoff Celebration</b></p> <p><b>b. Publicity Strategy Board to authorize expenditure of up to \$25,000 for marketing initiatives including website redesign and graphic identity package</b></p>	<p>a. Paul reported that the event was a success and well received. It was attended by representatives from the fire and police departments, several city council members, and mayoral candidates. He estimated approximately 100-150 attendees, but noted that we only received 45 RSVPs. He also explained that staff will be reaching out to vendors to express our appreciation, and noted that board members should feel free to express their thanks in person. He also mentioned that this is a great</p>	<p><b>Paul moved and Barry seconds the motion to approve the allocation of up to \$25,000 for marketing initiatives including website redesign and graphic identity package development. The motion was approved</b></p>

<p><b>development</b></p>	<p>learning experience and staff requested that the board send us a message with any feedback they have.</p> <p>b. Paul explained that the committee will be discussing a publicity strategy at the next meeting. He reported that 254 have people signed up through website; 42 businesses signed up on Townsquared; and we have seventy-some likes on Facebook. Paul also mentioned the newscast on KTVU which reached 171 people on Facebook. A press release was distributed in July announcing our launch, but did not make a significant impact.</p> <p>c. Paul reported that staff is reviewing design firms for graphic identity and will be bringing two candidates to the committee. Barry noted that proposals should come to the board more details and preferably a proposed contract with a specific vendor. He also proposed a rule that requires any contract in excess of a certain amount must be approved by board.</p>	<p><b>unanimously.</b></p>
<p><b>Next regular meeting</b></p>	<p>The next regular meeting is scheduled for September 8, 2014, but it was determined that the board will not meet quorum. It was decided that the meeting will be rescheduled for the end of September.</p>	
<p><b>Adjournment</b></p>	<p>The meeting adjourned at 5:27 p.m.</p>	

Minutes taken by: Fiona Simms

# Staff Recommendation

**To:** Board of Directors

**CC:** Staff

**From:** Savlan Hauser

**Date:** 9/24/14

**Re:** Nomination and Election Protocol for new Board Members

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Staff recommends establishing the following protocol for nomination and election of new Board Members:

The opportunity to serve on the Board of Directors will be publically noticed through email, on the website and communicated to all stakeholders via postcard. Stakeholders will be invited to nominate one candidate each and submit the name and a brief summary of qualifications of the candidate to [info@jlid.org](mailto:info@jlid.org), or in writing to the JLID Office. Postcards will be sent on October 15<sup>th</sup>. Nominations will be accepted during a 14 day period beginning October 17<sup>th</sup> and ending October 31<sup>st</sup>. Candidates will be evaluated based on the following qualifications:

- Demonstrated interest
- Prior involvement with JLID and its committees and/or task forces
- Areas of expertise
- Stated commitment to join a JLID committee; Land Use and Transportation, Marketing and Economic Development, or Maintenance and Beautification

The Executive Committee will serve as the task force to vet and present candidates for election by the Board of Directors.

At the Annual Meeting on November 10<sup>th</sup>, the Board will vote to elect up to 3 new Directors from the nominated candidates.

New Board members will be expected to read and acknowledge receipt of the JLID Management Plan and Bylaws, and “Open and Public” guide to transparency and the Ralph M. Brown Act (published by the League of Cities).

Jack London Improvement District Year-To-Date Cash Summary January 1st - September 29th, 2014

		YTD Budget	Actual	Annual	Notes
Cash Available		\$767,426	\$733,364		
Assessment Income		\$767,426	\$732,864		
Less Ccollection Fees & Contingency		\$61,394	\$17,114		
Total		\$706,032	\$716,250		
Expenses					
	Maintenance and Beautification	\$412,658	\$176,895		
	Marketing and Economic Development	\$119,502	\$15,299		
	Administration and Gov't/Community	\$112,875	\$53,506		
Total Expenses		\$645,035	\$245,700		
Cash Remaining		\$122,391	\$487,664		

Unallocated Carry Forward					

**Jack London Improvement District**  
**Budget vs. Actuals: JLID Operating Budget**  
 January 2014 - September 29 2014

	Total		
	Actual	Budget	Remaining
<b>Revenue</b>			
4000 Assessment Income			0.00
4100 Port of Oakland Assessment	108,644.84	108,645.00	0.16
4200 State of California Assessments		26,322.00	26,322.00
4210 Tax Exempt Property Owner Assessment	39,313.27	53,146.00	13,832.73
4220 Private Property Owners Assessment	584,905.97	579,313.00	-5,592.97
<b>Total 4000 Assessment Income</b>	<b>\$ 732,864.08</b>	<b>\$ 767,426.00</b>	<b>\$ 34,561.92</b>
4500 Other Operating Income			0.00
4510 Program Income	500.00		-500.00
<b>Total 4500 Other Operating Income</b>	<b>\$ 500.00</b>	<b>\$ 0.00</b>	<b>-\$ 500.00</b>
<b>Total Revenue</b>	<b>\$ 733,364.08</b>	<b>\$ 767,426.00</b>	<b>\$ 34,061.92</b>
<b>Gross Profit</b>	<b>\$ 733,364.08</b>	<b>\$ 767,426.00</b>	<b>\$ 34,061.92</b>
<b>Expenditures</b>			
7000 MBSSI Maintenance, Beautification, Safety & Streetscape			0.00
7100 Ambassador Services	175,108.80	379,601.00	204,492.20
7200 Services on Tidelands Trust Lands		20,000.00	20,000.00
7300 Public Right of Way (PROW)		1,057.00	1,057.00
7400 PROW Maintenance	1,786.54	12,000.00	10,213.46
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscap</b>	<b>\$ 176,895.34</b>	<b>\$ 412,658.00</b>	<b>\$ 235,762.66</b>
7700 MED Marketing & Economic Development		0.00	0.00
7710 Marketing Coordination (0.25 FTE)	13,764.41	19,502.00	5,737.59
7720 Marketing Assistance (MAA 0.15 FTE)	5,266.37	5,688.00	421.63
7750 Marketing / Branding / Public Relations	3,731.76	50,000.00	46,268.24
7800 Special Projects		50,000.00	50,000.00
<b>Total 7700 MED Marketing &amp; Economic Developmen</b>	<b>\$ 22,762.54</b>	<b>\$ 125,190.00</b>	<b>\$ 102,427.46</b>
8000 AGCR Administration & Government/Community Relations			0.00
8010 District Management (1.250 FTE)	36,026.89	45,005.00	8,978.11
8020 District Management Assisance (MMA 0.35 FTE)	9,096.49	13,273.00	4,176.51
8050 Training & Professional Development	2,763.32	4,000.00	1,236.68
8080 Annual Stakeholder Meeting	1,877.79	4,500.00	2,622.21
8110 Accounting & Taxes	1,171.18	3,000.00	1,828.82
8130 Computer Service & Support	158.91	2,000.00	1,841.09
8150 Consulting & Legal Expenses		5,000.00	5,000.00
8200 Fees & Permits	236.65	250.00	13.35
8300 Formation Loan Repayment		0.00	0.00
8410 Insurance (D&O)		605.00	605.00
8420 Insurance (General Liability & Auto)	150.00	3,265.00	3,115.00
8430 Membership Fees		1,000.00	1,000.00
8450 Miscellaneous	20.00	500.00	480.00
8510 Office rent	6,750.00	13,500.00	6,750.00
8520 Office Improvements	7,808.99	16,500.00	8,691.01
8530 Office Furniture & Equipment	840.46	5,000.00	4,159.54
8540 Postage, Shipping, Delivery	31.43	1,000.00	968.57
8550 Printing & Copying	344.59	2,000.00	1,655.41
8560 Supplies	175.07	2,000.00	1,824.93
8570 Telephone & Telecommunications	863.18	1,500.00	636.82
8580 Utilities	659.54	2,250.00	1,590.46
8590 Utilities & Rent (offsite expenses)	1,605.68	5,300.00	3,694.32
<b>Total 8000 AGCR Administration &amp; Government/Community Relation</b>	<b>\$ 70,580.17</b>	<b>\$ 131,448.00</b>	<b>\$ 60,867.83</b>
8600 Collection Fees & Contingency			0.00
8610 Collection Fees		16,450.00	16,450.00
8630 Alameda County fees (1.7%)	9,884.44		-9,884.44
8640 City of Oakland fees (1% except Port)	7,229.80		-7,229.80
<b>Total 8610 Collection Fees</b>	<b>\$ 17,114.24</b>	<b>\$ 16,450.00</b>	<b>-\$ 664.24</b>
8680 Contingency allowance for uncollected assessments		44,944.00	44,944.00
<b>Total 8600 Collection Fees &amp; Contingenc</b>	<b>\$ 17,114.24</b>	<b>\$ 61,394.00</b>	<b>\$ 44,279.76</b>
<b>Total Expenditures</b>	<b>\$ 287,352.29</b>	<b>\$ 730,690.00</b>	<b>\$ 443,337.71</b>
<b>Net Operating Revenue</b>	<b>\$ 446,011.79</b>	<b>\$ 36,736.00</b>	<b>-\$ 409,275.79</b>
<b>Other Revenue</b>			
9100 Bank Interest	547.23		-547.23
<b>Total Other Revenue</b>	<b>\$ 547.23</b>	<b>\$ 0.00</b>	<b>-\$ 547.23</b>
<b>Net Other Revenue</b>	<b>\$ 547.23</b>	<b>\$ 0.00</b>	<b>-\$ 547.23</b>
<b>Net Revenue</b>	<b>\$ 446,559.02</b>	<b>\$ 36,736.00</b>	<b>-\$409,823.02</b>



# Staff Recommendation

**To:** Board of Directors

**CC:** Staff

**From:** Savlan Hauser

**Date:** 9/24/14

**Re:** Acting as Fiscal Sponsor for special project: Fundraising Campaign of Community Interest- Train Safe and Quiet Zone Study Update

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Staff recommends that JLID act as the fiscal sponsor for a special project which entails the fundraising campaign for updating and expanding the Train Safe and Quiet Zone Study, and engagement of the consultant selected to complete the study. Staff recommends that a Task Force be created under the Land Use and Transportation Committee to coordinate with Staff to oversee this project. Staff recommends that the project follow the below Fiscal Sponsorship Protocol.

Background: Over the last 3 months, volunteer members of the Jack London community have been investigating the feasibility of implementation of a train safe and quiet zone in coordination with Staff and members of JLID. They have determined that the study originally published in 2011 must be updated for it to be relied upon as a baseline for the quiet zone infrastructure investment. The volunteers have determined that such a study will cost approximately \$15,000. Volunteers have recommended use of Indiegogo as a platform to crowdsource funds for the study. When the campaign raises funds, Indiegogo charges a 9.0% fee on the funds raised. If goal is reached, Indiegogo refunds 5.0%, for an overall fee of 4.0%. As a non-profit (Registered 501 (h)), JLID is qualified for a 25% reduction in platform fees.

## **FISCAL SPONSORSHIP PROTOCOL**

The Sponsor: The Jack London Improvement District is a nonprofit corporation, exempt from federal tax under section 501(h) of the Internal Revenue Code, as amended. It is formed for purposes that include providing special benefit services to improve the public rights of way for all who work, live, conduct business, rent property or visit Jack London.

The Project: Complete an initial feasibility study for a Train Safe & Quiet Zone.

The Protocol: A task force will be established to manage this project, will coordinate with the Executive Director and report to the Land Use and Transportation Committee. A consultant will be engaged by JLID to create this updated study and identify next steps. The Sponsor will receive tax-deductible charitable contributions to implement the train Safe and Quiet Zone, specifically for the engagement of a qualified consultant to complete the necessary study. The funds will be raised through a crowdsourcing platform. The consultant fees will not exceed the amount of funds raised (after subtracting fees and service charges levied by the crowdsourcing platform).

1. Receipt of funds: The Sponsor will receive grants, contributions and gifts to be used for the Project, and to make those funds available to the Project.
2. Request of disbursement of funds: disbursement to the project should be in writing from contractor and that disbursement can only be made upon presentation of an appropriate invoice or receipt(s).
3. Acknowledgement of charitable donations on behalf of the Project: The Sponsor agrees that all grants, charitable contributions and gifts which it receives for the Project will be reported as contributions to the Sponsor as required by law, and further agrees to acknowledge receipt of any such grant, charitable contribution or gift in writing and to furnish evidence of its status as an exempt organization under Section 501(c)(3) to the donor upon request. The Sponsor agrees to notify of any change in its tax-exempt status.
4. Protection of tax-exempt status: The task force agrees not to use funds received from the Sponsor in any way that would jeopardize the tax-exempt status of the Sponsor. The task force agrees to comply with any written request by the Sponsor that it cease activities that might jeopardize the Sponsor's tax status, and further agrees that the Sponsor's obligation to make funds available to it is suspended in the event that it fails to comply with such request. Any changes in the purpose for which grant funds are spent must be approved in writing by the Sponsor before implementation.
5. Fees: This incorporated nonprofit provides pro-bono fiscal sponsorship for the project and does not charge any fee for service or administration of grant funding or donations. However, JLID will be reimbursed for any increase in its out-of-pocket costs attributable to the performance of its fiscal sponsor services, e.g. bookkeeping consultation.
6. Financial accounting and reporting: All funds raised in support of the project will appear on the books of the Sponsor, and the Sponsor will be responsible for tracking revenue and expenses and will provide reports reflecting revenue and expenses to the Sponsor on an as-needed basis.