



Jack London Improvement District Meeting of the Board of Directors

April 10th 2024, 3:00PM In-Person – 101 Broadway

1. **Call to order and introductions** 3:00
2. **Public Comment and Announcements** 3:00
3. **Executive Update–Savlan Hauser** 3:05
 - a. Activation – Why is it important for Jack London to be Active & Welcoming?
4. **Clean & Safe Streets** *Discussion Items* 3:15
 - a. Cleaning and Safety Ambassador Program—Report Attached- *Josh Maratea*
 - b. Public Safety Strategy
 - c. Welcoming Gateways
5. **Marketing & Economic Development** *Discussion Items* 4:00
 - a. Summary of Public Events, Programs, Activations Spring/Summer/Fall 2024
6. **Financial Review** *Action Items* 4:10
 - a. Approve proposal of allowable 5% COI increase for 2024/2025 Assessment. If approved, Jack London Improvement, Jack London Improvement District will inform all District Assesseees in writing prior to recommendation of increase to the City of Oakland.
 - b. Approval of February 2023 Financial Reports
7. **Approval of Minutes** *Action Item* 4:30
 - a. February 21st 2024 Meeting
8. **Adjourn** *Action Items* 5:00

[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 April 2024

- Savlan Hauser, Executive Director



There are so many great stories to tell in the District, and now more than ever we're finding ways to amplify them. Destination-worthy events. New neighbors coming to the just-opened Arthaus Jack London at 2nd and Broadway. Other new residential buildings are nearly ready to launch, too—including Link at 412 Madison. A new arts venue has begun to develop the Union Machine Works building, and the expanded Narrative with multiple vintage vendors opened on April 1st. We look forward to inviting thousands of new visitors, engaging local businesses in new ways and inviting residents to support their local merchant community. As we continue work on public safety and service delivery, we are putting our efforts into activation and sharing the positive news.



Our participation with the downtown corridor safety project is moving forward to provide camera coverage at key gateways and hotspots. We look forward to leveraging the City's grant to better coordinate partnership in public safety.

A brand new jacklondonoakland.org website is now live, and is being embraced by the community. It boasts a new interactive map highlighting all our diverse businesses, art, and entertainment, and fantastic features in Jack London. Community members can upload events to the calendar for promotion. Our ambassador team can receive service requests, too.

We continue our focused meetings with District coordinating private security teams, residents, businesses, and OPD to support public safety. [please get in touch](#) if you would like to join the effort. For graffiti or vandalism prevention resources, [get in touch](#). [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team addresses what we can as quickly as possible—reporting drives more deployment to our District.

Upcoming Events and Meetings

- **2nd Annual Chimaek Festival** 5/18 by Dokkaebier w/local collabs, proceeds benefit Sprouts Culinary & Life Skills Training
- **Beat 1X Neighborhood Council meets Fourth Tuesdays.** Next Meeting 4/23/24 at 6:15PM Via ZOOM all welcome.

Development/ Construction Updates:

Development Under Construction:

- **412 Madison** Leasing starts soon! 157 homes, ground floor retail. <https://www.linkapartmentsfour12.com/>
- Rehabilitation at **322 Broadway @ 4th** changes course with new ownership, to be developed as boutique hotel
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway / Arthaus at Jack London:** 130 residential units now leasing!
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Development Entitled:

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Leased to Curopet Veterinary Hospital
- **County-Owned Broadway Properties:** Design/Entitlement Phase: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital



Jack London Improvement District Clean and Safe Report April 2024



The information, data, and photos contained in this report are outcomes from Ambassadors providing ongoing cleaning and safety services to the Jack London District, the business improvement district serving Oakland's urban waterfront neighborhood. The period is covered for the month of January through March, 2024. The information obtained in this report is recorded by SMART system.

The Overview

March brought a lot of rain to the district and brought with it lots of struggles. We have been able to accomplish a great deal in the month and quarter. We pulled 12,703 lbs of trash in March totally over 40,000 pounds for the quarter. Graffiti was down 16% possibly due to the rain as this typically impedes the tagging, however we still had 346 instances of graffiti removed. The rain also brought with it lots of weeds that are sprouting up in tree wells, alongside sidewalks and fences. With the rain we were not able to accomplish as much of this as we desired but moving forward this will continue to be our primary focus.

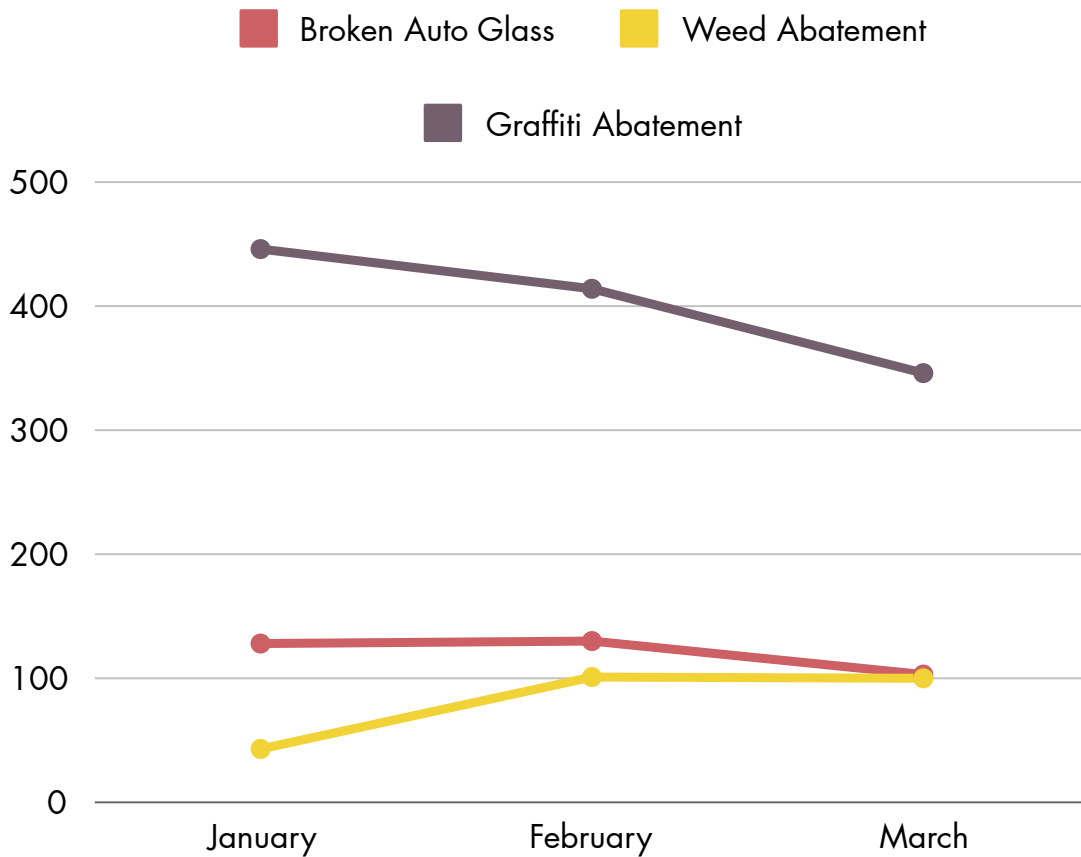
Hospitality was on par, although I would like to see this increase some as I do believe we are impacting more than the number suggests. Business contacts were up this month with the increased number of days in the month and increased hours of daylight. We were also able to offer aid to several unhoused individuals through the Mobile Crisis Response Team, including a gentleman with deeply infected finger and another unhoused with an injured leg that frequents the district.

March 2024 Statistics

Category	Number of Instances (3/1 - 3/30)	Number of Instances (2/1 - 2/29)	Difference Feb vs. March	Total Year to Date
311 Calls	2	9	-7	16
Biohazard Cleanup	243	260	+17	712
Broken Auto Glass Report	103	130	-27	361
Business Contacts	709	610	+99	1981
Escorts	0	1	-1	1
Graffiti Removal	346	414	-68	1206
Hospitality Contacts	34	57	-23	118
Illegal Dumping	25	25	0	78
Motorist Assist	0	1	-1	2
Parking Meter Cleaned	384	331	+53	1049
Power Washing (Block Faces)	8	6	+2	17
Trash (lbs)	12,703	12,135	+568	41,210
Trash Cans Cleaned	388	443	-55	1316
Weed Abatement (block faces)	100	101	-1	244

Quarterly Trends

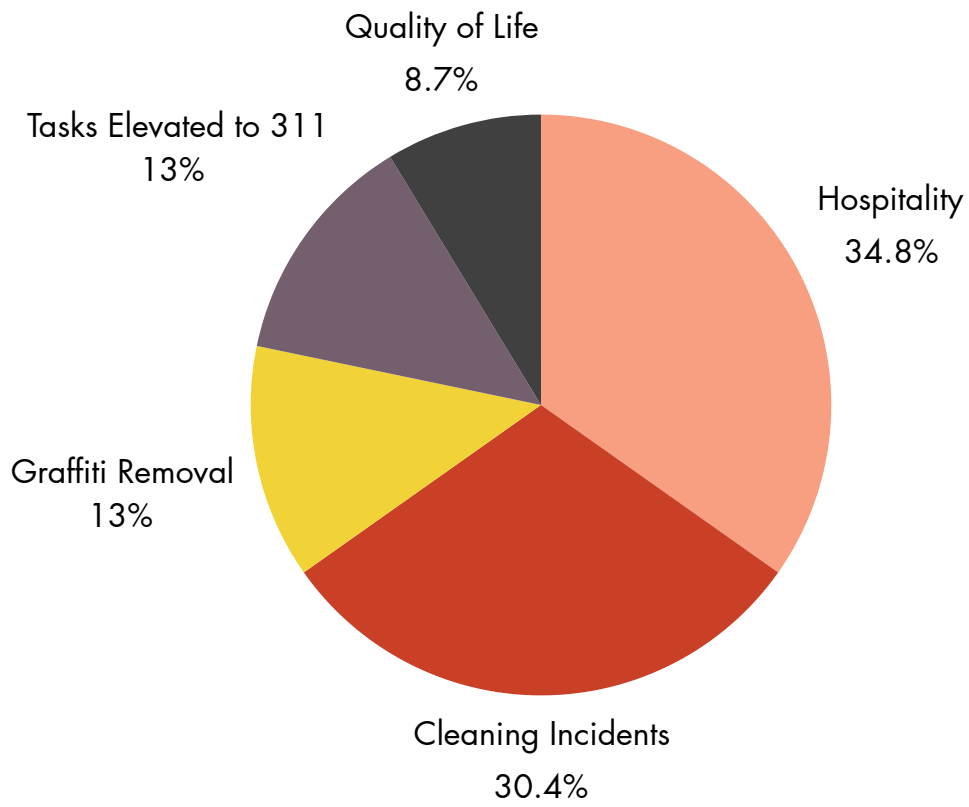
We are happy to see for the first time in a long time that Broken Auto Glass sightings are down almost 20% from February. This may also be an impact of the rain but it is a welcome sight. Graffiti and weeds were also slightly lower, however this could be attributed to the number of rainy days in the district.



Areas of Focus - Percentage of Clean Up Categories Over Time

Requests for Service

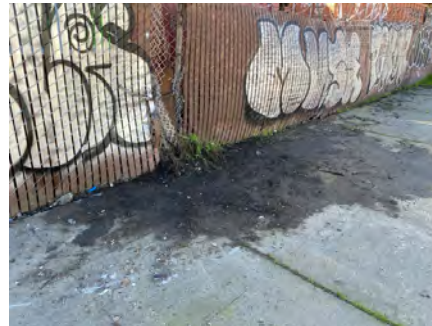
March 2024



Cleaning Highlights: Before and After



Before



After



Before



After



Before



After



Before

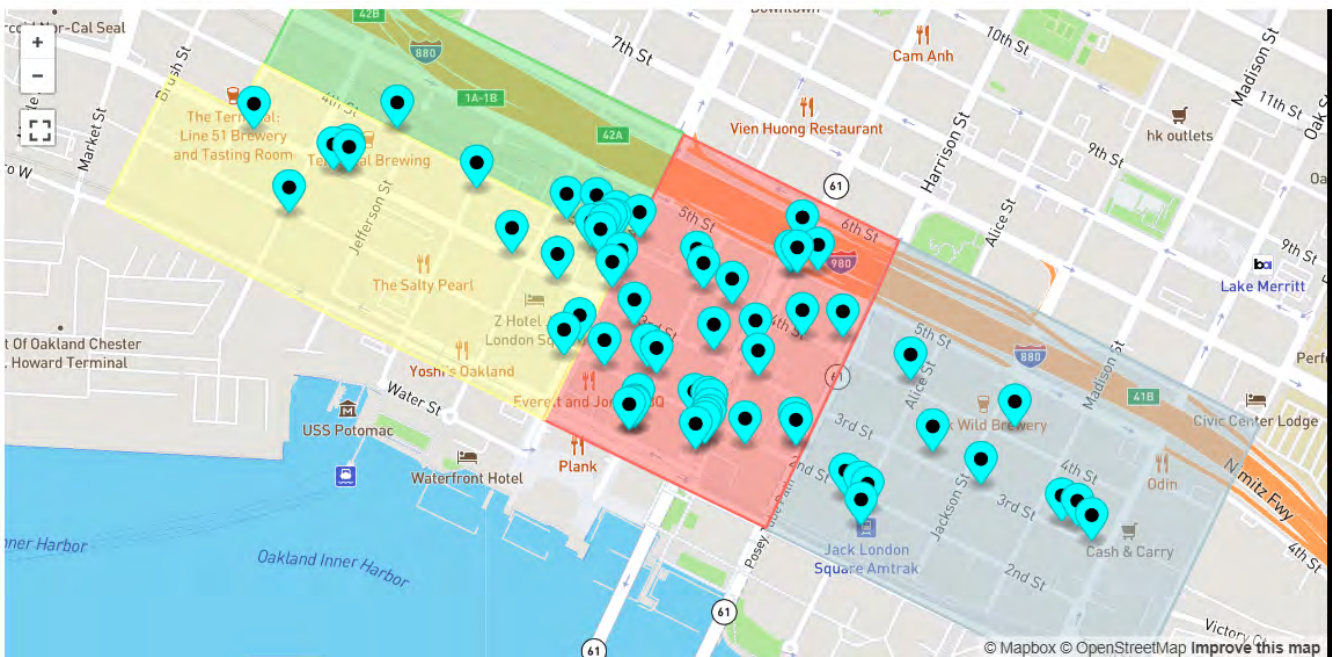
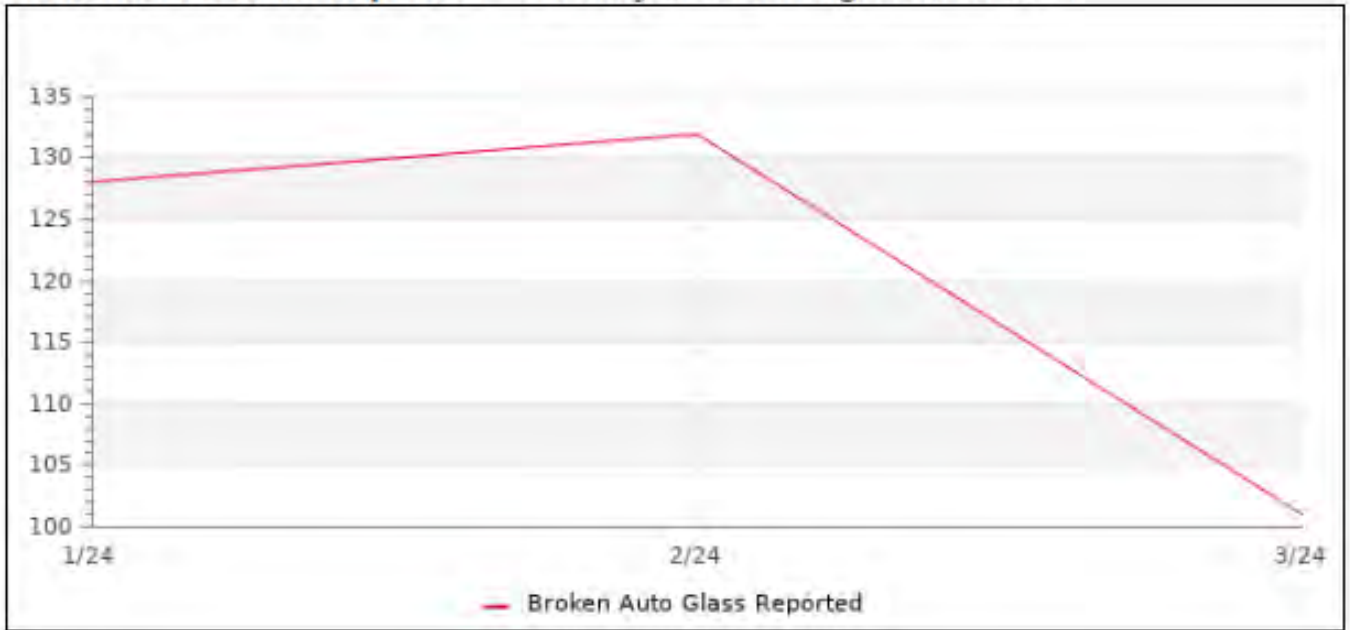


After

Heat Map/Marker Map: Broken Auto Glass

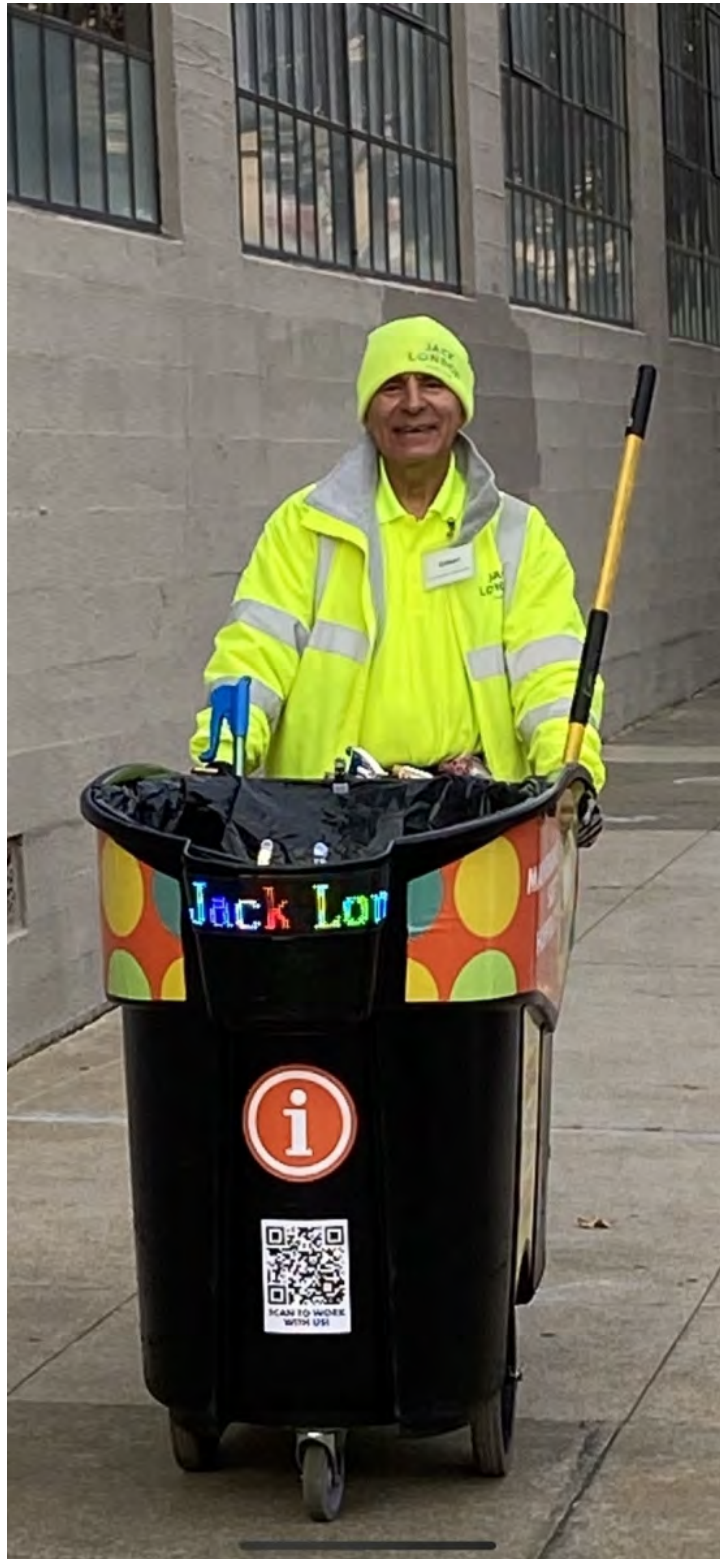
Attached is the Marker Map for the month of March. Broken Auto Glass is down approximately 20% from last month. This is great to see.

Broken Auto Glass Reported — January 2024 through March 2024



Moving Forward

Moving forward we are going to prioritize weed abatement due to the increased rain and some much needed base improvements.



Contact Details

Get in touch! Subscribe to our newsletter or [submit a service request](#) online.

Jack London Improvement District
Statement of Financial Position
As of February 29, 2024

		Total
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account		487,025.52
1105 Discretionary Spending at Bridge Bank		429.40
1110 Money Market at Bridge Bank		843,474.30
1120 Federal Credit Union CD		155,281.23
Total Bank Accounts	\$	1,486,210.45
Accounts Receivable		
1200 Accounts Receivable		191,754.47
Total Accounts Receivable	\$	191,754.47
Total Current Assets	\$	1,677,964.92
Other Assets		
1510 Security Deposits		2,000.00
Total Other Assets	\$	2,000.00
TOTAL ASSETS	\$	1,679,964.92
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 Accounts Payable		112,050.62
Total Accounts Payable	\$	112,050.62
Total Current Liabilities	\$	112,050.62
Total Liabilities	\$	112,050.62
Equity		
3100 Without Donor Restriction		647,442.27
3300 With Donor Restriction		
3310 Steam Factory		4,625.00
3320 Train Quiet Zone		5,023.84
Total 3300 With Donor Restriction	\$	9,648.84
Net Revenue		910,823.19
Total Equity	\$	1,567,914.30
TOTAL LIABILITIES AND EQUITY	\$	1,679,964.92
Cumulative Unpaid Caltrans Assessments (2014-2024)	\$	364,488.43

**Jack London Improvement District
Simplified View: Budget vs Actuals 2024**

As of February 29th, 2024

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$662,988	\$269,633
8700 Contingency allowance for uncollected assessments	-\$110,368	-\$15,470
Total Budgeted Revenue	\$552,620	\$254,163
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$89,361	\$93,224
7150 & 7200 Subtotal- Port Share	\$44,680	\$41,894
7400 Maintenance Operations	\$40,434	\$35,399
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$174,475	\$170,517
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$18,700	\$24,500
7800 Special Projects	\$16,764	\$13,083
Total 7700 MED Marketing & Economic Development	\$35,465	\$37,583
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$21,024	\$21,038
8510-8580 Office Operations	\$8,855	\$10,186
Total 8000 AGCR Administration & Government/Community Relations	\$29,879	\$31,224
Total 8600 Collection Fees	\$10,570	\$11,416
Total Expenditures	\$250,389	\$250,739
Gross Difference	\$302,231	\$3,424

Percentage Allocation by area of Work	Management Plan	2024
Maintenance & Beautification	55%	63%
Marketing & Economic Development	18%	14%
Administration & Government	19%	12%
Contingency & Collection	8%	10%
<i>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.</i>		

Jack London Improvement District - Meeting Minutes - Board of Directors

February 21, 2024 3pm, 101 Broadway

Present: Kim Cole, Michael Carili, Jonathan Fong, Jen Nettles, Greg Golisnki, John Eric Henry, Lisa Vilhauer, Ener Chiu

Absent: Peter Gertler, Greg Pasquali, Keith Stephenson

Staff: Savlan Hauser, Rachel Gregory

Guests:

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 3:11PM by Board President, Kim Cole.	-
2. Public Comments and Announcements	<ul style="list-style-type: none"> a. Welcome Greg and Lisa, your first official meeting as Board Members! b. Lisa announced official opening of Arthaus Jack London (formerly Z Hotel); opening party late March, developed by Riaz Capital c. Board Member Request: we need the network requirements for camera systems to be compatible with SafeCity Connect <ul style="list-style-type: none"> i. We need to address the inaccessibility of getting a camera system up to date so it feeds into the SafeCity network ii. We need guidelines to be able to give to business/property owners so they can get their camera systems updated at a more efficient rate iii. Multiple board members are actively looking into upgrading the camera systems at their properties and are awaiting having clear guidelines on how to build out their systems d. Oakland 68's Fans Fest this Saturday, February 24, 11am-4pm 	-
3. Executive Update and Governance	<ul style="list-style-type: none"> a. Executive Update and Governance <ul style="list-style-type: none"> i. The Power of "We": Ideas on what "WE" can work on to support the positive aspects of Jack London <ul style="list-style-type: none"> 1. How do we plan for the future? 2. John Eric has been helping out with festivals and street fairs on Valdez St and wants to bring those skills to help activate Jack London 3. Festivals/events are a big part of that - we need to remember to highlight the positivity in Oakland 4. We need to be asking our business merchants, "what can JLID do for you?" 	-
4. Clean and Safe Streets	<ul style="list-style-type: none"> a. Cleaning and safety ambassador program - report attached - Josh Maratea b. Public Safety Update - Top 2024 Priority <ul style="list-style-type: none"> i. Kim and Savlan met with a group of residents from The Ellington in response to the shooting that happened in front of their building <ul style="list-style-type: none"> 1. This was an organized, passionate group of folks who delineated 6 action items; looking for support 2. Savlan was able to share with them JLID's advocacy actions 3. Takeaway: can JLID visit each building in Jack London to inform different groups of people of our work and to help build the strength of our voice? 	-

ii. Public Safety Strategy

1. Direct Implementation

- a. Safety Ambassadors Program: Providing a safe welcoming presence 7 days a week
- b. First Responders Support: “Jack London Welcomes First Responders” program
- c. Community Engagement: facilitation of monthly Neighborhood Council meetings
- d. Merchant Support: delivered over \$50,000 in direct grants for public safety improvements like lighting, surveillance cameras, outdoor seating, and activations
- e. Provide periodic free trainings on safety, crime prevention, de-escalation for merchants and their staff

2. Partnership and Coordination

- a. JLID is the recipient of a \$500K grant from the City of Oakland to work with fellow Downtown BIDs and orgs to improve technology infrastructure, manage community ambassadors, enhance communication with OPD, and reduce redundancy. This work kicked off in February in coordination with Mayor’s office and security consultants.
- b. Campaigns and coordinated communications with Visit Oakland

3. Advocacy

- a. In collaboration with the BID Alliance and Oakland Chambers, JLID has successfully advocated for the following:
 - i. Additional OPD Foot Patrol
 - ii. Funding for merchant-supporting safety improvements
 - iii. Policy changes
- b. State of California level awareness and advocacy: closely involved in preparation for applying to grants from the state
- c. Representation on the Board of Directors of the California Downtown Association. Savlan to serve 2024-2028 term.
- d. JLID meets and coordinates frequently with with and County leadership to ensure community safety needs in our area is communicated and prioritized in all decisions

iii. Welcoming Gateways:

- 1. A state inspector created movement with CalTrans; they cleaned up some of the gateways
- 2. Many encampments in underpasses/near the tunnels to Alameda with fire risk. JLID will contact OFD to keep pressure on responsible agencies
- c. Jack London’s crime numbers have gone down this quarter, but lagging sales and vacancy still need support. We need to fight back against the bad press.
 - i. JLID has spent a lot of work on advocacy efforts, we need to

	also create good press around those efforts, our neighborhood, and the positive things that are happening.	
5. Marketing and Economic Development	<ul style="list-style-type: none"> a. Marketing and Economic Development <ul style="list-style-type: none"> i. Environmental branding: new banners installed 1/24 ii. New website and branding recharge <ul style="list-style-type: none"> 1. New website is live! jacklondonoakland.org 	-
6. Approval of Meeting Minutes and Financial Review	<ul style="list-style-type: none"> a. Approval of December 2023 Financial Report b. Approval of September and December meeting minutes 	<ul style="list-style-type: none"> a. Kim motioned, Lisa seconded, all in favor b. Michael, Lisa seconded, all in favor to approve meeting minutes for September and December
7. Adjourn	The meeting was adjourned at 4:59PM The next meeting will take place on Wednesday, April 10th	

Board Attendance Record

2023	Kim	Jonathan	Lisa	Greg P.	Peter	Jen	Keith	Michael	Ener	John Eric	Greg G.
Jan	x	x		x	x	x		x	x	x	
Feb	x	x		x		x	x	x	x	x	
Mar	x	x		x		x		x	x	x	
April	x	x			x	x	x	x		x	
July	x			x		x		x	x	x	
Sept	x	x						x	x	x	
Dec	x	x	x (first)			x	x	x	x		
Feb	x	x	x			x		x	x	x	x (first)