



Jack London Improvement District - Meeting of the Board of Directors  
472 Water Street (SPECIAL LOCATION), August 13th, 2018 5:00PM

- |   |      |
|---|------|
| 1. Call to order and introductions  | 5:00 |
| 2. Public Comment and Announcements   | 5:05 |
| 3. Waterfront Warehouse District Enhanced Signage Program - <i>Discussion Item</i>                                |      |
| a. Progress Update from Gyroscope, Design Consultant  | 5:10 |
| 4. Executive Update- <i>Discussion Items</i>  | 5:15 |
| a. Ambassador Statistics  |      |
| b. Update on Broadway Beautification (combined efforts of Median Planting, Seasonal Decoration, and Building Art) |      |
| c. Financial Report- Budget v Actual, Q1 & Q2   |      |
| 5. Jack London Improvement District and the B Shuttle- <i>Discussion Item</i>                                     | 5:20 |
| 6. 2018 Board Retreat Content - October 6 <sup>th</sup> 2018 - <i>Discussion Item</i>                             | 5:30 |
| 7. IKE Implementation in Jack London- <i>Discussion Item</i>  | 5:40 |
| 8. Approve Meeting Minutes- July 9th, 2017- <i>Action Item</i>  | 5:50 |
| 9. Adjourn  | 6:00 |

Next Meeting September 13th, 2018

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 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.

# JACK LONDON CLEAN AND SAFE

STATISTICS

**JULY 2018 REPORT**

## Jack London Ambassadors have been hard at work

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



**23,107 lbs**

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

**46**

Graffiti sites  
addressed

**38**

Blocks of weed  
abatement



**488**

Illegal Dumping  
sites have been  
cleared.

**141**

Stickers, Posters,  
Flyers removed  
from City Fixtures.

**3,266**

Individuals  
assisted by our  
Ambassadors

**Jack London Improvement District**  
**Budget vs. Actuals: Operating Budget 2018 - FY18 P&L**  
 Q2--January - June, 2018

	Total				Notes	Annual Budget
	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD		
<b>Revenue</b>						
<b>4000 Assessment Income</b>						
4100 Port of Oakland Assessment	\$0	\$60,565	-\$60,565	0%		121,130
<b>4200 Non Port Assessment Income</b>	\$662,189	\$371,875	\$290,314	78%		743,749
Uncollected Caltrans Assessment	\$0	\$28,548	-\$28,548	0%		28,548
4250 Prior Year Assessment Adjustments	\$17,470	\$0	\$17,470			0
<b>Total 4000 Assessment Income</b>	<b>\$679,659</b>	<b>\$432,440</b>	<b>\$247,220</b>	<b>157%</b>	Most (90%) of annual assessment received in first two disbursements	<b>864,879</b>
Uncategorized Revenue	\$5,000	\$2,500	\$2,500	200%	2017 Carry-forward	5,000
9100 Bank Interest	\$513	\$0	\$513			0
<b>Total Revenue</b>	<b>\$684,659</b>	<b>\$434,940</b>	<b>\$249,720</b>	<b>157%</b>		<b>869,879</b>
<b>Expenditures</b>						
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>						
7100 Ambassador Services	\$185,977	\$185,977	\$0	100%		371,953
7150 Ambassador Services-Port of Oakland	\$49,540	\$49,540	\$0	100%		99,080
7200 Services on Tidelands Trust Lands	\$0	\$11,025	\$11,025	0%	to be Paid in December	22,050
7400 Maintenance Operations	\$4,987	\$9,250	\$4,263	54%		18,500
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$240,504</b>	<b>\$255,792</b>	<b>\$15,288</b>	<b>94%</b>		<b>511,583</b>
<b>7700 MED Marketing &amp; Economic Development</b>						
7710 District Management	\$46,281	\$46,040	-\$241	101%		92,080
7750 Marketing Operations	\$1,742	\$4,000	\$2,258	44%		8,000
7800 Special Projects	-\$9,178	\$10,034	\$19,212	-91%	cover Waterfront Warehouse District Design Fee of \$30K received 6/1	25,067
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$38,845</b>	<b>\$60,073</b>	<b>\$21,228</b>	<b>65%</b>		<b>125,147</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>						
8010 District Management	\$46,281	\$46,040	-\$241	101%		92,080
8050 Training & Professional Development	\$330	\$2,250	\$1,920	15%		4,500
8110 Accounting & Taxes	\$1,681	\$2,100	\$419	80%		4,200
8130 Computer Service & Support	\$0	\$250	\$250	0%		500
8150 Consulting & Legal Expenses	\$0	\$1,500	\$1,500	0%		3,000
8200 Fees & Permits	\$228	\$250	\$22	91%		500
8410 Insurance (D&O)	\$600	\$338	-\$263	178%	Premiums paid in 1/2018	675
8420 Insurance (General Liability & Auto)	\$3,225	\$1,675	-\$1,550	193%		3,350
8425 Insurance (Workers Comp)	\$1,383	\$650	-\$733	213%		1,300
8430 Membership Fees	\$0	\$650	\$650	0%		1,300
8450 Special Projects Board Development	\$0	\$1,600	\$1,600	0%		3,200
8510 Office rent	\$21,250	\$18,750	-\$2,500	113%	Paid 1 month ahead	37,500
8520 Office Improvements	\$430	\$1,250	\$820	34%		2,500
8530 Office Furniture & Equipment	\$36	\$700	\$665	5%		1,400
8540 Postage, Shipping, Delivery	\$113	\$600	\$487	19%		1,200
8545 Local transportation	\$70	\$500	\$430	14%		1,000
8550 Printing & Copying	\$252	\$600	\$348	42%		1,200
8560 Supplies	\$477	\$1,000	\$523	48%		2,000
8570 Telephone & Telecommunications	\$470	\$1,290	\$820	36%		2,580
8580 Utilities	\$1,499	\$1,890	\$391	79%		3,780
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$78,324</b>	<b>\$83,882</b>	<b>\$5,559</b>	<b>93%</b>		<b>167,765</b>
<b>8600 Collection Fees &amp; Contingency</b>						
8680 Contingency allowance for uncollected assessments	\$0	\$21,622	\$0	0%		43,244
<b>8610 Collection Fees</b>						
8630 Alameda County fees (1.7%)	\$11,242	\$7,352		153%		14,703
8640 City of Oakland fees (1% except Port)	\$450	\$3,719		12%		7,437
<b>Total 8610 Collection Fees</b>	<b>\$11,692</b>	<b>\$11,070</b>		<b>106%</b>		<b>22,140</b>
<b>Total 8600 Collection Fees &amp; Contingency</b>	<b>\$11,692</b>	<b>\$32,692</b>		<b>36%</b>		<b>65,384</b>
<b>Total Expenditures</b>	<b>\$369,364</b>	<b>\$410,818</b>		<b>90%</b>		<b>869,879</b>

**Jack London Improvement District**  
**Statement of Financial Position**  
As of July 31, 2018

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	49,354.30
1105 Discretionary Spending at Bridge Bank	4,251.04
1110 Money Market at Bridge Bank	338,814.24
<b>Total Bank Accounts</b>	<b>\$ 392,419.58</b>
<b>Total Current Assets</b>	<b>\$ 392,419.58</b>
<b>Other Assets</b>	
1510 Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$ 2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 394,419.58</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2100 Accounts Payable	-3,128.05
<b>Total Accounts Payable</b>	<b>-\$ 3,128.05</b>
<b>Total Current Liabilities</b>	<b>-\$ 3,128.05</b>
<b>Total Liabilities</b>	<b>-\$ 3,128.05</b>
<b>Equity</b>	
3100 Unrestricted Net Assets	126,079.77
3300 Temporarily Restricted Net Assets	
3310 Steam Factory	4,000.00
3320 Train Quiet Zone	7,328.84
3330 Special Projects	23,188.09
<b>Total 3300 Temporarily Restricted Net Assets</b>	<b>\$ 34,516.93</b>
<b>Net Revenue</b>	236,950.93
<b>Total Equity</b>	<b>\$ 397,547.63</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 394,419.58</b>

Broadway Shuttle Ridership 2014-2016

**Quarter**                      **Trips**                      Trips/hour

**Mon-Fri 7am-7pm (12 hrs each day):**

Jan-March 2014	2,701	225
April-June 2014	2,752	229
July-Sept 2014	2,794	233
Oct-Dec 2014	2,643	220
Jan-March 2015	2,645	220
April-June 2015	2,731	228
July-Sept 2015	2,537	211
Oct-Dec 2015	2,384	199
Jan-March 2016	2,243	187
April-June 2016	2,341	195
July-Sept 2016	2,251	188

**Mon-Thurs 7pm-10pm (3 hrs each day):**

Jan-March 2015 <sup>1</sup>	220	73
April-June 2015	212	71
July-Sept 2015	422	141
Oct-Dec 2015	350	117
Jan-March 2016	320	107
April-June 2016	362	121
July-Sept 2016	374	125

**Fri 7pm-1am & Sat 6pm-1am (13 hrs each weekend)**

Jan-March 2014	903	69
April-June 2014	1,104	85
July-Sept 2014	1,242	96
Oct-Dec 2014	984	76
Jan-March 2015	1,043	80
April-June 2015	896	69
July-Sept 2015	1,437	111
Oct-Dec 2015	1,086	84
Jan-March 2016	974	75
April-June 2016	1,073	83
July-Sept 2016	1,115	86

<sup>1</sup>No service prior to 2015



**Jack London Improvement District - Meeting of the Board of Directors**  
**July 9<sup>th</sup> – 5:00 p.m., Jack London Headquarters – 333 Broadway**

**Present:** Peter Gertler, Erin Coburn, Chris Pastena, Paul Thyssen, Sam Nassif, Mark Everton, Sara May, Vivian Kahn, Jenni Koidal

**Absent:** Saied Karamooz, Tim Engler

**Staff:** Savlan Hauser

**Guests:** Carina Wittler, Jennifer Newman, Gary Knecht, Ben Delaney

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

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order &amp; introductions</b>	The meeting was called to order at 5:00 p.m.	
<b>2. Public comment and announcements</b>	Suggestion to present monthly ambassador statistics, not YTD, and publish end-of-year statistics.	
<b>3. Executive Update</b> <b>a. District Update</b>	a. Savlan presented district updates and new ambassador statistics to the Board. The content of the executive update can be found in the July agenda packet.	
<b>4. Governance Update</b> <b>a. Approval of recommended Assessment increase of 5% to accommodate rising costs of service delivery as authorized by the Management District Plan.</b>	a. The Board discussed the action to approve the assessment increase: Mark noted stakeholder outreach efforts taken; postcard, and additional webpage content. Defined scope of discussion-- limiting the consideration just to the cost increase question. The Board will take into account additional assessments when they come in and defer discussion of annual budget to December and January Board Meeting. The Board suggested the webpage should include information to clarify the assessment revenue source and make management plan accessible (done).	<b>a. Peter moved and Sara seconded to approve the recommended assessment increase of 5%. The motion passed unanimously.</b>
<b>5. Introduction of IKE Interactive Kiosks</b>	Interactive signage/advertising kiosks were introduced to the Board as a potential project to pursue in partnership with IKE Smart City. The topic will be discussed in greater detail at August meeting.	
<b>6. Approve meeting minutes – June 11, 2018</b>	The Board reviewed the minutes from the June 11 <sup>th</sup> Board meeting.	<b>Paul motioned, Sam seconded. The motion was passed unanimously.</b>
<b>7. Walking Tour, 4<sup>th</sup> and Broadway, Washington, 3<sup>rd</sup> to Webster and return.</b>	The Board, staff and members of the public walked parts of the District to check-in and review projects and concerns. Chris mentioned interest in improving landscaping in medians, Sara asked for clarification around our involvement in the Oakland Alameda Access Project and potential changes to Webster, several noticed and commented that signs look good. Request from public to have an update on the Jackson left turn signal that was part of the Carmel Partners Development Impact Mitigation, Sara requested an update on the 2nd and Broadway stop sign that has been requested. Board noted that sidewalk at 3rd street that should be replaced to be continuous. Board still concerned about stalled construction at 201 Broadway.	
<b>8. Adjourn</b>	The meeting was adjourned at 6:05 pm. Next Board meeting will be held Monday, August 13th, 2018 – 5:00pm.	

	Tim	Sara	Erin	Sam	Vivian	Mark	Paul	Saied	Peter	Jenni	Chris
January	x	x	x	x	x	x	x	x	x		x
February			x	x		x	x	x		x	x
March	x	x	x	x	x	x	x		x	x	x
April	x	x	x	x				x	x	x	x
May	(Phone)	x	x	x	x	x	x	x	x	x	x
June	(Phone)	x	x		x	x	x	x		x	x
July		x	x	x	x	x	x		x	x	x
August											
September											
October											
November											
December											

2018 Board Attendance Record