



Jack London Improvement District Meeting of the Board of Directors

August 10th, 2020, 5:00PM (VIA ZOOM MEETING) Zoom Meeting

<https://us02web.zoom.us/j/6999564114>

1. **Call to order and introductions** 5:00
2. **Public Comment and Announcements** 5:00
3. **Executive Update** 5:05
 - a. **Operations and Economic Recovery Work**
 - <https://jacklondonoakland.org/covid19-coronavirus-resources>
 - Flex Street on 3rd Street in collaboration with merchant cluster
 - b. **Cleaning and Safety Statistics**
 - c. **Underpass update**
 - Hosting Community Meeting about County-owned blocks at Broadway gateway starting site disposition process.
 - Working through continued DOSP and planning processes to prioritize underpasses.
 - d. **Work on Diversity, Equity, and Inclusion in the District**
 - Art Work #NeonVoicesBLM Hosting
 - Public Forum on Name of District
 - e. **Howard Terminal CBA Update**
 - Coordination among topic area participants to move District priorities forward
4. **Governance Update** 5:30
 - a. Appointment of new Board Secretary, Taj Tashombe
5. **Financial Review and Reports** 5:35
 - b. Approve Financial Reports
 - Statement of Financial Position, Budget v Actual June 2020 **Action Item**
 - c. Clarification: The action taken by the Board in July to affirm no assessment increase for next year will be included in this year's annual report to council (due in September) and affects the 2021-22 Assessment. **Discussion Item**
6. **Approval of Minutes** 5:50
July 2020 **Action Item**
7. **Adjourn** 6:00
Next Board Meeting September 14th, 5:00 PM

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, August 2020 –

Savlan Hauser, Executive Director

We are in pulling together with our neighboring districts and partner organizations to share resources as everyone navigates recovery and reopening.

Small but important progress in a more welcoming, active gateway to the District as the site disposition process has started for the County-owned blocks at 5th and Broadway—we’ll host a public forum on Wednesday 8/12 to learn more.

August just isn’t the same without our annual Block Party—we hope that it may be considered safe in October to host a neighborhood-scale, safely distanced outdoor gathering to commemorate National Night Out. Until then, neighbors are connecting and socializing through entertaining Trivia Nights (next one this Friday August 14th), where District businesses are promoted and local gift cards are the winning prizes.

Other resources and highlights:

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We are working with the City, property owners, and merchants on **Flex Streets** in Jack London, which will allow merchants space in the public right-of-way to do business, serve customers and shoppers outdoors, and more. We’re focusing in on 3rd Street as a exemplar cluster, from Broadway to Franklin. We are also providing safety signage to all merchants. Ambassadors will also be trained on social distancing protocol to assist customers.
- Oakland Indie Alliance has started a [fundraiser](#) for our Oakland small businesses to repair windows and graffiti.

We are committed to work together to build resilience, diversity, and a welcoming Jack London for everyone.

Jack London In the News

[A's File Suit Against State Agency to Regulate Oakland Steel Recycler - KQED](#)

[Ghost Kitchen Business Model Offers Food Entrepreneurs Flexibility \(Port Kitchens Marketplace\) - KTVU](#) (We are thrilled this long-awaited spot is opening and have been in touch throughout startup with the Port Kitchens team to encourage the evolution of their concept to include market and pantry products. Opening date soon TBA!)

Jack London Improvement District	
May 2020 Ambassador Clean & Safe Statistics	
Task	Totals
Business Contacts	16
Car Break-Ins Reported	36
Graffiti - Removed	10
Hospitality Contacts*	114
Illegal Dumping	33
Stickers/Flyers/Posters Removed	79
Trash (lbs)	8475
Weed Abatement (block faces)	11

**Hospitality contacts are mainly interactions with unhoused individuals, offering welfare checks/ connection to services*

This Month’s Events

- **Jack London Beat 1X NCPC 6:15PM 8/25.** Hosted via zoom, for details email info@jacklondonoakland.org.
- **Keep the Entertainment in the Entertainment District** with Trivia Night Fridays and other local entertainment. Follow us on Instagram for up-to-the date announcements

Development/ Construction Updates

- **335 3rd Street** – In entitlement. 38 Homes, 3 very low income affordable units, LEED Certified, by R2 Building
- **“Mirador” 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **“Modera”**- Mill Creek **377 2nd St**- 134 Homes complete, 40% leased
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **4th and Alice** Construction re-started week of 5/18. Developer: SunCal/Swenson, Good Times Oakland will occupy ~3,000sqft, ~10,000sqft (1-2 commercial units) remain leasable
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust
- **Jack London Square:** Channel House restarted after paused due to COVID-19, Hotel & Site D pending.

**Jack London Improvement District
Simplified View: Budget vs Actuals 2020**

As of June 30th, 2020

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$760,359	\$525,480
8700 Contingency allowance for uncollected assessments*	-\$55,482	-\$26,274
Total Budgeted Revenue	\$704,877	\$499,206
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$171,922	\$169,149
7150 & 7200 Subtotal- Port Share	\$89,099	\$88,500
7400 Maintenance Operations	\$5,892	\$28,864
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$266,913	\$286,512
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$48,321	\$58,463
7800 Special Projects	\$32,437	\$43,000
Total 7700 MED Marketing & Economic Development	\$80,758	\$101,463
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$61,209	\$69,663
8510-8580 Office Operations	\$25,184	\$28,265
Total 8000 AGCR Administration & Government/Community Relations	\$86,392	\$97,928
Total 8600 Collection Fees	\$13,764	\$13,303
Total Expenditures	\$447,827	\$499,206
Gross Difference	\$257,050	\$0

Percentage Allocation by area of Work	Management Plan	2020
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	19%
Administration & Government	19%	19%
Contingency & Collection	8%	8%
<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
Statement of Financial Position
As of June 30, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	30,194.40
1105 Discretionary Spending at Bridge Bank	2,494.75
1110 Money Market at Bridge Bank	599,483.68
1115 PayPal Bank	251.43
Total Bank Accounts	\$ 632,424.26
Total Current Assets	\$ 632,424.26
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 634,424.26
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
PPP Loan	38,222.00
Total Long-Term Liabilities	\$ 38,222.00
Total Liabilities	\$ 38,222.00
Equity	
3100 Without Donor Restriction	296,202.39
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	7,328.84
3350 Waterfront District Special Project	47,168.13
Total 3300 With Donor Restriction	\$ 59,121.97
Net Revenue	240,877.90
Total Equity	\$ 596,202.26
TOTAL LIABILITIES AND EQUITY	\$ 634,424.26
Cummulative Unpaid Caltrans Assessments	\$ 262,025.00
Unpaid 2019-2020 Assessments to-date (1st and 2nd Disbursements)	\$ 29,607.00

*250,000 from Money Market Account to be transferred to Reserve Fund at Bank of San Francisco



Date: August 7th, 2020

To: Port Commissioners, Councilmember Lynette McElhaney, Assemblymember Rob Bonta, Supervisor Wilma Chan, Senator Nancy Skinner, and District Stakeholders
Re: An invitation to join us in our work towards systemic racial Justice in this District

We are writing to you as key stakeholders and decision-makers in the future of this neighborhood.

Our organization is committed to incorporating the values of diversity, equity, and inclusion in the governance and operations of the District. The diversity of businesses, visitors, and residents of this neighborhood are its strength and should be celebrated, reinforced, and expanded. This neighborhood is a cultural gem and nightlife destination with a broad variety of entertainment venues, a publicly accessible waterfront, a transportation and logistics hub, a residence for over 4,000 people, a one-hundred-year old wholesale produce market, a home to legendary black-owned establishments, an artist and fabricator district, and more. As neighborhood stewards and community builders, this Improvement District is working to ensure all are welcome and can thrive in this dynamic place.

As part of this commitment adopted at our July Board Meeting, and as part of a broad ongoing effort, we are:

- Actively seeking to improve representation of Black, Indigenous and People of Color (BIPOC) Stakeholders as Board Members and as advisors to the organization to influence and inform decision-making.
- Seeking opportunities to make the District more inclusive of BIPOC – owned businesses, and encourage spaces and retail welcoming to diverse communities through engagement with property owners, brokers and a diverse tenant community as well as District grants, technical assistance, and resource sharing.
- Facilitating the community-initiated movement that seeks to rename Jack London Square started by a petition by Bedford Palmer, bringing to light the racist writings of Jack London the author. We plan to engage the community, and invite leadership of elected officials and property ownership to join the dialogue and make the change to a name that is inclusive and inspiring.

We invite your participation and feedback and hope you will join us in working towards diversity, equity, and inclusion in this District. Change and improvement is challenging, but we are committed to implementing these values and ask for your partnership.

Sincerely,
Savlan Hauser, Executive Director

Board of Directors

Mark Everton, President
CEO Visit Oakland

Jonathan Fong
*(Formerly) Jack London
Square Farmers' Market*

Sara May
Metrovation

Elizabeth Van Clute
Jack London Square

Dana Bushouse
Crooked City Cider

Michael Bernstein
Buck Wild Brewing

Sam Nassif
Z Hotel

Peter Gertler
Property Owner

Erin Coburn
Minimo Wine Shop

Chris Pastena
*Chop Bar and Tribune
Tavern*

Taj Tashombe
Oakland Athletics

Greg Pasquali
Carmel Partners

Jack London Improvement District - Meeting Minutes of the Board of Directors July 13th, 2020 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Erin Coburn, Paul Thyssen, Jonathan Fong, Chris Pastena, Sara May, Peter Gertler, Greg Pasquali, Taj Tashombe, Beth VanClute, Mike Bernstein, Sam Nassif, Dana Bushouse

Absent:

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht, Charles Blades, Jason Frost, Bryan Brick, Derreck Johnson, Jana Pastena, Marla Williams, Keith Stephenson

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order	The Board of Directors meeting was called to order at 5:03 p.m.	
2. Public comment and announcements	Marla Williams attended representing stakeholders forming a new BID in the Bancroft Havenscourt neighborhood as part of peer-to-peer support offered by the BID Alliance. Peter Gertler noted the concerning increase in security issues at the Bond. Beth VanClute announced the successful reopening of the Jack London Farmer’s Market.	
3. Executive Update a. New Operations and Economic Recovery Work b. Cleaning and Safety Work c. Underpass Update d. Howard Terminal CBA Update	Savlan presented the Executive Update to the Board. Savlan thanked two departing Board members, Paul Thyssen and Chris Wittler, for their generous contribution to the District and service on the Board. See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings .	
4. Our work to improve equity, inclusion and diversity in the District. a. Review recommended governance amendments. <i>Action Item</i> b. Working towards a more diverse, inclusive, and equitable District. <i>Discussion Item</i>	a. The working group proposed changes to governance documents and operations to improve diversity, equity, and inclusion, including a statement of commitment to diversity, equity, and inclusion. Please see the agenda packet for the amendments proposed to the mission statement, zero tolerance policy for hate speech, board handbook, and election procedures. Board members emphasized that those on the Board need to reach out to local businesses to do wellness checks and build relationships with the District’s BIPOC businesses. Guests encouraged the Board to take proactive steps to increase diversity on the Board. b. The Board discussed steps to work towards a more diverse, inclusive and equitable District. The Board was joined by a number of Black business owners for a conversation about their experience in the District and how to make the neighborhood more inclusive; including, Derreck Johnson, owner of Home of Chicken and Waffles, Jana Pastena, co-owner of Chop Bar, Charles Blades, owner of Charles Blades Barber Spa, and Keith Stephenson, owner of Purple Heart Patient Center. There was a general consensus around reinvigorating Jack London Square with a diverse and representative set of businesses, events, and spaces for BIPOC business owners and families. Guests suggested that an effective step to accomplish better diversity and representation is to actively scout businesses and have conversations with developers and lease managers about their commercial spaces. The District will engage property owners and brokers managing vacancies to ask that equity and diversity is	a. Peter motioned to approve the governance amendments and Taj and Sara seconded. The motion passed unanimously.

Discussions held and decisions made by the Board of Directors.

	prioritized when considering new leases and uses.	
5. Financial Review and Report a. Recommendation of no annual assessment increase <i>Action Item</i> b. Approve Financial Reports <i>Action Item</i>	a. The Board considered adopting no (0%) annual assessment increase in 2021-22. b. The Board reviewed the June 2020 Statement of Financial Position and Budget v Actual Reports.	a. Sara motioned to adopt no annual assessment increase in 2021 and Taj seconded. The motion passed unanimously. b. Paul moved to approve the financial statements and Peter seconded. Motion passed unanimously.
6. Approval of Minutes– June, 2020. <i>Action Item</i>	The Board reviewed the June meeting minutes. No changes to the minutes were proposed.	a. Greg moved and Paul seconded to approve the minutes as presented. Motion passed unanimously.
7. Adjourn	The meeting was adjourned at 6:34 PM. Next Board meeting will be held Monday, August 10th, 2020 at 5:00 PM virtually via Zoom.	

Board Attendance Record

2019 - 2020	Sara	Erin	Sam	Mark	Paul	Peter	Chris P.	Taj	Greg	Beth	Jonathan	Dana	Michael	Chris W.
Dec		x	x	x	x			x	x	x	x	x	x	x
Jan	x	x	x	x	x	x	x	x	x		x	x	x	x
Feb*	x	x	x	x	x		x				x	x		x
Mar	x	x	x	x	x		x		x		x		x	x
April	x	x		x	x	x	x	x		x	x	x	x	x
May	x	x	x	x	x	x	x		x		x	x	x	x
June	x	x		x	x	x	x	x	x		x			x
July	x	x	x	x	x	x	x	x	x	x	x	x	x	Retired
Aug					Retired									
Sept														
Oct														
Nov														

*February Facilitated Session, no public board meeting.