



**Jack London Improvement District
Meeting of the Board of Directors
333 Broadway, December 11, 2017
Public Session 5:15PM**

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|---|------------------------|
| 1. Closed Session - Metrovation Office 580 2 nd Street #260 | 4:00 |
| a. Staff and structure discussion | |
| b. Approval of new Staff Administrative Coordinator | Action Item |
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| Public Session | |
| 2. Call to order and introductions | 5:15 |
| 3. Public Comment and Announcements | |
| 4. Approval of recommended amendment to Bylaws (attached) | 5:20 |
| a. Board of Directors Election Procedure (Article 4, Section 4) | Action Item |
| b. Meeting frequency and duration (Article 4, Section 8) | Action Item |
| <i>Fiscal impact: nominal. Staffing impact: 10-15 additional hours per Board Meeting</i> | |
| 5. Review Draft 2018 Budget | 5:40 |
| a. Approve interim Budget for operations 1/1/2018 to 1/31/2018, with expenditures not-to-exceed \$67,129. | Action Item |
| b. Discuss Carry-Forward and Draft Budget 2018 | |
| 6. Stakeholder Engagement in 2018 | 5:50 |
| a. Definition of Stakeholder Engagement | Discussion Item |
| <i>Draft: An engaged Jack London is accessible and responsive, inviting participation and resource-sharing, and fostering pride and ownership in the District."</i> | |
| b. Creative Stakeholder Engagement initiative for implementation in 2018 | Discussion Item |
| 7. Approve Meeting Minutes- November 13th, 2017 | Action Item |
| 8. Adjourn | 6:00 |
| <i>Please join us for an informal holiday mixer at Slainte to celebrate the year and season!</i> | |

Next Meeting: January 8th, 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. 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.

Bylaw Amendments: 12/11/2017(CONSIDERED AMENDMENTS BOLD)

Article 4

SECTION 4. QUALIFICATION, ELECTION, AND TERM OF OFFICE

All Directors shall meet the qualifications listed in this section, shall be elected in accordance with this section, and shall serve one or more term as listed below:

- a. Each Director must be
 - i. A property owner or the nominee of a property owner within the boundaries of the Jack London Improvement District or
 - ii. An Oakland business licensee within the boundaries of the district.
 - iii. At least one Director shall be a business licensee within the district who is not also a property owner within the district.

b. A call for candidates shall be solicited through direct mail to all members, e-mail, and public posting on website by August 1st prior to the meeting of the Board in November. All eligible applicants received as of October 15th will be considered as candidates.

c. Directors shall be elected at the meeting of the Board in November each year, by a majority vote of the Directors then in office, including Directors whose term of office expires with such meeting. Cumulative voting by Directors for the election of Directors shall not be permitted. The candidates receiving the highest number of votes up to the number of Directors to be elected shall be elected. Each Director shall cast one vote, with voting being by ballot only.

d. Each candidate will be offered 1 minute to introduce themselves and their interest in Board membership. Board members will be provided a ballot with the names of the candidates and able to vote for as many candidates as there are seats vacant. A member of the public, or if none present, Jack London Improvement District Staff will count the votes. In case of a tie, voting Board members will vote in a runoff to determine the final member. Ballots are anonymous.

e. Each Director, including a Director elected to fill a vacancy, shall hold office until the expiration of the term for which elected and until a successor has been elected and qualified.

d. Each Director shall hold office for a **term of two years**. A Director may succeed himself or herself in office. There shall be no limit to how many terms any individual may serve on the Board. The term shall begin on the date of the November Board Meeting, and terminate two years later.

SECTION 8. REGULAR AND ANNUAL MEETINGS

Regular meetings of Directors shall be held **[SPECIFY FREQUENCY, DATE AND DURATION OF MEETINGS AS PER BOARD ACTION IN DECEMBER]** every ~~other~~ second Monday of the month from 4-6PM, with the first meeting of the year being held in January.

The annual meeting of the Board shall be held on **the second Monday in the month of November** at the principal office of the Corporation.

**Jack London Improvement District
Budget vs. Actuals: JLID - FY17
January - November 31st 2017**

	YTD Actual	2017 Annual Budget	Actual Remaining	Projected Total 2017 Spent	Variance (2018 Budget-2017 Projected Total)	Draft 2018 Budget
Revenue						
4000 Assessment Income						
4100 Port of Oakland Assessment	115,361.80	115,361.80	0.00	115,361.80	5,768.07	\$121,129.87
4200 Non Port Assessment Income	658,596.83	704,139.01	45,542.18	658,596.83	85,152.22	\$743,749.05
4250 Prior Year Assessment Adjustments	16,501.52		16,501.52	16,501.52	-16,501.52	
Total 4000 Assessment Income	\$ 790,460.15	\$ 819,500.81	\$ 29,040.66	790,460.15	74,418.77	\$864,878.92
4350 Corporate Donations	5,000.00		5,000.00	5,000.00	-5,000.00	
Total 4300 Grants/Contributions	\$ 5,000.00		\$ 5,000.00	5,000.00	-5,000.00	
Uncategorized Revenue		29,467.00	29,467.00	0.00	0.00	
9100 Bank Interest	715.08		715.08	715.08	-715.08	
Total Revenue	\$ 796,175.23	\$ 848,967.81	\$ 52,792.58	796,175.23	68,703.69	\$864,878.92
Expenses						
7000 MBSSI Maintenance, Beautification, Safety & Streetscape						
7100 Ambassador Services	368,732.37	362,138.20	-6,594.17	368,732.37	3,220.83	\$371,953.20
7150 Ambassador Services-Port of Oakland	86,498.31	94,361.80	7,863.49	86,498.31	12,581.56	\$99,079.87
7200 Services on Tidelands Trust Lands	21,000.00	21,000.00	0.00	21,000.00	1,050.00	\$22,050.00
7400 Maintenance Operations	23,686.96	25,554.96	1,868.00	25,554.96	-7,054.96	\$18,500.00
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$ 499,917.64	\$ 503,054.96	\$ 3,137.32	499,917.64	11,665.43	\$511,583.07
7700 MED Marketing & Economic Development						
7710 District Management	74,771.02	94,594.00	19,822.98	74,771.02	17,308.63	\$92,079.65
7750 Marketing Operations	4,843.63	8,000.00	3,156.37	4,843.63	656.37	\$5,500.00
7800 Special Projects	36,560.37	41,912.04	5,351.67	36,560.37	-24,077.15	\$12,483.22
Total 7700 MED Marketing & Economic Development	116,175.02	144,506.04	\$ 28,331.02	116,175.02	-6,112.15	\$110,062.87
8000 AGCR Administration & Government/Community Relations						
8010 District Management	74,848.86	94,594.00	19,745.14	74,848.86	17,230.81	\$92,079.67
8050 Training & Professional Development	2,244.23	4,500.00	2,255.77	2,244.23	2,255.77	\$4,500.00
8110 Accounting & Taxes	1,974.60	2,500.00	525.40	1,974.60	1,225.40	\$3,200.00
8130 Computer Service & Support	373.00	500.00	127.00	373.00	127.00	\$500.00
8150 Consulting & Legal Expenses		3,000.00	3,000.00	0.00	2,000.00	\$2,000.00
8200 Fees & Permits	254.96	500.00	245.04	254.96	245.04	\$500.00
8410 Insurance (D&O)	600.00	675.00	75.00	600.00	75.00	\$675.00
8420 Insurance (General Liability & Auto)	3,225.00	2,900.00	-325.00	3,225.00	125.00	\$3,350.00
8425 Insurance (Workers Comp)	365.50		-365.50	365.50	934.50	\$1,300.00
8450 Special Projects (Board Development)	496.40	500.00	3.60	496.40	703.60	\$1,200.00
8510 Office rent	34,500.00	34,250.00	-250.00	34,500.00	3,000.00	\$37,500.00
8520 Office Improvements	1,047.30	2,500.00	1,452.70	1,400.00	1,100.00	\$2,500.00
8530 Office Furniture & Equipment	511.93	1,400.00	888.07	511.93	888.07	\$1,400.00
8540 Postage, Shipping, Delivery	830.15	500.00	-330.15	830.15	-330.15	\$500.00
8545 Local transportation	35.00	1,000.00	965.00	35.00	965.00	\$1,000.00
8550 Printing & Copying	784.97	1,200.00	415.03	784.97	415.03	\$1,200.00
8560 Supplies	2,005.19	1,700.00	-305.19	2,005.19	-5.19	\$2,000.00
8570 Telephone & Telecommunications	1,919.83	3,000.00	1,080.17	1,919.83	660.17	\$2,580.00
8580 Utilities	3,654.96	4,320.00	665.04	3,654.96	125.04	\$3,780.00
Total 8000 AGCR Administration & Government/Community Relations	\$ 129,306.38	\$ 159,539.00	\$ 30,232.62	129,306.38	32,458.29	\$161,764.67
8600 Collection Fees & Contingency						
8680 Contingency allowance for uncollected assessments		40,985.21	40,985.21	0.00	37,187.45	\$37,187.45
8610 Collection Fees						
8630 Alameda County fees (1.7%)	10,617.76	10,764.00	146.24	10,617.76	4,085.18	\$14,702.94
8640 City of Oakland fees (1% except Port)	6,621.65	7,043.00	421.35	6,621.65	815.84	\$7,437.49
Total 8610 Collection Fees	\$ 17,239.41	\$ 17,807.00	\$ 567.59	17,239.41	4,901.02	\$22,140.43
Total 8600 Collection Fees & Contingency	\$ 17,239.41	\$ 58,792.21	\$ 41,552.80	17,239.41	42,088.47	\$59,327.88
9310 Taxes/Fines/Penalties	75.00		-75.00	75.00	-75.00	
Total Expenses	\$ 779,877.86	\$ 865,892.21	\$ 86,014.35	779,877.86	85,001.06	\$864,878.92

* Based on projected Dec. expenses

Required %	MANAGEMENT PLAN	2018
Maintenance & Beautification	55%	60%
Marketing & Economic Development	18%	13%
Admin & Gov't/Community Relations	19%	19%
Contingency/Collection Fees	8%	7%

Jack London Improvement District
Statement of Financial Position
As of December 5, 2017

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	-14,437.09
1105 Discretionary Spending at Bridge Bank	1,334.72
1110 Money Market at Bridge Bank	234,607.85
1115 PayPal Bank	193.54
Total Bank Accounts	\$ 221,699.02
Accounts Receivable	
1200 Accounts Receivable	0.00
Total Accounts Receivable	\$ 0.00
Other Current Assets	
Total Other Current Assets	\$ 0.00
Total Current Assets	\$ 221,699.02
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 223,699.02
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	4,035.99
Total Accounts Payable	\$ 4,035.99
Total Current Liabilities	\$ 4,035.99
Total Liabilities	\$ 4,035.99
Equity	
3000 Unrestricted Net Assets - Opening Balance	
3100 Unrestricted Net Assets	115,739.11
3300 Temporarily Restricted Net Assets	
3310 Steam Factory	4,000.00
3320 Train Quiet Zone	7,328.84
3330 Special Projects	23,188.09
3340 Museum of Capitalism	11,845.81
Total 3300 Temporarily Restricted Net Assets	\$ 46,362.74
3800 Permanently Restricted Net Assets	
Net Revenue	57,231.18
Total Equity	\$ 219,333.03
TOTAL LIABILITIES AND EQUITY	\$ 223,369.02



Jack London Improvement District- Discussion of Stakeholder Engagement Initiative 2018

“An engaged Jack London is accessible and responsive, inviting participation and resource-sharing, and fostering pride and ownership in the District.”

Current Stakeholder Engagement Work

- Maintain transparency of records
- Train Ambassador team to relay information on behalf of the District
- Respond to inquiries from stakeholders
- Invite public participation in District projects
- Create and maintain online presence
- Maintain interactive social media presence
- Send monthly e-newsletters publicizing District updates, events, projects, developments.
- Publish monthly cleaning/safety statistics
- Host stakeholder meetings: Neighborhood Crime Prevention Council
- Attend HOA Meetings at each residential building on a periodic basis
- Host stakeholder meetings: Retail/Merchants Coffee Hour Host events on development projects and other District issues
- Lead forums relevant to District goals such as economic development, business support, development, planning, regulations, marketing collaborations.
- Form and maintain partnerships relevant to District goals with public and private organizations such as City Agencies, Visit Oakland, Old Oakland Neighbors, Chinatown Chamber of Commerce, Oakland BID Alliance, Amtrak, WETA, etc.
- Participate in projects and programs of City, County, and partner organizations relevant to District goals

What we can do to Enhance Engagement

- Increase activism around District work such as illegal dumping and blight
- Require Office hours for Board Members
- District LOGO on B Shuttle
- Community space at HQ: Planters, outdoor furniture, tea and cookies at HQ
- Coffee with the Board
- Neighborhood Crime Prevention Council- See Click Fix Army
- HOA Engagement – information distribution and Recruitment!
- Get more information on Tenant profile.
- Let’s produce a COFFEE DAY/Festival
- Produce events like the National Night Out More frequently
- Fun coffee/food tour for Amtrak/ other visitors that arrive in District
- Annual forum/survey for asking what people want in Jack London
- Community message board/ chalkboard?
- Ambassador to receive pedestrian trains and ferries to invite people to explore the District
- Thematic accessory or T-shirt of Ambassador to promote event
- Flash mob at new business “Beer on the Bid”

Jack London Improvement District - Meeting of the Board of Directors November 13th, 2017 – 4:00 p.m., 333 Broadway

Present: Saied Karamooz, Jenni Koidal, Sara May, Paul Thyssen, Sam Nassif, Vivian Kahn, Jenni Koidal, Peter Gertler, Tim Engler

Absent: Vivian Kahn, Erin Coburn, Bill Stotler, Michael Carilli

Staff: Savlan Hauser

Guests: Steve Lowe, Gary Knecht, Pam Kershaw, Mark Everton, Chris Curtis, Lou Rigali, Chris Pastena, Mark Everton, Sam Remcho, Brigitte Cook

Discussions held and decisions made by the Board of Directors

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The meeting was called to order at 4:03 p.m.	
2. Public comment and announcements	Gary recommended that any change to meeting scheduling and frequency be discussed and changed only by action at a Board meeting, so that all Board Members are aware of and accept the obligation to attend.	
3. Financial Review a. District Operations. b. Foundation Grant/ MOC Budget	The Board reviewed the financial statements. Future financial reports to include a “variance” column in addition to Budget, Actual, and Remaining, in order to track accrued expenditures according to scheduled. The Board will also review balance statements on a quarterly basis in addition to the Year-to Date Budget vs Actuals report. A more detailed report on the disbursement of the Foundation Grant will be presented in December.	
4. Executive update	Savlan presented the Executive Update to the Board and highlighted the District’s work in advocacy for action on illegal dumping and clean safe streets, the development meeting for 322 Broadway, the recent Ballpark Panel Talk with record attendance, and announced District promotion of Plaid Friday Weekend (November 24 th -26 th)	
5. Ambassador Update	Savlan highlighted the Ambassador work statistics- and noted that the crew is set to substantially surpass the Illegal dumping site cleanup over last year, which highlights the need for advocacy and action to address the root cause of illegal dumping in the District.	
6. Governance Update a. Resignation of Michael Carilli and Bill Stotler b. Set number of Board Members c. Election of members of Board of Directors for 2017-2019 Term	<ul style="list-style-type: none"> a. Board thanks Michael Carilli and Bill Stotler for years of volunteer service and Board membership. b. The Board discussed the option of increasing Board membership to 15 people. Saied suggested to defer this discussion to a Board meeting in Q2 of 2018 to focus on organizational structure and related Board Membership changes. c. The Candidates in attendance each gave a brief introduction to their interest in joining the Board and participation with the Jack London Improvement District. Chris Pastena, Lou Rigali, Paul Thyssen, Sara May, Mark Everton, Tim Engler, and Chris Curtis presented themselves. Gary Knecht and Sam Remcho counted the anonymous ballots. The Board members voted to re-elect Vivian, Sara, and Paul, and elect Tim, Chris Pastena, and Mark Everton to serve 2017-2019 term. 	<ul style="list-style-type: none"> b. Saied moved and Sam seconded the motion to approve a Board membership of 11. The motion passed unanimously. c. Board Members present voted for candidates and Gary Knecht counted ballots and reported the 6 elected candidates.
7. Facilitated Board	Jenni reported back to the full Board on October’s Board Workshop	

Workshop	focused on community engagement. In the workshop, the Board identified three goals of an engaged Jack London community: That the organization be accessible and responsive, invite participation and resource sharing, and foster pride and ownership.	
8. Approval of Transfer of existing 401K Plan		Peter moved and Saied Seconded the motion to approve a transfer of the 401K to Jack London Improvement District for contributions. Motion approved unanimously.
9. Approval of the minutes 10. September 11th, 2017 11. September 20th, 2017	The minutes of September 11 th and 20 th , 2017 were presented to the board for review. Minutes approved with following corrections: Erin Coburn listed twice in attendance, Peter Gertler attended January Meeting.	Jenni moved and Sara 2nd to approve minutes. Motion approved unanimously.
12. Next meeting	Monday, December 11th, 2017 – 5:00 p.m.	
13. Adjournment	The meeting adjourned at 5:20 p.m.	

Minutes taken by: Savlan Hauser

2017 Board Attendance Record

	Bill	Sara	Erin	Sam	Vivian	Michael	Paul	Saied	Peter	Jenni
January	X	X	X	X	X	X	X	X	X	X
March	X	X	X	X		X	X	X		X
May	X	X	X	X	X			X	X	X
July	X	X	X	X	X		X	X		X
September 11	X(REMOTE)	X	X	X	X		X	X		X
September 20		X	X	X	X	X	X	X	X (REMOTE)	X
November		X		X			X	X	X	X