



**Jack London Improvement District - Meeting of the Board of Directors
Monday, February 9, 2015 – 4:00 p.m.
JLID Office – 333 Broadway
Agenda**

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| 1. Call to order and introductions- Bill | 4:05 |
| 2. Public comment and announcements- Bill | 4:10 |
| 3. Approval of minutes- Sara | |
| a. Board Meeting: January 12, 2015 (Attached) | Action Item 4:15 |
| 4. Executive Update- Bill & Savlan | 4:20 |
| 5. Financial Review- Barry & Savlan | 4:25 |
| a. January 2015 Financial Report | |
| 7. Land Use and Transportation Committee update- Vivian | 4:30 |
| a. Strategic Partnerships/ Collective Impact in Downtown Specific Plan & Downtown Oakland Study | |
| 8. Marketing and Economic Development Committee update - Paul | 4:40 |
| 9. Maintenance and Beautification Committee update- Sara | 4:50 |
| 10. Next regular meeting: Monday, March 9, 2015, 9:00 am | 5:00 |

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. 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 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 District

Board of Directors

Minutes of Monday, January 12th, 2015 - 9:00 a.m. at Jack London Office - 333 Broadway

Present: Bill Stotler, Sara May, Vivian Kahn, Barry Pilger, Paul Thyssen, Michael Carilli, Peter Gertler, Sam Nassif, Tommy Mierzwinski

Absent: Meredith Melville

Staff: Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

Guests: Ben Delaney, Saied Karamooz

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The meeting was called to order at 9:03 a.m.	
2. Public comment /announcements	None	
3. Approval of the minutes a. Regular Board Meeting: December 8, 2014	The minutes of December 8, 2014 were presented to the board for review.	Sara moved and Paul seconded the motion to approve the minutes of December 8, 2014. The motion was approved unanimously.
4. Executive Update	Bill thanked everyone who attended the board mixer and noted that he saw the mixer as the first step in building a relationship with the Uptown and Downtown boards to work together on collective impact projects such as way finding signage. Next is a strategic planning meeting with all three districts about what we can do as a collective impact group. Savlan presented the project dashboard document. She noted that a detailed status update on each project will be provided and discussed at committee meetings. Savlan also reported that there will be several opportunities for the new Mayor her chief of staff to get up to speed on what we are doing. The Mayor will be presented with BID priorities as was the previous mayor. Savlan noted that Tomiquia Moss, the Mayor's Chief of Staff has a long history with Oakland's other districts, as well as SPUR.	
5. Financial Review a. 2014 End of Year Financial Report b. Review of Draft 2015 Budget	a. Savlan presented the budget worksheet. She noted the carry forward amount and that the formation loans have been repaid in full. Barry noted that the money carried forward from 2014 will stay with the committee that it was originally assigned to. b. Savlan presented the 2015 line item budget for review. Savlan and Bill explained that the Port must approve the use of their assessment funds annually. It was noted that the board has worked closely with Pam of the Port to develop a plan that will be successful. There was detailed discussion of the restrictions on the Port money.	
6. Land Use and Transportation Committee	Vivian reported that she has reached out to Dean Rubenison about the design review process for the developments in Jack London Square. She noted that they have not yet hired a firm to	

update	get started on the design but they will reach out to us once they have begun. Vivian also noted that the next Land Use and Transportation Committee meeting has been moved to January 29 at 4:00 p.m. There was much discussion of the next Panel Talk which will focus on the history of development in Jack London.	
7. Marketing and Economic Development Update	Paul reported that the committee is moving forward with the new website development and building signage. Savlan noted that she has met with multiple sign fabricators and the committee is preparing to install signage on the building itself as well as on the signpost at the corner of the lot. The corner sign will ideally be changeable so we can post community news and events.	
8. Maintenance and Beautification Committee update	<p>Savlan noted that because the 2014 budget encompassed a full year of revenue but only had eight months of operations the Ambassador services were inflated. Given that 2015 will have 12 months of operations and new labor laws, Block by Block has rescheduled the Ambassador hours based on what time the district needs the most presence.</p> <p>Sara outlined that current projects of the committee and noted that the biggest challenge for the committee in the new year is the Underpass. She reported that the committee will be equipping the Ambassador team with new technology that will allow them to collect and track data from their daily work. She also reported that the committee will be working on art centered projects with the Marketing committee including utility box art wraps and building murals. Savlan reported that the committee hosted a preliminary Neighborhood Crime Prevention Council (NCPC) meeting, which was attended by the Oakland Police Department, local security professionals such as the head of security at Jack London Square and Amtrak, as well as safety representatives from HOAs in the district. She noted that panhandling was address with the police at this meeting. There was much discussion of how the police can respond and what else can be done. Ben noted that the JLDA would be willing to post such events in the Call and that he would like to attend future NCPC meetings.</p> <p>Peter explained that at the last meeting a goal was set to launch the campaign by January 31st and have all funds raised by the end of the first quarter. He noted that they are on track to reach that goal. Saied reported that the Train Quiet Zone crowdfunding website is launching today. He noted that postcards have been printed and they will be hosting a booth at the farmers market to spread the word. Saied also explained how those outside of the scope can still derive benefit from Train Quiet Zone.</p>	
9. Next regular meeting	Monday, February 9, 2015 – 4:00 p.m.	
10. Adjournment into closed session	The meeting adjourned into closed session at 9:45 p.m.	
11. Closed session	The Board discussed future negotiations with OVM and BBB to amend existing contracts for both 2014 and future years compensation	

Jack London Improvement District YTD Cash Available Summary January 2015

Cash Available	Annual Budget	Actual	Variance	Notes
Assessment Income	\$780,793.00	\$325,387.90	\$455,405.10	
2014 Carryover	\$76,824.00	\$76,824.00		
Other Income	\$0.00	\$71.26		Bank interest
Less Contingency	\$45,727.00	\$0.00		
Total Cash Available	\$811,890.00	\$402,283.16	\$409,606.84	
Expenses	Annual Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$33,381.33	\$391,194.35	
Marketing and Economic Development	\$174,625.00	\$2,915.13	\$171,709.87	
Administration and Gov't/Community	\$195,806.32	\$10,566.28	\$185,240.04	
Collection Fees	\$16,737.00	\$5,308.56	\$11,428.44	
Total Expenses	\$811,744.00	\$52,171.30	\$759,572.70	
Cash Remaining	\$146.00	\$350,111.86		



Jack London Improvement District 2015	BUDGET				ACTUAL	
	ASSESSMENTS		2014 carryover	TOTALS	YTD Actual	Remaining
	Non-Port	Port Share approved on 7-24-14				
Revenue						
4000 Assessment Income			\$76,824.00		\$325,387.90	
4100 Assessment Income:Port of Oakland Assessment		\$109,891.47			\$0.00	
4200 Assessment Income:State of California Assessments	\$26,322.00				\$0.00	
4210 Assessment Income:Tax Exempt Property Owner Assessment	\$53,146.00				\$0.00	
4220 Assessment Income:Private Property Owners Assessment	\$591,433.53				\$0.00	
Total 4000 Assessment Income	\$670,901.53	\$109,891.47		\$780,793.00	\$325,387.90	\$455,405.10
4500 Other Operating Income					\$71.26	
Total Revenue	\$670,901.53	\$109,891.47	\$76,824.00	\$857,617.00	\$325,459.16	
Total Cash Available					\$402,283.16	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,180.00	\$89,891.00		\$388,071.00	\$32,339.25	\$355,731.75
7200 Services on Tidelands Trust Lands		\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Public Right of Way (Special Projects)	\$1,075.00		\$5,377.68	\$6,452.68	\$0.00	\$6,452.68
7400 Public Right of Way Maintenance Operations)	\$10,052.00			\$10,052.00	\$1,042.08	\$9,009.92
Total 7000 MBSSI Maintenance, Beautification, etc.	\$309,307.00	\$109,891.00	\$5,377.68	\$424,575.68	\$33,381.33	\$391,194.35
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$2,154.43	\$23,698.57
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$718.14	\$7,899.86
7750 Marketing / Branding / Public Relations	\$50,871.00			\$50,871.00	\$35.99	\$50,835.01
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$6.57	\$89,276.43
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$2,915.13	\$171,709.87
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$5,027.01	\$55,296.99
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$1,675.67	\$18,432.33
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$20.00	\$4,050.00
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$182.47	\$2,869.53
8130 Computer Service & Support	\$2,035.00			\$2,035.00	\$60.00	\$1,975.00
8150 Consulting & Legal Expenses	\$5,087.00			\$5,087.00	\$0.00	\$5,087.00
8200 Fees & Permits	\$254.00			\$254.00	\$36.00	\$218.00
8410 Insurance (D&O)	\$616.00			\$616.00	\$0.00	\$616.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$0.00	\$3,322.00
8430 Membership Fees	\$1,750.00			\$1,750.00	\$0.00	\$1,750.00
8450 Special Projects	\$509.00		\$33,034.32	\$33,543.32	\$0.00	\$33,543.32
8510 Office rent	\$28,500.00			\$28,500.00	\$2,250.00	\$26,250.00
8520 Office Improvements	\$13,000.00			\$13,000.00	\$0.00	\$13,000.00
8530 Office Furniture & Equipment	\$2,500.00			\$2,500.00	\$0.00	\$2,500.00
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$0.00	\$1,017.00
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$421.02	\$1,613.98
8560 Supplies	\$2,035.00			\$2,035.00	\$13.39	\$2,021.61
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$265.51	\$1,954.49
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$385.21	\$3,994.79
8590 Utilities & Rent (Offsite Expenses)	\$1,380.00			\$1,380.00	\$230.00	\$1,150.00
Total 8000 AGCR Administration & Govt/Comm Relations	\$162,772.00		\$33,034.32	\$195,806.32	\$10,566.28	\$185,240.04
8600 CFC Collection Fees & Contingency						
8610 Collection Fees	\$16,737.00			\$16,737.00	\$5,308.56	\$11,428.44
8680 Contingency Allowance for Uncollected Assessments	\$45,727.00			\$45,727.00	\$0.00	\$45,727.00
Total 8600 CFC Collection Fees & Contingency	\$62,464.00			\$62,464.00	\$5,308.56	\$57,155.44
Total Expenditures	\$670,756.00	\$109,891.00	\$76,824.00	\$857,471.00	\$52,171.30	
Ending Fund Balance	\$145.53	\$0.47	\$0.00	\$146.00	\$350,111.86	

Projects and Priorities- Working Document

Land Use & Transportation

Marketing & Economic Development

Maintenance & Beautification

Executive Committee

Monitor current and prospective development projects in district	Brand and Graphic Identity	Determine and ensure delivery of baseline city services	Establish plan for Board composition and new Member recruiting
Design Review feedback for Jack London Square residential developments	Website Redux	Monitor Property Neglegence	Establish "job description" for members of Board of Directors
Design Guidelines for PROW elements	Coordinate Building Art Program (Joint MED + MAB Project)	Coordinate Building Art Program (Joint MED + MAB Project)	Establish volunteer outreach plan
Master Encroachment Permit	Support Business Community	880 Underpass Improvement	Oversee revision of bylaws
Forums on economic and land development (Joint MED + LUT project)	Forums on economic and land development issues (Joint MED + LUT project)	Map and Monitor District Security Cameras	Quarterly Review of staff and Progress towards Goals
Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Establishment of Neighborhood Crime Prevention Council	Oversee development of Strategic Plan
	Publicize project milestones through special events and press	Removal of nonfunctional, hazardous street fixtures	
	Sponsorship/Funding	Train Quiet & Safe Zone	
	Coordinate Utility Box Art Program (Joint MED + MAB Project)	Coordinate Utility Box Art Program (Joint MED + MAB Project)	
		Monitor data collection through ambassadors	