



**Jack London Improvement District Meeting of the Board of Directors**  
**472 Water Street -- February 19th, 2019 (SPECIAL DATE)**  
**4:30-6:00 (To allow additional time for Agenda Item #3)**

1. Board Meeting Call to order and introductions 4:30
2. Public Comment and Announcements 4:30
3. Downtown Oakland Specific Plan 4:35
  - City of Oakland Project Team Staff presentation of draft document, overview of project timeline
  - Opportunity for comment from Board Members and general Public
4. Executive Update 5:35
  - a. Ambassador Update/ NCPC Update
  - b. 2019 Special Projects invite for participation and Stakeholder Communications Plan 2019
5. Staff Recommendation: Letter(s) of Support of Electric Scooter Operators to City of Oakland 5:40
  - The City of Oakland is accepting applications from Operators of Shared Electric Scooter systems to award permits. Authorize Staff to submit letter of recommendation for Electric scooter operators applying for permit to encourage the selection of operators who have shown commitment to meeting high standards of responsiveness to concerns, contributing to the community and engaging with the Jack London Improvement District. *Action Item*
6. Staff Recommendation: Letter of Support for prioritization of “Walk This Way” 5:45
  - Based on 1/14 presentation by Dir. Ryan Russo, DOT, to the Jack London Improvement District, the project has not moved forward since the selection of the project team in 2017. Given that this project is of critical importance to our District, Authorize Staff to share letter of support for the project with City Staff and elected representatives to urge that the project be prioritized. *Action Item*
7. Financial Review and Report Approval 5:50
  - a. Financial Report: District Operations Budget v Actual January 2019 *Action Item*
  - b. Financial Report: Balance Sheet January 2019 *Action Item*
  - c. Election of Board Treasurer *Action Item*
8. Approval of Minutes 5:55
  - a. January 14th, 2019 *Action Item*
9. Adjourn- *Action Item* 6:00
  - Next Meeting March 11th, 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](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.

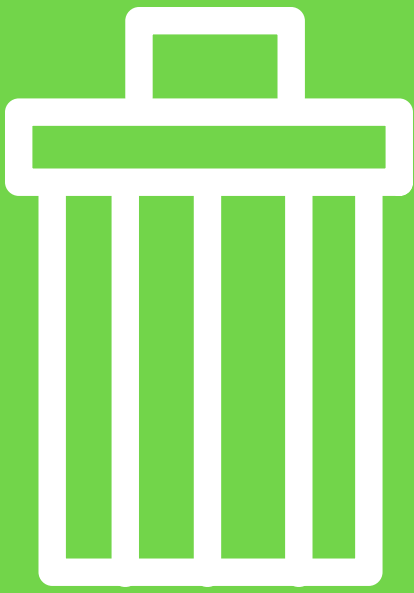
# JACK LONDON CLEAN AND SAFE

STATISTICS

## JANUARY 2019 REPORT

AMBASSADOR DISPATCH PHONE

510 363 0989



**8,189 lbs**

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

**32**

Illegal Dumping sites have been cleared.

**701**

Stickers, Posters, Flyers removed from City Fixtures.



**10**

Graffiti sites addressed

**3**

Blocks of Weed Abatement

**813**

Visitors greeted by an ambassador

**22** persons safely escorted by an ambassador

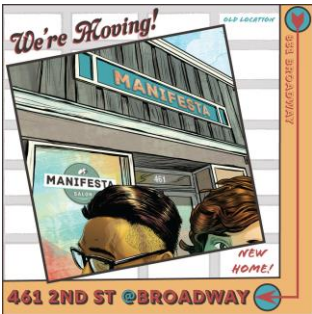
**27** motorists assisted by an ambassador

## Executive Update, February 2019

Jack London's Brewing District stole the show at SF Beer Week —the collaboration is one of our marketing efforts. Jack London Brewers had a [tap takeover](#) at Tiger's Taproom—capped off by a panel talk.

Oakland's [Draft Downtown Specific Plan](#) is being finalized. We're working to gather comments and have met with several organizations whose work overlaps ours and the District of Jack London, including the Oakland Heritage Alliance, and Oakland Metropolitan Chamber of Commerce.

The **Estuary Park Design** Concept was presented 1/31 at the third and final community meeting. See the exciting new design in a [slideshow here](#). Give your feedback in the City's [survey here](#).



**New Businesses Open!** Manifesta Salon opened this month in Jack London next to Slainte. Our Ambassadors have been tidying that intersection in time for the opening. **Manifesta** introduced their clientele to our District [with a very cool map](#). **Crooked City Cider** opened on 2/6 filling the last gap in the 200 block of the east side of Broadway. Stop in and welcome the team to the District! [Tap list here](#).

**Broadway Beautification Task Force** is transitioning from concept (pictured) to implementation to beautify our central corridor to draw people from underpass to the waterfront.



Developing Broadway Median Improvement Concepts

**LavaMae Pilot.** Continues on a weekly basis, Mondays from 9-2, [LavaMae](#), a mobile trailer providing critical hygiene services to the unhoused at Webster and 5<sup>th</sup>.

### Jack London In the News

We were [featured in the SF Business Times](#)

[SPUR Talk: Scooters Key to Safer Streets?](#) (Savlan Hauser on Panel Talk 1/29)

[Streetsblog: Don't Miss This Golden Gondola Opportunity](#)

[Jack London Improvement District in special Port of Oakland edition of the Oakland Business Review](#)

### District Event Highlights

- Jack London Business & Merchant Coffee 2/27, Email [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org) for info
- **Jack London Beat 1X NCPC Meeting** – 2/26 6:15PM, 333 Broadway

### Development/ Construction Updates

- **4<sup>th</sup> and Madison**- by Carmel Partners- 330 Homes in two buildings on North & South sides of 4<sup>th</sup> Street, south building complete, leasing. North complete Q2 2019. [JLS4thAndMadison@gmail.com](mailto:JLS4thAndMadison@gmail.com)
- **"Mirador"**-Austin Group, **201 Broadway**- 48 Homes 4,000sqft retail/ Paused Indefinitely
- **"Modera"**- Mill Creek , **377 2<sup>nd</sup> Street**- 134 Homes /Broke ground Q22017, complete Q2/3 2019.
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>**underway, by Christopher Porto, Smart Growth
- **4<sup>th</sup> and Alice** street sold to SunCal/Swenson
- **PG&E Pipeline Replacement** 3<sup>rd</sup> St underway-finished 10/18. Email [rect@PGE.com](mailto:rect@PGE.com)
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust. Application submitted

We invite you to participate in our meetings and [collaborative events](#) in the District.

-Savlan Hauser, Executive Director



Date: February 9, 2019

To: TBD  
Re: Improvement of Broadway and Webster Underpasses

Board of Directors

Dear \_\_\_\_\_,

Mark Everton, President  
*CEO Visit Oakland*

We ask for your support in prioritizing the improvement of the Broadway and Webster underpasses through the initiation and implementation of the "Walk This Way" project.

Paul Thyssen, Secretary  
*Property Owner*

Long before the Improvement District was initiated in 2014, the Jack London community advocated together with Chinatown, and Old Oakland neighborhoods for underpass improvement. Since our organization has formed, the Improvement District has provided day-to-day cleaning and maintenance services in these blighted areas. In addition we have engaged the community and public agencies in numerous meetings and workshops to advocate for a city-sponsored improvement project and we celebrated when "Walk This Way" was launched.

Jennifer Koidal, Treasurer  
*GM, Jack London Square*

Sara May  
*Metrovation Real Estate*

Vivian Kahn  
*Kahn Mortimer Associates*

Sam Nassif  
*Z Hotel*

Two years has passed since the project was funded, a consultant team selected through a competitive process, and confirmed through City Council action. Yet no work has begun. On 1/14, DOT Director Ryan Russo attended the Jack London Improvement District Board of Directors meeting and acknowledged—to our disappointment-- that the project has not since progressed. We recognize that the DOT has accomplished a significant number of public improvements elsewhere in the City in its short tenure so far, nevertheless, a project as critical and central to City goals as this one must be prioritized.

Peter Gertler  
*Property Owner*

Erin Coburn  
*Minimo Wine*

Chris Pastena  
*Chop Bar and Lungomare*

Too long has the I-880 freeway compromised and blighted our downtown neighborhoods by dividing the city, and disconnecting Oakland from its waterfront. As Oakland strives to be an equitable, inclusive, safe, city, we have a duty to all Oaklanders and visitors to our Downtown to work towards improved, legible, and welcoming streets.

Taj Tashombe  
*Oakland Athletics*

Greg Pasquali  
*Carmel Partners*

Please prioritize this project.

Sincerely,

A handwritten signature in blue ink that reads "Savlan Hauser".

Savlan Hauser

Executive Director, Jack London Improvement District

**Jack London Improvement District**  
**Statement of Financial Position**  
As of January 31, 2019

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	52,987.24
1105 Discretionary Spending at Bridge Bank	4,078.24
1110 Money Market at Bridge Bank	463,107.56
<b>Total Bank Accounts</b>	<b>\$ 520,173.04</b>
<b>Total Current Assets</b>	<b>\$ 520,173.04</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>\$ 522,173.04</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Total Liabilities</b>	
<b>Equity</b>	
3100 Unrestricted Net Assets	163,933.97
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>	323,722.14
<b>Total Equity</b>	<b>\$ 522,173.04</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 522,173.04</b>

**Jack London Improvement District**  
**Budget vs. Actuals: Operating Budget 2019 - FY19 P&L**  
 January 1 -31, 2019

Month = 1

	Total				Notes	Annual Budget	% Utilized YTD
	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD			
<b>Revenue</b>							
<b>4000 Assessment Income</b>							
4100 Port of Oakland Assessment	\$0	\$14,563	-\$14,563	-100%	Expected receipt 08/19 50% of annual assessment	\$174,753	0%
4200 Non Port Assessment Income	\$385,568	\$68,886	\$316,682	460%	received in first disbursement	\$826,632	47%
<b>Uncollected Caltrans Assessment</b>	<b>\$0</b>	<b>\$2,379</b>	<b>-\$2,379</b>	<b>-100%</b>		<b>\$28,548</b>	<b>0%</b>
4250 Prior Year Assessment Adjustments	\$17,446		\$17,446			\$0	
<b>Total 4000 Assessment Income</b>	<b>\$403,014</b>	<b>\$83,449</b>	<b>\$319,565</b>	<b>383%</b>		<b>\$1,001,385</b>	<b>40%</b>
Uncategorized Revenue	\$0	\$0					
9100 Bank Interest	\$111	\$0	-\$111			\$0	
<b>Total Revenue</b>	<b>\$403,125</b>	<b>\$83,449</b>	<b>\$319,676</b>	<b>383%</b>		<b>\$1,001,385</b>	<b>40%</b>
	<b>- Control Check (Must be zero)</b>						
<b>Expenditures</b>							
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>							
7100 Ambassador Services	\$30,996	\$29,840	-\$1,156	-4%		\$358,083	9%
7150 Ambassador Services-Port of Oakland	\$8,257	\$12,633	\$4,377	35%		\$151,600	5%
7200 Services on Tidelands Trust Lands	\$0	\$1,929	\$1,929	100%		\$23,153	0%
7400 Maintenance Operations	\$6,452	\$2,000	-\$4,452	-223%	Annual storage fee paid 1/19	\$24,000	27%
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$45,704</b>	<b>\$46,403</b>	<b>\$699</b>	<b>2%</b>		<b>\$556,836</b>	<b>8%</b>
<b>7700 MED Marketing &amp; Economic Development</b>							
7710 District Management	\$6,996	\$8,422	\$1,426	17%		\$101,065	7%
7750 Marketing Operations	\$1,643	\$500	-\$1,143	-229%		\$6,000	27%
7800 Special Projects	\$3,326	\$4,667	\$1,340	29%		\$56,000	6%
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$11,966</b>	<b>\$13,589</b>	<b>\$1,623</b>	<b>12%</b>		<b>\$163,065</b>	<b>7%</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>							
8010 District Management	\$6,996	\$8,422	\$1,426	17%		\$101,065	7%
8050 Training & Professional Development	\$404	\$417	\$13	3%		\$5,000	8%
8110 Accounting & Taxes	\$0	\$226	\$226	100%		\$2,709	0%
8130 Computer Service & Support	\$0	\$42	\$42	100%		\$500	0%
8150 Consulting & Legal Expenses	\$0	\$167	\$167	100%	Allowance not needed to date.	\$2,000	0%
8200 Fees & Permits	\$65	\$42	-\$23	-56%		\$500	13%
8410 Insurance (D&O)	\$600	\$67	-\$533	-800%	Premiums paid in 1/2019	\$800	75%
8420 Insurance (General Liability & Auto)	\$3,224	\$317	-\$2,907	-918%		\$3,800	85%
8425 Insurance (Workers Comp)	\$0	\$229	\$229	100%		\$2,750	0%
8430 Membership Fees	\$0	\$117	\$117	100%	Includes SPUR, Chamber of Commerce	\$1,400	0%
8450 Special Projects	\$0	\$317	\$317	100%		\$3,800	0%
8510 Office rent	\$3,250	\$3,582	\$332	9%	Prepaid 1 month in advance.	\$42,981	8%
8520 Office Improvements	\$0	\$208	\$208	100%		\$2,500	0%
8530 Office Furniture & Equipment	\$0	\$100	\$100	100%		\$1,200	0%
8540 Postage, Shipping, Delivery	\$0	\$117	\$117	100%		\$1,400	0%
8545 Local transportation	\$20	\$42	\$22	52%		\$500	4%
8550 Printing & Copying	\$0	\$42	\$42	100%		\$500	0%
8560 Supplies	\$0	\$167	\$167	100%		\$2,000	0%
8570 Telephone & Telecommunications	\$82	\$215	\$133	62%		\$2,580	3%
8580 Utilities	\$497	\$238	-\$260	-109%		\$2,850	17%
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$15,138</b>	<b>\$15,070</b>	<b>-\$69</b>	<b>0%</b>		<b>\$180,836</b>	<b>8%</b>
<b>8600 Collection Fees &amp; Contingency</b>							
8680 Contingency allowance for uncollected assessments	\$0	\$4,172	\$0	0%		\$50,069	0%
<b>8610 Collection Fees</b>							
8630 Alameda County fees (1.7%)	\$6,344	\$1,419	-\$4,925	-347%		\$17,024	37%
8640 City of Oakland fees (1% except Port)	\$250	\$689	\$439	64%		\$8,266	3%
<b>Total 8610 Collection Fees</b>	<b>\$6,594</b>	<b>\$2,107</b>	<b>-\$4,487</b>	<b>-213%</b>		<b>\$25,290</b>	<b>26%</b>
<b>Total 8600 Collection Fees &amp; Contingency</b>	<b>\$6,594</b>	<b>\$6,280</b>	<b>-\$314</b>	<b>-5%</b>		<b>\$75,359</b>	<b>9%</b>
<b>Total Expenditures</b>	<b>\$79,403</b>	<b>\$77,169</b>	<b>-\$2,234</b>	<b>-3%</b>		<b>\$869,879</b>	
	<b>- Control Check</b>						
	<b>- Control Check (Must be zero)</b>						

Accrual Basis

Summary	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD	Annual Budget	% Utilized YTD
<b>Total Revenue</b>	\$ 403,124.64	\$ 83,448.73	\$ 319,675.91	383%	\$ 1,001,384.75	40%
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	-\$ 45,704.32	-\$ 46,402.96	-\$ 698.64	2%	-\$ 556,835.50	8%
<b>Total 7700 MED Marketing &amp; Economic Development</b>	-\$ 11,965.77	-\$ 13,588.75	-\$ 1,622.98	12%	-\$ 163,065.00	7%
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	-\$ 15,138.30	-\$ 15,069.64	\$ 68.66	0%	-\$ 180,835.65	8%
<b>Total 8610 Collection Fees</b>	-\$ 6,594.11	-\$ 2,107.49	\$ 4,486.62	-213%	-\$ 25,289.86	26%
<b>Total Expenditures</b>	-\$ 79,402.50	-\$ 77,168.83	\$ 2,233.67	-3%	-\$ 926,026.01	9%

**Jack London Improvement District - Meeting of the Board of Directors  
January 14<sup>th</sup>, 2019 – 5:00 p.m., 472 Water Street**

**Present:** Paul Thyssen (Secretary), Sam Nassif, Mark Everton (President), Sara May, Jennifer Koidal (Treasurer), Peter Gertler, Chris Pastena, Greg Pasquali, Vivian Kahn, Erin Coburn

**Absent:** Taj Tashombe

**Staff:** Savlan Hauser, Kaylee Hudson

**Guests:** Gary Lin (EBMUD), Rebecca Overacre (EBMUD), Ben Glickstein (EBMUD), Jonathan Fong, Carina Wittler, Chris Wittler, Jim Bensman, Blake Rhinehart, Chrissy Anecito, Mitchell Halberstadt, Marty Fatooh

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<p><b>1. DOT Director Ryan Russo + Staff</b></p>	<p>The OakDOT Jack London Update was called to order at 4:00 pm to discuss specific Jack London issues including: Walk This Way and underpass improvements, Vision Zero, paving plans in Jack London, street parking enforcement, project notification, Train Quiet Zone and scooter regulations. See <a href="http://jacklondonoakland.org/meetings">jacklondonoakland.org/meetings</a> for detailed DOT Presentation minutes.</p>	
<p><b>2. Call to order &amp; introductions</b></p>	<p>The Board of Directors meeting was called to order at 5:08 p.m.</p>	
<p><b>3. Public comment and announcements</b></p>	<p>EBMUD’s Community Affairs Representative Ben Glickstein presented information on nearby construction to the Board. Work will be West of Market St. on 3<sup>rd</sup> St beginning in mid-February to address significant corrosion of sewer pipes. Work will be M-F 5am-3:30pm and all truck traffic will be detouring onto 5<sup>th</sup> St. Eventually, EBMUD will do similar work East of Broadway on Embarcadero.</p> <p>Chris W. asked for assistance from the Ambassadors to help with a cleanup of accumulated trash on UP property by Oak&amp; Embarcadero. Savlan said she would discuss with Operations Manager. Chris added that any improvements on Embarcadero will need approval and collaboration from Union Pacific. Vivian commented that she would like a Tuff Shed update. An update is planned for next Board meeting.</p> <p>Mark commented that the Executive Director’s performance review is underway and any comments and suggestions from board members should be directed to executive committee members Mark, Jenni and Paul.</p>	
<p><b>4. Executive Update</b>  <b>a. Ambassador Update/NCP C Update</b>  <b>b. 2019 Special Projects – Staff Recommendations</b></p>	<p>Savlan presented the Executive Update to the Board with an accompanying slideshow. Highlights from this month include a De-escalation Training, Mutual Air project installation at 333 Broadway and Madison St. underpass art updates. See agenda packet for executive update; see website for slideshow <a href="http://jacklondonoakland.org/meetings">jacklondonoakland.org/meetings</a>.</p> <p>a. Ambassador statistics for December and 2018 were presented to the Board. Website impact statistics for 2018 were presented to the Board.</p> <p>b. Staff recommended a slate of 2019 special projects including: Redesign and Replacement of District Branding/Banners, Broadway Median Improvement, Quarterly Panel Talks, Special Events promoting local businesses, National Night Out Block Party, Waterfront Warehouse District Project, B-Shuttle Sponsorship &amp; Onboard Branding. Formal Wayfinding signage and Tactical wayfinding will continue on a maintenance only basis. The Board discussed the District’ contribution to the B-Shuttle when overall funding is uncertain for 2019. The Board agreed to go ahead with the \$20,000 proposed in the 2019 budget for the time being and receive ongoing updates on the shuttle.</p>	

<p><b>5. Financial Review and Report Approval</b></p> <p><b>a. Financial Reports: District Operations Budget vs Actual December 2018 and Balance Sheet December 2018</b> <i>Action Item</i></p> <p><b>b. 2019 Budget Approval – Detail Attached</b> <i>Action Item</i></p>	<p>a. Jenni, Mark, and Savlan presented the December financial statements to the Board. Savlan noted that all categories were under or within budget with the exception of maintenance operations due to a 1/5 year Board-approved tree pruning project.</p> <p>b. The Board reviewed the 2019 Budget proposed by staff and the Executive Committee. Please see the agenda packet for the detailed 2019 budget. Savlan pointed out adjustments to the allocation of funds by work area for 2019 as allowed by the Management District Plan. Notably, Ambassador hours will be expanded with 56.54% of the budget allocated to Maintenance &amp; Beautification in 2019. Jenni explained the proposed 3-month reserve accrued over two years, starting with \$125,000 reserved in 2019. A 3-month reserve is prudent because the City of Oakland assessment disbursement may be late, so this contingency would allow normal operations to continue in the case of delayed payment. Greg noted that the District should develop a statement policy of why contingency funds are necessary, especially when the District asks for assessment increases. The Board proposed two stipulations on the reserve funds as amendments to the budget approval motion. First, the Executive Director may not spend more than \$5,000 on any one project without Board approval as per existing competitive bidding policy. Second, funding for the B-shuttle cannot be spent without approval of the Board.</p>	<p>a. Peter motioned to approve the December financial statements and Paul seconded. Motion passed unanimously</p> <p>b. Vivian motioned to approve the 2019 budget with the two discussed amendment, Sam seconded. The motion passed unanimously</p>
<p><b>c. Approval of Minutes – December 11<sup>th</sup>, 2018</b> <i>Action Item</i></p>	<p>The Board reviewed last month’s meeting minutes.</p>	<p>Paul motioned to approve minutes and Jenni seconded. The motion passed unanimously.</p>
<p><b>d. Adjourn</b></p>	<p>The meeting was adjourned at 6:15 pm. Next Board meeting will be held Monday, February 11<sup>th</sup>, 2019, 5:00 PM.</p>	

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

	Sara	Erin	Sam	Vivian	Mark	Paul	Peter	Jenni	Chris	Taj	Greg
January	x	x	x	x	x	x	x	x	x	-	x
February											
March											
April											
May											
June											
July											
August											
September											
October (Retreat)											
November											
December											

2019 Board Attendance Record