



Jack London Improvement District - Meeting of the Board of Directors

January 9th, 2017

Jack London Headquarters – 333 Broadway

Closed Session—3:30-4:00PM

Staffing /HR Review

Public Meeting Agenda

- 1. Call to order and introductions - President 4:00
2. Public comment and announcements - President 4:05
3. Executive Update - Executive Director 4:05
4. Ambassador Update – Operations Manager Discussion Item 4:15
a. 2016 Statistics
b. 2017 goals: getting ahead of chronic clean safe streets issues, improving retention and fostering community connections.

- 5. Operating Budget and Project Roster Approval Action Item 4:30

Table with 3 columns: 2017 Operating Budget Summary, %, Amount. Rows include Maintenance, Marketing & Economic Development, Administration & Government/Community Relations, Contingency & Collection Fees, and TOTAL.

- 6. Financial Review - Treasurer and Executive Director Discussion Item 5:45
a. Financial Report- 2016

- 7. Approval of minutes – Secretary Action Item 5:50
a. Board Meeting: November 14, 2016 (Attached)

- 8. Adjourn 6:00

Next regular meeting: March 13th, 2017, 4:00 pm

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 posts agendas 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.



Executive Update, January 2017

2016 brought growth—and challenge to Jack London. According to the Port of Oakland, over 3 million visitors came to Jack London Square, making it one of the top three visitor sites in the Bay Area. Three new housing projects with a combined total of over 500 units have been initiated in the District. However, the winter months we've seen an increase in unsheltered residents living on our streets in the District and throughout Oakland. Local businesses grapple with increased costs of doing business. Our Ambassador team is busier than ever-- over 55,000 lbs of trash picked up in the public right-of-way as well as over 930 illegal dumping sites have been cleared. Here are the main highlights and challenges that we're working on as we welcome 2017:

Highlights

- Retail support—both attraction and retention continues to be one of the District's core areas of work. Our **December Jack London Business/Retailer's Meeting** with representatives of 15 different businesses in attendance as well as representatives from the Oakland Chamber of Commerce, City of Oakland Economic Development Department, Council President Lynette McElhaney's office, Vice Mayor Annie Campbell Washington's office, and various property owners. Current challenges to retail operations, as well as steps our organization and the City can take to support business were discussed.
- **Historic District infrastructure improvements.** Thank you to the community members who participated in the **Waterfront Warehouse District** Community Workshop on December 9th led by the innovators at local design team Gyroscope. As a result of a coordinated effort and Carmel Partners' support through the project underway at 4th and Madison, planning for capital improvements to enhance the Historic District Signage Program is underway. Interested in joining the process? Email info@jacklondonoakland.org.
- **Broadway and Webster Underpasses get attention.** After much hard work and advocacy, the [Broadway/Webster underpass improvement RFP](#) is finally released. We worked closely with City of Oakland Planning Department and Bloomberg Associates to shape the definition and goals of the project on behalf of [input gained](#) through Jack London community workshops and surveys.
- **Inventory of Public Art:** We will be working to add more activation through art in public right-of-ways and vacant spaces in the District. See [current inventory and map on website](#)

Challenges

- Despite increase in sales tax revenue District-wide, individual Retail and food businesses have experienced decline in sales, and there were business closures.
- Illegal dumping throughout sites in our District.
- Increase of unsheltered residents in our district. Expansion of tent camps at 5th and Brush, Webster Place/Harrison, and Jackson underpasses

District News/ New Business

- New design firm Creative Integration moving to vacant light industrial space in Jack London

Hope to see you at this month's events and meetings!

-Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

STATISTICS

2016 YEAR TOTAL

**Jack London's
Ambassadors have been
hard at work**



55,667 lbs

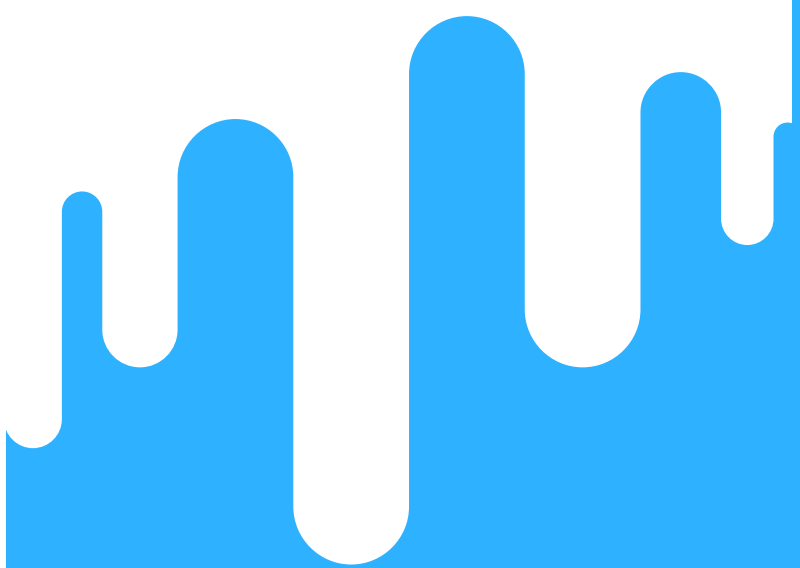
of trash and debris
removed from the
Public Right-Of-Way

930

Illegal Dumping
sites have been
cleared.

1,064

Blocks within the
District have
undergone weed
abatement.



2,106

Graffiti sites
addressed

3,221

Stickers, Posters,
Flyers removed
from City Fixtures.

2,501

Individuals assisted by
our Ambassadors
while in the District

Jack London Special Project Roster

Funds available for allocation: \$38,000 (\$26,000 Minimum allocation to MED)

Projects Underway	Allocated	Remaining	Proposed 01/ 2017
Streetscape/ Median Landscaping	\$ 8,000.00	\$ 1,363.09	\$ 1,000.00
Quarterly Panel Talks	\$ 6,000.00	\$ 3,509.16	\$ 5,000.00
Community Partner Events	\$ 2,000.00	\$188	\$ 2,000.00
Building Art Implementation	\$ 20,000.00	\$25	carry-forward*
Transit Sponsorship (B Shuttle, EZ Pass)	\$ 20,000.00	\$0	\$ 20,000.00
Additional Clean/Safe Services	\$ 59,000.00	\$0	\$ -
Publicist	\$ 1,500.00	\$1,500	carry-forward*
Jack London Collateral	\$ 1,500.00	\$1,500	carry-forward*
Community Engagement	\$ 12,000.00	\$ 10,300.00	carry-forward*
Retail Strategic Plan	\$ 4,500.00	\$ -	carry-forward*
Embarcadero Improvement Project	\$ 10,000.00	\$ 10,000.00	carry-forward*
Underpass Infrastructure Improvements	\$ -	\$ -	\$ -
Bike Solar Oakland	\$ -	\$ -	\$ -
Utility Boxes Wrapped in Art	\$ 13,000.00	\$ 5,800.00	carry-forward*
Neighborhood Crime Prevention Council	\$ -	\$ -	\$ -
Activation of 333 Broadway	\$ -	\$ -	\$ -
Microbusiness PopUp	\$ -	\$ -	\$ -
Parklet Programming	\$ -	\$ -	\$ 1,000.00
Branded Light Pole Banners	\$ 17,000.00	\$ (1,132.04)	\$ 1,000.00
Projects Initiating			
Historic Waterfront Warehouse District	\$ -		\$ 345,000**
· Façade Improvement Program	\$ -		up to \$318,000**
· Enhanced District & Signage Program	\$ -	\$ 1,500.00	up to \$125,000**
Temporary Exhibition Development- Museum of Capitalism	\$ -		
Street Tree Planting (5 Blocks 2016, more 2017)	\$ -	\$ 250.00	\$ 2,000.00
Retail Development	\$ -	\$ 50.00	\$ 10,000.00
Produce Market Environmental & Operations Improvement	\$ -	\$ -	\$ 5,000.00
Additional Project Funds (Restricted)			
Carmel Partners- 4th and Madison Impact Mitigation			\$ 345,000**
Rainin Foundation for Art in Public Places	\$ -	\$ -	\$ 5,000.00**
Emily Hall Tremaine Foundation Grant (Exhibition in vacant retail)	\$ -	\$ -	\$ 200,000.00**
Board/Volunteer Roles Needed in all Special Projects:			
Friend-raising / Community Outreach	Grow network of experts		
Event logistical support	Content development, guest speaker recruiting for Forums		
Outreach to property owners	Grant research and application writing		
Publicity			

Bold Projets= Staff Recommended

** Non-assessment funds administered in partnership with City or other group

*Carry-forward will keep the 2016 allocation for 2017 work.

Jack London Improvement District 2017 Draft Operating Budget

Chart of Accounts	2017 Draft Operating Budget				2016 Operating Budget			
	Non-Port 2017	Port Share 2017	2016 Carryover	TOTALS 2017	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS 2016
Revenue								
4000 Assessment Income							\$134,174.34	
4100 Assessment Income:Port of Oakland		\$ 115,386.18				\$109,868.45		
4200 Assessment Income:Non-Port	\$ 704,318.01				\$670,901.53			
Total 4000 Assessment Income	\$ 704,318.01	\$ 115,386.18	\$ -	\$ 819,704.19	\$670,901.53	\$109,868.45	\$134,174.34	\$914,944.32
Total Cash Available								\$914,944.32
Expenditures								
7000 MBSSI Maintenance, Beautification, Safety, etc.								
7100 Ambassador Services (Block By Block)	\$ 325,613.82	\$ 94,386.18		\$ 420,000.00	\$315,808.29	\$89,868.45		\$405,676.74
7200 Services on Tidelands Trust Lands	\$ -	\$ 21,000.00		\$ 21,000.00	\$0.00	\$20,000.00		\$20,000.00
7300 Special Projects	\$ 7,778.67			\$ 7,778.67	\$0.00		\$67,138.17	\$67,138.17
7400 Maintenance Operations	\$ 24,000.00			\$ 24,000.00	\$19,996.12			\$19,996.12
Total 7000 MBSSI Maintenance, Beautification	\$357,392.49	\$115,386.18	\$0.00	\$472,778.67	\$335,804.41	\$109,868.45	\$67,138.17	\$512,811.03
7700 MED Marketing & Economic Development								
7710 District Management (1 FTE)	\$94,593.83			\$94,593.83	\$98,767.74			\$98,767.74
7750 Marketing Program	\$8,000.00			\$8,000.00	\$7,702.00			\$7,702.00
7800 Special Projects (minimum)	\$26,000.00			\$26,000.00	\$15,807.05		\$67,036.17	\$82,843.22
Total 7700 MED Marketing & Economic Development	\$128,593.83	\$0.00	\$0.00	\$128,593.83	\$122,276.79	\$0.00	\$67,036.17	\$189,312.96
8000 AGCR Administration & Govt/Community Relations								
8010 District Management (1 FTE)	\$94,593.83			\$94,593.83	\$98,767.74			\$98,767.74
8050 Training & Organizational Development	\$4,500.00			\$4,500.00	\$1,200.00			\$1,200.00
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$2,500.00			\$2,500.00
8130 Computer Service & Support	\$500.00			\$500.00	\$500.00			\$500.00
8150 Consulting & Legal Expenses	\$3,000.00			\$3,000.00	\$2,000.00			\$2,000.00
8200 Fees & Permits	\$500.00			\$500.00	\$500.00			\$500.00
8410 Insurance (D&O)	\$675.00			\$675.00	\$675.00			\$675.00
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$2,900.00			\$2,900.00
8450 Special Projects	\$500.00			\$500.00	\$500.00			\$500.00
8510 Office Rent	\$34,250.00			\$34,250.00	\$31,250.00			\$31,250.00
8520 Office Improvements	\$2,500.00			\$2,500.00	\$3,800.00			\$3,800.00
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$1,400.00			\$1,400.00
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$500.00			\$500.00
8545 Local Transportation	\$1,000.00			\$1,000.00	\$500.00			\$500.00
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$1,200.00			\$1,200.00
8560 Supplies	\$1,700.00			\$1,700.00	\$1,700.00			\$1,700.00
8570 Telephone & Telecommunications	\$3,000.00			\$3,000.00	\$2,820.00			\$2,820.00
8580 Utilities	\$4,320.00			\$4,320.00	\$4,246.24			\$4,246.24
Total 8000 AGCR Admin & Govt/Comm Relations	\$159,538.83	\$0.00	\$0.00	\$159,538.83	\$156,958.98	\$0.00	\$0.00	\$156,958.98
8600 CFC Collection Fees								
8630 Alameda County fees	\$ 10,764.47				\$10,113.84			\$10,113.84
8640 City of Oakland fees	\$ 7,043.18				\$6,709.02			\$6,709.02
Total 8600 CFC Collection Fees	\$17,807.65	\$0.00	\$0.00	\$17,807.65	\$16,822.85	\$0.00	\$0.00	\$16,822.85
Total Expenditures	\$663,332.80	\$115,386.18	\$0.00	\$778,718.98	\$631,863.03	\$109,868.45	\$134,174.34	\$875,905.82
Reserve (5% of 2017 Assessment Income)	\$40,985.21	\$0.00	\$0.00	\$40,985.21	\$39,038.50	\$0.00	\$0.00	\$39,038.50
Revenue	\$0.00	\$0.00	\$0.00	\$40,985.21	\$0.00	\$0.00	\$0.00	\$0.00

Jack London Improvement District Financial Report Year-to-Date December 31st						
	BUDGET				ACTUAL	
	2016 Calendar year				Period ending 12/30/16	
	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS	Actual	Remaining
Revenue						
4000 Assessment Income			\$134,174.34	\$134,174.34	\$134,174.34	\$0.00
4100 Assessment Income:Port of Oakland		\$109,868.45		\$109,868.45	\$109,868.41	-\$0.04
4200 Assessment Income:Non-Port	\$670,901.53			\$670,901.53	\$633,029.43	-\$37,872.10
4250 Prior Year Assessment Adjustments				\$0.00	\$12,839.25	\$12,839.25
9100 Bank Interest				\$0.00	\$847.30	\$847.30
4300 Grants/Contributions				\$0.00	\$10,200.00	\$10,200.00
Total Cash Available	\$670,901.53	\$109,868.45	\$134,174.34	\$914,944.32	\$890,758.73	-\$24,185.59
Expenditures						
7000 MBSSI Maint., Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$315,808.29	\$89,868.45		\$405,676.74	\$409,466.74	-\$3,790.00
7200 Services on Tidelands Trust Lands	\$0.00	\$20,000.00		\$20,000.00	\$20,000.00	\$0.00
7300 Special Projects	\$0.00		\$67,138.17	\$67,138.17	\$6,874.18	\$60,263.99
7400 Maintenance Operations	\$19,996.12			\$19,996.12	\$19,956.68	\$39.44
Total 7000 MBSSI Maint., Beautification, Safety	\$335,804.41	\$109,868.45	\$67,138.17	\$512,811.03	\$456,297.60	\$56,513.43
7700 MED Marketing & Economic Development						
7710 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$84,872.62	\$13,895.12
7750 Marketing Operations	\$7,702.00			\$7,702.00	\$4,785.35	\$2,916.65
7800 Special Projects	\$15,807.05		\$67,036.17	\$82,843.22	\$44,290.85	\$38,552.37
Total 7700 MED Marketing & Economic Development	\$122,276.79	\$0.00	\$67,036.17	\$189,312.96	\$133,977.82	\$55,335.14
8000 AGCR Admin & Govt/Comm Relations						
8010 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$84,374.52	\$14,393.22
8050 Training & Professional Development	\$1,200.00			\$1,200.00	-\$760.00	\$1,960.00
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$450.00	\$2,050.00
8130 Computer Service & Support	\$500.00			\$500.00	\$198.00	\$302.00
8150 Consulting & Legal Expenses	\$2,000.00			\$2,000.00	\$1,000.00	\$1,000.00
8200 Fees & Permits	\$500.00			\$500.00	\$285.92	\$214.08
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$3,211.00	-\$311.00
8450 Special Projects	\$500.00			\$500.00	\$756.89	-\$256.89
8510 Office Rent	\$31,250.00			\$31,250.00	\$31,500.00	-\$250.00
8520 Office Improvements	\$3,800.00			\$3,800.00	-\$521.64	\$4,321.64
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$1,145.47	\$254.53
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$805.59	-\$305.59
8545 Local Transportation	\$500.00			\$500.00	\$253.00	\$247.00
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$1,119.57	\$80.43
8560 Supplies	\$1,700.00			\$1,700.00	\$961.16	\$738.84
8570 Telephone & Telecommunications	\$2,820.00			\$2,820.00	\$2,723.67	\$96.33
8580 Utilities	\$4,246.24			\$4,246.24	\$4,239.41	\$6.83
Total 8000 AGCR Admin & Govt/Comm Relations	\$156,958.98	\$0.00	\$0.00	\$156,958.98	\$134,085.82	\$22,873.16
8610 Collection Fees						
8630 Alameda County fees (1.7%)	\$10,113.84			\$10,113.84	\$10,115.08	-\$1.24
8640 City of Oakland fees (1% except Port)	\$6,709.02			\$6,709.02	\$6,335.68	\$373.34
Total 8600 CFC Collection Fees	\$16,822.85	\$0.00	\$0.00	\$16,822.85	\$16,450.76	\$372.09
Total Expenditures	\$631,863.03	\$109,868.45	\$134,174.34	\$875,905.82	\$740,812.00	
Contingency (5% of 2016 Assessment Income)	\$39,038.50	\$0.00	\$0.00	\$39,038.50	\$39,038.50	
Cash available	\$0.00	\$0.00	\$0.00	\$0.00	\$110,908.23	

Jack London Improvement District - Meeting of the Board of Directors
November 14th, 2016 – 4:00 p.m., Jack London Headquarters – 333 Broadway

Present: Bill Stotler, Sara May, Barry Pilger, Michael Carilli, Erin Coburn, Sam Nassif, Saeid Karamooz, Peter Gertler, Jenni Koidal

Absent: Paul Thyssen, Vivian Kahn

Staff: Savlan Hauser, Courtney Rosiek,

Guests: Pamela Kershaw, Nicole Hankton

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order & introductions	The meeting was called to order at 4:26 p.m.	
2. Public comment and announcements	Update on Scott's Seafood BCDC Permit. Pam Kershaw encouraged open communication between the Port of Oakland and the Jack London Improvement District.	
3. Executive update	Savlan presented Executive Update on District highlights, challenges, and new business.	
4. Ambassador Update	<p>Block by Block Operations Manager, Chris Boss has moved to Union Square BID. Former Operations Manager, Carlos Paz Rivera rejoined the JLID team this past week. Year-to-date Ambassador work statistics were presented.</p> <p>Sara requested an update on the City of Oakland's current procedure for the care of unsheltered individuals within city limits. The board seeks to address the homeless crisis in our City with compassionate and sustainable solutions.</p> <p>Savlan reiterated our role in the field. Ambassadors engage the unsheltered in our District to check on their general welfare. The Ambassadors pick up litter including human and household waste at public right-of-way throughout our District. If assistance is requested the correct provider is contacted on behalf of the unsheltered individual.</p>	
a. Financial Review	<p>Savlan brought attention to the current projected carry over for 2017. The carry over will be allocated to a special projects budget, the selection of the 2017 projects will occur during the next scheduled board meeting.</p> <p>JLID is the fiscal sponsor of a 150k grant awarded by the Emily Hall Tremaine Foundation. The grant will be administered through the arts group FICTILIS to activate vacant retail space in Jack London. They will be curating a Museum of Capitalism exhibition in 2017.</p>	
5. Approval of the minutes a. Regular Board Meeting: 6. July 11, 2015	The minutes of September 12, 2016 were presented to the board for review.	Sara moved, Bill seconded motion to approve 9/12/2016 minutes Motion was approved unanimously.
7. Next regular meeting	Monday, January 9, 2016 – 4:00 p.m.	
8. Adjournment	The meeting adjourned at 5:11 p.m.	

Minutes taken by: Courtney Rosiek