



**Jack London Improvement District - Meeting of the Board of Directors
July 13, 2015 – 4:00 p.m. Jack London Headquarters – 333 Broadway**

Agenda

1. Call to order and introductions 4:00
2. Public comment and announcements 4:05
3. Approval of minutes- Sara 4:10
 - a. Board Meeting: June 8, 2015 (Attached) **Action Item**
4. Executive Update- Savlan 4:15
 - a. Focus and discussion of upcoming Board Workshop **Discussion Item**
 - b. Should the Jack London Improvement District raise its assessment by 2.4% in accordance with the Alameda County regional CPI index as is permitted in its Management District Plan? **Action Item**
5. Financial Review- Barry & Savlan 4:25
6. Land Use and Transportation Committee update- Vivian 4:30
 - a. Invitation to participate: Community Meeting July 16th at 6:30PM: Design Review Phase for 2 Ellis Partners Buildings **Discussion Item**Next committee meeting TBA
7. Maintenance and Beautification- Sara 4:40
 - a. Allocation of \$10,000 for branded design, printing and installation of highest impact light pole banners district-wide (Joint MED and M&B Project) **Action Item**Next committee meeting July 16th at 9:00 AM
8. Marketing and Economic Development- Paul 4:50
 - a. Recommendation to form a Task Force to develop a strategy for Economic Development for business and retail attraction in Jack London. This Economic Development Task force will be allocated a budget of up to \$4,500 to engage consultants, identify business support services, access relevant market databases and create a district-wide business attraction marketing package. **Action Item**Next committee meeting 3:00 PM July 16th, 2015 *Special time due to evening events
8. Next regular meeting: August 10, 2015, 4:00 pm 4:59
9. Adjournment 5:00

BROWN ACT: Government Code 59950 (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 99607 or at 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 98 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 Meeting
Minutes of Monday, June 8, 2015 – 4:00 p.m.
JLID Office – 333 Broadway**

Present: Sara May, Vivian Kahn, Barry Pilger, Paul Thyssen, Michael Carilli, Meredith Melville, Sam Nassif, Peter Gertler, Saied Karamooz, Jenni Koidal

Absent: Bill Stotler

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

Guests: Dave Fennel

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 4:11 p.m.	
2. Public comment and announcements	None	
3. Approval of the minutes a. Regular Board Meeting: May 11, 2015	The minutes of May 11, 2015 were presented to the board for review. Vivian noted that she did not attend the May meeting and did not give a Land Use update. Barry requested that when a motion is made, the supporting documentation is attached to the minutes.	The minutes of May 11, 2015 and recommended changes were approved without objection.
4. Executive Committee update a. Report from Caltrans management meeting and discussion of next steps in defining and implementing improvements. b. Scheduling of board workshop with Compasspoint.	Savlan encouraged everyone to read the Executive Report, included in the agenda packet. She also announced that two murals are being installed this week, at Nido and Mr. Espresso; and she invited the board to join the Neighborhood Crime Prevention Council, which will hold its next meeting on June 23, 2015. She reviewed the Oakland Police Department Summit event on community policing. She also reported on Paxio's progress and the June and July events being held in the district. Lastly she reported that an artist who has been commissioned to create a winged costume for Pedalfest will be working from the Jack London Headquarters and the work will be on display. a. Peter and Savlan explained that they met with the Caltrans Director of District 4. Caltrans is interested in exploring in-kind payment, possibly in the form of improvements to areas in the Caltrans airspace. They asked that the JLID Propose a project, which the Caltrans Collections Task Force will work on. It was noted that their assessment for the full ten-year term will equal approximately \$260,000. Sara noted that the work could be broken up into two phases.	
5. Financial Review	Barry presented the financial report. Vivian asked how the Caltrans assessment will be represented on the budget report if and when an in-kind agreement is reached. She noted the importance of showing other stakeholders	

	whether the Caltrans assessment is paid. Barry noted that the information will be included in the report.	
6. Land Use and Transportation Committee update a. Train Quiet Zone: Approve scope and budget for study update and extension using funds raised in crowd-funding campaign under sole-source exemption to bidding policy.	Peter reported that the consultant who prepared the previous study for the Train Quiet Zone can prepare a letter report that affirms the findings of the original report and can extend the report to include two additional crossings at Martin Luther King Jr. Boulevard and Market Street. The consultant priced that work at approximately \$8,000, which was just shy of the amount raised in the crowd-funding campaign. He noted that the next step is for the consultant to send over a draft contract for our review.	Saied moved and Sam seconded the motion to approve the scope of work and budget for study update and extension using the funds raised through the crowd-funding campaign. The motion was approved unanimously.
7. Maintenance and Beautification Committee update a. Invitation for ideas: identify and define transformative solutions for areas in the I-880 airspace.	The board discussed possible solutions for the I-880 airspace in relation to the new communications with Caltrans. Sara noted that the work could be broken up into more than one phase.	
8. Marketing and Economic Development Committee update a. How can we, as an organization, provide a strategy for economic development to promote the types of uses and flourishing businesses that will realize our community's vision for Jack London?	Paul reviewed the mission and vision that the board developed for the district last year and noted that the district already houses a variety of uses, then posed the question, "How can we, as an organization, provide a strategy for economic development to promote the types of uses and flourishing businesses that will realize our community's vision for Jack London?" The board discussed various uses and their conflicts in the district. Savlan noted that the district must represent a wide variety of opinions and focus on encouraging community dialogue on these issues. Jenni asked what forms of outreach have been most successful for the district and Savlan noted the Panel Talks.	
9. Next regular meeting	Monday, July 13, 2015 – 4:00 p.m.	
10. Adjournment	The meeting adjourned at 5:01 p.m.	

Minutes taken by: Fiona Simms



Executive Update, July 2015:

As we look towards our second year of work, expanded projects, and strengthened stakeholder network, we are taking the opportunity to invest in our governance and organizational structure. In late July, we will complete a Board Workshop, with the goal of optimizing Board strengths and organizational impact. For the second year in a row, we'll welcome community members, city officials, public safety partners, residents, workers, and visitors to our Annual Party and National Night Out on August 4th.

In our Land Use work,

- We are in close communication with the development teams, our community stakeholders, and the City of Oakland and supporting the community outreach around the active development applications in the District: The Mirador at 201 Broadway, the residential development at 200 4th Street (current Cost Plus HQ), and the Ellis Partners residential buildings at Jack London Square. Community meeting for the design review phase for these Jack London Square buildings will be held on July 16th at 6:30 at Waterfront Hotel.
- I had the pleasure of leading a SPUR [walking tour](#) through the produce district. An article on our research and conversations with the operators will be published soon.

In our Maintenance and Beautification work:

- We have hosted three Neighborhood Crime Prevention Council Meetings, with good attendance from residents, the business community, and our partners in public safety throughout the district. The next meeting will be held on July 21 and will focus on security at condominium and residential properties.
- Public right-of-way projects are currently being defined, evaluated, and budgeted. Our next meeting will include a District walk-through to identify high-impact sites for improvements.

In our Marketing and Economic Development work:

- Staff and our Fiber-optic Task Force are providing marketing and property-owner outreach support for Paxio in their intensive first phase of Development, to be celebrated this Thursday July 16th at 4:00 PM at Digital Realty Trust.
- We welcome two new fabulous murals to the district: at 5th and Oak at the wall of Nido, and at 3rd and Martin Luther King at Mr. Espresso, and continue the momentum for a curated pilot project. Respondents to the RFQ will be evaluated and interviewed in the next month.
- A joint initiative of the Land Use and Marketing and Economic Development Committees – the Panel Talk Series—will have its 3rd event this Wednesday July 15th at 222 Broadway's retail space—a community discussion focused on a major MED issue: the Future of Retail in Jack London. This will inform our work in Economic development strategy and vital retail attraction.

I hope to see you all at this month's events and committee meetings.

Savlan Hauser, Executive Director

PRIORITY Project Dashboard- JULY 2015

See committee documents for detailed project updates

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Land Use & Transportation	Master Encroachment Permit	IN RESEARCH AND PROJECT DEFINITION PHASE. INITIAL APPLICATION PLANNED TO BE SUBMITTED BY SUMMER											
	Train Quiet & Safe Zone	P 1 FUNDRAISING COMPLETE			P2 PLAN INITIATED								
	Forums on economic and land development (Joint MED + LUT project)	ONGOING, BIMONTHLY, RETAIL PANEL TO BE HOSTED JULY 25											
Marketing & Economic Development	Brand and Graphic Identity Implementation												
	Website Redux	SITE GO-LIVE DATE 4/12											
	Coordinate Building Art Program (Joint MED + MAB Project)	RFP RELEASED, EXTENDED DUE DATE JULY 6. APPLICANTS CURRENTLY UNDER CONSIDERATION BY MED COMMITTEE & ADVISORS											
Maintenance & Beautification	880 Underpass Improvement	INTENSIVE MITIGATION AND CAPITAL IMPROVEMENTS TO BE COORDINATED WITH THE CITY AND CALTRANS											
	Encroachment permit for trash bins, banners, bike parking, median plantings	DRAFT PLAN FOR PUBLIC RIGHT-OF-WAY IMPROVEMENTS TO BE REVIEWED AT JUNE COMMITTEE MEETING											
	Establishment of Neighborhood Crime Prevention Council	BEAT 1X NCPD OFFICIALLY ESTABLISHED AFTER 3RD MTG MAY 26, NEXT MEETING THIRD TUESDAY JULY 21											
Executive Committee	Establish Onboarding, Expectations and Job Description for Board of Directors	BOARD WORKSHOP SCHEDULED JULY 22											

Jack London Improvement District YTD Cash Available Summary June 2015

2014-2015 Assessments	Budget	Actual	Difference
Dec 2014 (50%)	\$390,396.50	\$325,387.90	\$65,008.60
Apr 2015 (40%)	\$312,317.20	\$278,243.92	\$34,073.28
Aug 2015 (10%)	\$78,079.30		
Total	\$780,793.00	\$603,631.82	

Difference between anticipated and collected assessments to date	\$99,081.88
Difference between collected to date and 100% collection	\$177,161.18

Cash Available	Ann. Budget	Actual	Variance	Notes
Assessment Income	\$780,793.00	\$603,631.82	\$177,161.18	
2014 Carryover	\$76,824.00	\$76,824.00		
Other Income	\$0.00	\$7,773.13		Bank interest; recycling; TQZ
Less Contingency	\$45,727.00	\$45,727.00		
Total Cash Available	\$811,890.00	\$642,501.95	\$169,388.05	
Expenses	Ann. Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$194,600.42	\$229,975.26	
Marketing and Economic Development	\$174,625.00	\$25,320.81	\$149,304.19	
Administration and Gov't/Community	\$195,806.32	\$77,470.81	\$118,335.51	
Collection Fees	\$16,737.00	\$10,567.12	\$6,169.88	
Total Expenses	\$811,744.00	\$307,959.16	\$503,784.84	
Cash Remaining	\$146.00	\$334,542.79		

Jack London Improvement District 2015	BUDGET				ACTUAL	
					Period ending 06/30/15	
	ASSESSMENTS		2014 carryover	TOTALS	YTD Actual	Remaining
Revenue	Non-Port	Port Share approved on 7-24-14				
4000 Assessment Income			\$76,824.00		\$603,631.82	
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	\$603,631.82	\$177,161.18
5000 Train Quiet Zone					\$7,328.84	
9100 Bank Interest					\$412.31	
Uncategorized Revenue					\$31.98	
Total Revenue	\$670,901.53	\$109,891.47	\$76,824.00	\$857,617.00	\$611,404.95	
Total Cash Available					\$688,228.95	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,180.00	\$89,891.00		\$388,071.00	\$194,035.50	\$194,035.50
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	\$39.95	\$6,412.73
7400 Public Right of Way (Maintenance Operations)	\$10,052.00			\$10,052.00	\$524.97	\$9,527.03
Total 7000 MBSSI Maintenance, Beautification, etc.	\$309,307.00	\$109,891.00	\$5,377.68	\$424,575.68	\$194,600.42	\$229,975.26
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$12,926.58	\$12,926.42
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$4,308.84	\$4,309.16
7750 Marketing / Branding / Public Relations	\$50,871.00	Text		\$50,871.00	\$4,016.35	\$46,854.65
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$4,069.04	\$85,213.96
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$25,320.81	\$149,304.19
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$30,162.06	\$30,161.94
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$10,054.02	\$10,053.98
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$2,064.28	\$2,005.72
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$1,269.83	\$1,782.17
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	\$106.00	\$148.00
8410 Insurance (D&O)	\$616.00			\$616.00	\$600.00	\$16.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$2,862.00	\$460.00
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	\$6,258.48	\$27,284.84
8510 Office Rent	\$28,500.00			\$28,500.00	\$13,500.00	\$15,000.00
8520 Office Improvements	\$13,000.00			\$13,000.00	\$1,850.00	\$11,150.00
8530 Office Furniture & Equipment	\$2,500.00			\$2,500.00	\$502.36	\$1,997.64
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$129.80	\$887.20
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$661.03	\$1,373.97
8560 Supplies	\$2,035.00			\$2,035.00	\$845.35	\$1,189.65
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$1,137.86	\$1,082.14
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$1,989.74	\$2,390.26
8590 Utilities & Rent (Offsite Expenses)	\$1,380.00			\$1,380.00	\$3,418.00	-\$2,038.00
Total 8000 AGCR Administration & Govt/Comm Relations	\$162,772.00		\$33,034.32	\$195,806.32	\$77,470.81	\$118,335.51
8600 CFC Collection Fees & Contingency						
8610 Collection Fees	\$16,737.00			\$16,737.00	\$10,567.12	\$6,169.88
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	\$10,567.12	\$51,896.88
Total Expenditures	\$670,756.00	\$109,891.00	\$76,824.00	\$857,471.00	\$307,959.16	
Cash On Hand					\$380,269.79	