



Jack London Improvement District - Meeting of the Board of Directors

June 8, 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: May 11, 2015 (Attached) **Action Item**
4. Executive Update- Savlan 4:15
 - a. *Report from Caltrans Management Meeting Task Force and discussion of next steps in defining and implementing improvements.*
 - b. *Scheduling of Board Workshop with Compasspoint*
5. Financial Review- Barry & Savlan 4:25
6. Land Use and Transportation Committee update- Vivian 4:30
 - a. *Train Quiet Zone: Approve scope and budget for study update and extension using funds raised in crowd-funded campaign under sole source exemption to bidding policy* **Action Item**Next committee meeting 3:00 PM June 18th, 2013
7. Maintenance and Beautification- Sara 4:40
 - a. *Invitation for ideas: identify and define transformative solutions for areas in the I-880 Airspace*Next committee meeting 9:00 AM June 18th, 2015
8. Marketing and Economic Development- Paul 4:50
 - 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?* **Discussion**Next committee meeting 4:00 PM June 18th, 2015
8. Next regular meeting: July 13, 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 - Meeting of the Board of Directors
May 11, 2015 - 4:00 p.m. - Jack London Headquarters - 333 Broadway
Minutes**

Present: Bill Stotler, Sara May, Peter Gertler, Michael Carilli, Sam Nassif

Absent: Barry Pilger, Jenni Koidal, Meredith Melville, Paul Thyssen.

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

Guests: Andrew Jones

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 4:03 a.m.	
2. Public comment and announcements	It was announced that The Overland at 101 Broadway would be having their soft opening on May 11th	
3. Approval of the minutes a. Regular Board Meeting: March 9, 2015	The minutes of March 9, 2015 were presented to the board for review.	Bill moved and Sam seconded the motion to approve the minutes of April 13, 2015. The motion was approved unanimously.
4. Executive Committee update a. Approval of recommended Competitive Bidding Procedure b. Agreement on regular Board Meeting time: Second Monday at 4:00pm c. Creation of Task Force authorized to make further decisions in our effort to collect assessment from Caltrans including hiring legal counsel and negotiating with Caltrans management.	<p>Savlan discussed the development of fiber optic infrastructure in the district and marketing/outreach partnership with Paxio. Among other partnerships that have been formed, staff is working to create alliances with other rail-adjacent neighborhoods such as 4th Street in Berkeley to analyze the economic impact of crude oil transport by rail. In anticipation of the upcoming workshop with Compasspoint, Savlan also asked the Board to think about two or three challenges that our organization will face, or has faced, as we grow and take on new projects and opportunities. Savlan also notified the Board of two national organizations, ULI and IDA whose meetings will both be hosted in San Francisco in the fall. Savlan is on the steering committee for the programming of both organizations and is advocating for as much Oakland programming to be part of the conferences as possible. Bill congratulated Savlan on her completion of the Leadership Oakland program, a year-long leadership training program sponsored by the Oakland Chamber of Commerce.</p> <p>a. Savlan presented recommended Bidding procedures to the Board. Jenni, Barry, and Paul were included in the drafting process that produced a bidding procedure intended to be best-practice and transparent.</p> <p>b. It was agreed that the 4:00pm meeting time would better accommodate all board members' schedules. Peter recommended a better phone system for call-in.</p> <p>c. Savlan described the history of communications with Caltrans throughout the steering committee's formation process and initiation of communications with city officials, the Mayor, and other agencies</p>	<p>a. Michael moved and Peter seconded the motion to approve the recommended Bidding Procedures. The motion was approved unanimously.</p> <p>b. Sara moved and Sam seconded the motion to approve the set meeting time to 4:00PM on the 2nd Monday of the month. The motion was approved unanimously.</p> <p>c. Peter moved and Sam seconded the motion to create a task force, and added that the task force expenditure would not exceed \$4,950. The motion was</p>

	regarding the Caltrans assessment after the formation of the District was complete. Given the fact a meeting with Caltrans leadership is scheduled, Savlan and Bill recommended that a task force be formed to guide this process of negotiation on behalf of the District.	approved unanimously.
5. Financial Review	Savlan reviewed the financial summary. It was recommended that the “other income” would be explained in the “notes” section in future summaries.	
6. Land Use and Transportation Committee update a. Regional Land Use Issue: Statement on crude oil transport by rail.	Vivian reported that the forums are the main focus of the committee at this time. She also noted that the next meeting will need to be rescheduled. a. Michael reviewed the Land Use and Transportation Committee’s recommended statement for adoption by the Board, and highlighted its attention to protection of property ownership, associated costs and risks to development, economic impact, and support of city policy.	a. Sara moved and Peter seconded the motion to adopt the statement on crude oil transport by rail. The motion was approved unanimously.
7. Marketing and Economic Development a. Building Arts Project: Approve recommendation by Committee to engage with consultant to coordinate an Art on Buildings program and release attached Request for Qualifications. b. Pop-up Hosting: Recommendation by Committee to install modified shipping container to house special community events that need interior space in lieu of hosting pop-ups inside 333 Broadway	a. Savlan discussed the history of the project and current approach. The committee worked with public arts stakeholders to develop the first phase of the program, and develop an RFQ (Request for Qualifications) to find a consultant to manage the program. b. The committee was asked to develop the parameters for hosting pop-ups in the office at 333 Broadway. The committee will be investigating the expansion and modification of a shipping container to house temporary uses and will bring a more developed proposal back to the Board for update.	a. Sara moved and Michael seconded the motion to engage with a consultant to manage an art on buildings program and release the RFQ.
8. Next regular meeting	Monday, June 8, 2015 – 4:00PM	
9. Adjournment	The meeting adjourned at 5:00PM	

Minutes taken by: Fiona Simms



Executive Update:

We are stepping into a more central role in connecting and supporting the current and prospective stakeholders in our neighborhood. It will be increasingly important to extend outreach and participation in District programs in order to help shape and realize the Jack London vision. We had the first meeting with the director of Caltrans, and are encouraged by the discussion of a positive solution. Our Board workshop with Compasspoint is scheduled for the end of July.

In our Land Use work,

- The Train Quiet Zone efforts are now under the guidance of the Land Use Committee. In communication with the study's consultant, we have discovered that a renewed, expanded study extending the Quiet Zone to include extra blocks will be nearly exactly covered by the funds raised in the crowd-sourced campaign. An informational event/fundraiser is planned at a track-adjacent venue in late spring, date TBA.

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 June 22nd

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, culminating in a launch event with DRT. The event has been scheduled for July 9th to allow for greater outreach and development of service.
- Amidst a number of other prospective building art projects which may be taking hold in the District, our first RFQ to find a consultant experienced in implementing building art has been released and is available on our webpage here:
http://www.jacklondonoakland.org/rfq_for_building_art_project_consultant_released

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

Savlan Hauser, Executive Director

PRIORITY Project Dashboard- JUNE 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 COMPLETE								
	Forums on economic and land development (Joint MED + LUT project)	ONGOING, BIMONTHLY, RETAIL PANEL TO BE HOSTED LATE JUNE											
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, DUE JUNE 27 th											
Maintenance & Beautification	880 Underpass Improvement	INTENSIVE MITIGATION TO BE COORDINATED WITH THE CITY, ACCORDING TO CITY TIMELINE											
	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 IX NCP/C OFFICIALLY ESTABLISHED AFTER 3RD MTG MAY 26											
Executive Committee	Establish Onboarding, Expectations and Job Description for Board of Directors	BOARD COACHING SESSION TO BE SCHEDULED SUMMER 2014											

Jack London Improvement District YTD Cash Available Summary May 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	\$7,637.28		Bank interest; recycling; TQZ
Less Contingency	\$45,727.00	\$45,727.00		
Total Cash Available	\$811,890.00	\$642,366.10	\$169,523.90	
Expenses	Ann. Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$162,285.17	\$262,290.51	
Marketing and Economic Development	\$174,625.00	\$21,559.49	\$153,065.51	
Administration and Gov't/Community	\$195,806.32	\$64,837.92	\$130,968.40	
Collection Fees	\$16,737.00	\$10,567.12	\$6,169.88	
Total Expenses	\$811,744.00	\$259,249.70	\$552,494.30	
Cash Remaining	\$146.00	\$383,116.40		

Jack London Improvement District 2015	BUDGET				ACTUAL	
					Period ending 05/31/15	
	ASSESSMENTS		2014 carryover	TOTALS	YTD Actual	Remaining
Revenue	Non-Port	Port Share approved April 2015				
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					\$7,278.84	
9100 Bank Interest					\$326.46	
Uncategorized Revenue					\$31.98	
Total Revenue	\$670,901.53	\$109,891.47	\$76,824.00	\$857,617.00	\$611,269.10	
Total Cash Available					\$688,093.10	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,180.00	\$89,891.00		\$388,071.00	\$161,696.25	\$226,374.75
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	\$63.95	\$6,388.73
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	\$162,285.17	\$262,290.51
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$10,772.15	\$15,080.85
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$3,590.70	\$5,027.30
7750 Marketing / Branding / Public Relations	\$50,871.00			\$50,871.00	\$3,616.21	\$47,254.79
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$3,580.43	\$85,702.57
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$21,559.49	\$153,065.51
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$25,135.05	\$35,188.95
8020 District Management Assistance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$8,378.35	\$11,729.65
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$1,163.12	\$2,906.88
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$444.83	\$2,607.17
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	\$131.00	\$123.00
8410 Insurance (D&O)	\$616.00			\$616.00	\$600.00	\$16.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$2,787.00	\$535.00
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	\$5,216.40	\$28,326.92
8510 Office Rent	\$28,500.00			\$28,500.00	\$11,250.00	\$17,250.00
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	\$351.58	\$2,148.42
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$129.80	\$887.20
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$525.47	\$1,509.53
8560 Supplies	\$2,035.00			\$2,035.00	\$667.74	\$1,367.26
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$973.15	\$1,246.85
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$1,756.43	\$2,623.57
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	\$64,837.92	\$130,968.40
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	\$259,249.70	
Cash On Hand					\$428,843.40	

For Jack London Improvement District Board Approval:

Phase 1 Train Quiet Zone Study

Scope

CDM Smith (the Consultant) will prepare a letter report that will include the following:

- Review and comment if the Wilbur Smith Associates* Oakland Railroad Quiet Zone Study, dated June 2011 that included six crossings, including: Oak; Webster; Franklin; Broadway; Washington; and Clay streets is still an accurate assessment of the vehicular and rail and traffic conditions, and if the proposed quiet zone improvement are appropriate.
- Expand the Study area two blocks north to include Market and Martin Luther King streets, and gather sufficient vehicular and rail traffic conditions and assess potential quiet zone improvements.
- As required and to be determined, new vehicular traffic counts may be required at all intersections between Oak and Market Streets

Budget

The Consultant will prepare the scope of work above for an amount not to exceed \$8,000 (total raised in the IndieGO GO campaign was \$8,054).

Next Steps

The Consultant is current checking with the City of Oakland to confirm the approach and next steps. After the City and the Consultant agree on the approach and next steps the Consultant will prepare a detailed scope of work and will begin contract negotiations with JLID to start work at the earliest possible time.

*= Wilbur Smith Associates was acquired by CDM in 2012 and became CDM-Smith, the proposed Consultant. The individuals that worked on the Wilbur Smith Associates 2011 study are the same persons proposed for this study.