



**Jack London Improvement District Meeting of the Board of Directors
472 Water Street – March 11th, 2019 -- 5:00-6:00**

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|--|------------------------|
| 1. Board Meeting Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:05 |
| 3. Executive Update | 5:10 |
| a. Ambassador Update/ NCPC Update | |
| b. Progress Update: Underpass Improvement, "Walk This Way" | |
| 4. Downtown Oakland Specific Plan | 5:15 |
| City of Oakland Project Team Staff presentation of draft document. Opportunity for comment from Board Members and general Public | <i>Discussion Item</i> |
| 5. Underpass Encampment Action and Tuff Shed Navigation Center in Jack London | 5:40 |
| Joe DeVries, City Administrator | |
| 6. Financial Review and Report Approval | 5:50 |
| a. Financial Report: District Operations Budget v Actual February 2019 | <i>Action Item</i> |
| b. Financial Report: Balance Sheet February 2019 | <i>Action Item</i> |
| 7. Approval of Minutes | 5:55 |
| a. February 19th, 2019 | <i>Action Item</i> |
| 8. Adjourn- <i>Action Item</i> | 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. 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.



Ambassador Wesley taking advantage of a break in the rain to clean storm drains



2018 St. Patrick's Day Block Party 2nd and Broadway

Executive Update, March 2019

Heavy rain has kept our Ambassador Team busy, clearing storm drains and gutters to prevent street flooding and debris entering the Bay.

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, including the Oakland Heritage Alliance, and Oakland Chamber of Commerce.

The Department of

Transportation seeks input on potential bike, mobility, and pedestrian improvements as part of a potential **Broadway Repaving** project summer of 2019. [Share your input here.](#)

LavaMae Pilot. Continues on a weekly basis, Mondays from 9-2, [LavaMae](#), a mobile trailer providing critical hygiene services to the homeless at Broadway and Webster & 5th.

Jack London In the News

[Re-Introducing Waterfront Hotel in Jack London Square](#)
[Environmental Justice Group to Work with Oakland A's on New Stadium Agreement](#)
[Oakland California Craft Beer Guide](#)

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



Jack London February Business Coffee at Crooked City Cider, DOT Gathering Merchant Feedback on Broadway Repaving

District Event Highlights

- 2nd Annual St. Patrick's Day at Slainte in Jack London on 2nd and Broadway. Live Music, Dancing, and of course Guinness and Oysters—logistical & marketing support from Jack London Improvement District.
- **Jack London Beat 1X NCPD Meeting** – 3/26 6:15PM, 333 Broadway
- **Federation Brewing Turns 2**, and marks the occasion with a celebration on March 23rd. There will be live music, BBQ, and new brew releases.

Development/ Construction Updates

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

We invite you to participate in our meetings and [collaborative events](#) in the District.
 -Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

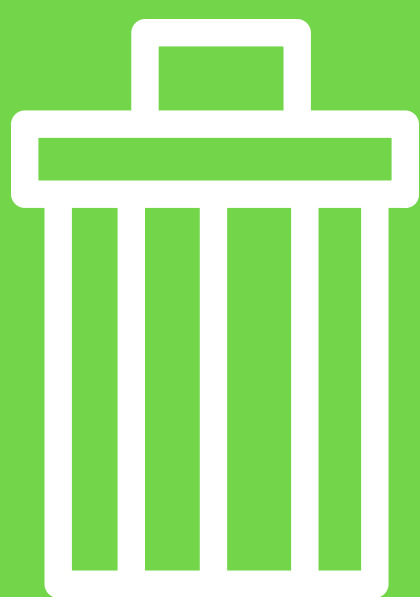
STATISTICS

FEBRUARY 2019 REPORT

Jack London Ambassadors have been hard at work

Need Assistance?

Call our Dispatch Phone 510 363 0989



31,562 lbs

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

43

Illegal Dumping
sites have been
cleared.

127

Stickers, Posters,
Flyers removed
from City Fixtures.



80

Graffiti sites
addressed

10

Blocks of Power
Washing

826

Individuals greeted
or assisted by our
Ambassadors

Jack London Improvement District
Budget vs. Actuals: Operating Budget 2019 - FY19 P&L

January 1 -Feb 28, 2019

Month = 2

	Total				Notes	Annual Budget	% Utilized YTD
	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD			
Revenue							
4000 Assessment Income							
4100 Port of Oakland Assessment	\$0	\$29,125	-\$29,125	-100%	Expected receipt 08/19 50% of annual assessment received in first disbursement	\$174,753	0%
4200 Non Port Assessment Income	\$385,568	\$137,772	\$247,796	180%		\$826,632	47%
Uncollected Caltrans Assessment	\$0	\$4,758	-\$4,758	-100%		\$28,548	0%
4250 Prior Year Assessment Adjustments	\$17,446		\$17,446			\$0	
Total 4000 Assessment Income	\$403,014	\$166,897	\$236,116	141%		\$1,001,385	40%
Uncategorized Revenue	\$0	\$0					
9100 Bank Interest	\$296	\$0	-\$296			\$0	
Total Revenue	\$403,310	\$166,897	\$236,412	142%		\$1,001,385	40%
Expenditures							
7000 MBSSI Maintenance, Beautification, Safety & Streetscape							
7100 Ambassador Services	\$63,495	\$59,680	-\$3,815	-6%		\$358,083	18%
7150 Ambassador Services-Port of Oakland	\$16,382	\$25,267	\$8,885	35%		\$151,600	11%
7200 Services on Tidelands Trust Lands	\$0	\$3,859	\$3,859	100%		\$23,153	0%
7400 Maintenance Operations	\$7,243	\$4,000	-\$3,243	-81%	Annual storage fee paid 1/19	\$24,000	30%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$87,120	\$92,806	\$5,686	6%		\$556,836	16%
7700 MED Marketing & Economic Development							
7710 District Management	\$19,566	\$16,844	-\$2,722	-16%		\$101,065	19%
7750 Marketing Operations	\$1,707	\$1,000	-\$707	-71%		\$6,000	28%
7800 Special Projects	\$3,326	\$9,333	\$6,007	64%		\$56,000	6%
Total 7700 MED Marketing & Economic Development	\$24,599	\$27,178	\$2,578	9%		\$163,065	15%
8000 AGCR Administration & Government/Community Relations							
8010 District Management	\$19,566	\$16,844	-\$2,722	-16%		\$101,065	19%
8050 Training & Professional Development	\$444	\$833	\$389	47%		\$5,000	9%
8110 Accounting & Taxes	\$0	\$452	\$452	100%		\$2,709	0%
8130 Computer Service & Support	\$0	\$83	\$83	100%		\$500	0%
8150 Consulting & Legal Expenses	\$0	\$333	\$333	100%	Allowance not needed to date.	\$2,000	0%
8200 Fees & Permits	\$860	\$83	-\$777	-932%		\$500	172%
8410 Insurance (D&O)	\$600	\$133	-\$467	-350%	Premiums paid in 1/2019	\$800	75%
8420 Insurance (General Liability & Auto)	\$3,224	\$633	-\$2,591	-409%		\$3,800	85%
8425 Insurance (Workers Comp)	\$419	\$458	\$39	9%		\$2,750	15%
8430 Membership Fees	\$1,000	\$233	-\$767	-329%	Includes SPUR, Chamber of Commerce	\$1,400	71%
8450 Special Projects	\$0	\$633	\$633	100%		\$3,800	0%
8510 Office rent	\$6,500	\$7,164	\$664	9%	Prepaid 1 month in advance.	\$42,981	15%
8520 Office Improvements	\$0	\$417	\$417	100%		\$2,500	0%
8530 Office Furniture & Equipment	\$38	\$200	\$163	81%		\$1,200	3%
8540 Postage, Shipping, Delivery	\$34	\$233	\$200	86%		\$1,400	2%
8545 Local transportation	\$20	\$83	\$63	76%		\$500	4%
8550 Printing & Copying	\$0	\$83	\$83	100%		\$500	0%
8560 Supplies	\$38	\$333	\$295	89%		\$2,000	2%
8570 Telephone & Telecommunications	\$164	\$430	\$266	62%		\$2,580	6%
8580 Utilities	\$660	\$475	-\$185	-39%		\$2,850	23%
Total 8000 AGCR Administration & Government/Community Relations	\$33,566	\$30,139	-\$3,427	-11%		\$180,836	19%
8600 Collection Fees & Contingency							
8680 Contingency allowance for uncollected assessments	\$0	\$8,345	\$0	0%		\$50,069	0%
8610 Collection Fees							
8630 Alameda County fees (1.7%)	\$6,344	\$2,837	-\$3,507	-124%		\$17,024	37%
8640 City of Oakland fees (1% except Port)	\$250	\$1,378	\$1,128	82%		\$8,266	3%
Total 8610 Collection Fees	\$6,594	\$4,215	-\$2,379	-56%		\$25,290	26%
Total 8600 Collection Fees & Contingency	\$6,594	\$12,560	\$5,966	47%		\$75,359	9%
Total Expenditures	\$151,880	\$154,338	\$2,458	2%		\$869,879	

Accrual Basis

Summary

	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD	Annual Budget	% Utilized YTD
Total Revenue	\$403,309.73	\$166,897.46	\$236,412.27	142%	\$1,001,384.75	40%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	-\$87,119.87	-\$92,805.92	\$5,686.05	6%	-\$556,835.50	16%
Total 7700 MED Marketing & Economic Development	-\$24,599.49	-\$27,177.50	\$2,578.01	9%	-\$163,065.00	15%
Total 8000 AGCR Administration & Government/Community Relations	-\$33,566.33	-\$30,139.28	\$3,427.06	-11%	-\$180,835.65	19%
Total 8610 Collection Fees	-\$6,594.11	-\$4,214.98	\$2,379.13	-56%	-\$25,289.86	26%
Total Expenditures	-\$151,879.80	-\$154,337.67	\$2,457.87	2%	-\$926,026.01	16%

Jack London Improvement District
Statement of Financial Position
As of February 28, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	51,171.44
1105 Discretionary Spending at Bridge Bank	3,428.03
1110 Money Market at Bridge Bank	393,281.36
Total Bank Accounts	\$ 447,880.83
Total Current Assets*	\$ 447,880.83
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 449,880.83
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Unrestricted Net Assets	163,933.97
3300 Temporarily Restricted Net Assets (special projects and non-assessment donated funds)	34,516.93
Net Revenue	251,429.93
Total Equity	\$ 449,880.83
TOTAL LIABILITIES AND EQUITY	\$ 449,880.83

** As a measure of fiduciary responsibility to provide consistent service and organizational sustainability, the Board of Directors has budgeted a target reserve fund of \$250,000 to be accumulated over 2019 and 2020, which covers approximately three months of operations, and would allow for the District to maintain consistent service in the event of a delayed disbursement of assessment funds or an emergency expense, and throughout the anticipated 2023 renewal process.*

Tuesday, Mar 05, 2019 11:50:06 AM GMT-8 - Accrual Basis

Jack London Improvement District - Meeting of the Board of Directors

February 19th, 2019 – 4:30 p.m., 472 Water Street

Present: Mark Everton (President), Paul Thyssen (Secretary), Sam Nassif, Sara May, Chris Pastena, Greg Pasquali, Vivian Kahn, Erin Coburn, Taj Tashombe

Absent: Peter Gertler

Staff: Savlan Hauser, Kaylee Hudson

Guests: Carina Wittler, Jennifer Newman, Noah Friedman, Ed Manasse (City), Aly Bonde (Chamber)

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order & intros	The Board of Directors meeting was called to order at 4:33 p.m.	
2. Public comment and announcements.	Chris: Chop Bar leased 4 th St East's ground floor space and aiming for a June opening. Greg shared that Second 4 th St. East building will start leasing first half in May and lease second half in June. Carina noted building next to Aqua Villa, Oak & 2 nd , is bombarded by graffiti. Vivian noted PG&E parking issues remain and are causing a reduction in quality of life. Sara May recommends filing complaints with the PUC.	
3. Executive Update a. Ambassador Update/NCPC Update b. 2019 Special Projects invite for participation and Stakeholder Communications Plan 2019	Savlan presented the Executive Update to the Board. Please see executive update summary in the February agenda packet. Savlan added additional updates: the Downtown Streets team has an Oakland Pilot, there will be another neighborhood swag bag push for new Mill Creek Residential apartments, the District will be moving forward with April Phillips Design Works for median beautification project. Vivian: Tuff sheds at 6 th & Clay are phased out. Greg noted that the City is trying to get power to Oak St site at 5 th St parking lots. Mark recommended that the City still needs to do a last cleanup of Brush St tuff shed site. Savlan: Please review the Description of Reserve Fund to be included as a footnote on balance sheets and financial reports going forward. Greg: The recycling shop is closing at 412 Madison, Essex property.	
4. Staff Recommendation: Letters(s) of Support of Electric Scooter Operators to City of Oakland. <i>Action Item</i>	The Board discussed authorizing staff to submit a 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 and engaging with the Jack London Improvement District. The City of Oakland will soon be accepting applications from operators to award permits. The Board took no action and instead recommended staff continuing to engage in the shared mobility permitting process to encourage responsible operations.	No motion to vote on the item was presented by the Board.
5. Staff Recommendation: Letter of Support for prioritizations of "Walk This Way". <i>Action Item</i>	The Board discussed authorizing staff to share a letter of support for the "Walk This Way" project with City Staff and elected representatives to urge that the project be prioritized. Based on the 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, and this project is of critical importance to our District.	Greg motioned to approve the Letter of Support and Sam seconded. The motion passed unanimously.
6. Financial Review and Report Approval a. District Operations Budget v Actual January 2019 Report b. Balance Sheet January	The Board reviewed January Financial Reports and voted to appoint a Board Treasurer after the retirement of Jenni Koidal from the Board in January. Erin Coburn volunteered to fill the position. Vivian stated her support for a Board Member representing Jack London Square, as CIM and Jack London Savlan mentioned we are in touch with new General Manager Beth	Erin motioned to approve the January financial reports and Vivian seconded. The motion passed unanimously.

2019 Report c. Election of Board Treasurer <i>Action Item</i>	McCabe and we will keep her apprised of Jack London projects. In the future the Board vote to fill the position.	Vivian motioned to elect Erin Coburn as Treasurer and Paul seconded. The motion passed unanimously.
7. Approval of Minutes – January 14th, 2019. <i>Action Item</i>	The Board reviewed January’s meeting minutes.	Paul motioned to approve the minutes and Sara seconded. Motion passed unanimously.
8. Downtown Oakland Specific Plan: Project team staff presentation and opportunity for comment.	<p>Ed Manasse of Oakland Downtown Specific Plan Planning Team Staff was present to answer questions and give a short presentation.</p> <p>Ed: Oakland General Plan hasn’t been updated in 20 years, DOSP fills in the gaps of other specific plans, for example the Chinatown Specific Plan organized 2010-2014 and Lake Merritt Bart station plans. More detailed plan should be coming in Summer 2019.</p> <p>Greg: Why so little office space in JL? Ed: Team is open to considering certain areas of JL as office priority sites. Chris: How does the plan address ground floor space? Ed: A lot will be coming on the market. Considering Pop-Up Registry program to fill in vacant spaces in the short term.</p> <p>Noah: but office space will be allowed in JL? Ed: Yes, zoning will largely allow it everywhere in Downtown. Vivian: Allow offices on ground floors of residential buildings.</p> <p>Savlan: Why is Howard Terminal excluded? Ed: Team had internal discussion about it and concluded that two EIRs looking at one site isn’t a good idea. Taj: West Oakland Specific Plan was also a factor in the decision. We didn’t want to be part of either/both plans and decided to treat Howard Terminal separately. Vivian: There is no public planning process. EIR does not substitute, especially with the proposal of a gondola. When will we look at socio-economic impact? Taj: A’s will conduct race & equity analysis community benefit agreements and develop a baseline.</p> <p>Noah: Is there language to address redevelopment of maker spaces/historic sites in JL that keep the maker spaces but allow for more intensity? Ed: We want to look at height limits West of Broadway and revisit 3rd St corridor zoning/height limits. Sara: 3rd St buildings are built at rail height, making the spaces difficult to operate under industrial uses, so maker space designation may need to be reconsidered. Foot traffic is focused on 3rd St, and 4th St might be a better location because we see industrial uses happening naturally. Perhaps technology focused maker spaces and creative commercial is more appropriate. Ed: Please formalize comments in a letter.</p>	
9. Adjourn.	Adjourned at 6:11 pm. Next Board meeting Monday March 11 th , 5:00 PM.	

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	x	x	x	x	x	x	-	Resigned	x	x	x
March											

Attendance Record