



**Jack London Improvement District - Meeting of the Board of Directors
333 Broadway, May 14th, 2018 5:00PM**

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|--|------------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:00 |
| 3. Executive Update | 5:10 |
| a. District Update, Ambassador Statistics. | |
| b. Walk This Way Broadway/Webster Underpass Project Update- Nicole Ferrarra, Project Manager, City of Oakland DOT | |
| 4. Governance Update | 5:15 |
| a. Elect new President and Secretary Officer Positions of one-year term. | Action Item |
| b. Designate Executive Committee to act as "Employee Supervisor" to Executive Director as defined in Employee handbook | Action Item |
| 5. Financial Review | 5:30 |
| a. Review Financial Position and Year-to-date Budget v Actual Reports | Discussion Item |
| 6. Approve Meeting Minutes- April 9th, 2017 | 5:35 |
| | Action Item |
| 7. Walking Tour. 4 th to Washington to 3 rd to Webster. | 5:40 |
| 8. Adjourn | 6:00 |

Next Meeting June 14th, 2018

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 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, May 2018

Here are this month's highlights and projects going on in the District:

- **The Port of Oakland and the A's** entered an exclusive negotiating agreement to consider **Howard Terminal** as a potential development site for their new baseball stadium in a unanimous vote by the Port Commissioners last Thursday April 26th. We shared the community engagement work and Panel Talk that the District has done-- and the feedback we've received about the excitement for the prospect of a stadium in the area. Several small business and resident members of the Ballpark Task Force attended and commented about the potential economic and physical transformative impact of a ballpark development for Jack London
- **Jack London hosted a record number of spring Neighborhood Block Parties** in collaboration with local businesses—This Spring, we've coordinated three well-attended block parties to kick off new businesses in the district and celebrate holidays—St. Patrick's day with Slainte, assisted with E-Sports Arena launch, and Original Pattern Brewing—bringing a diverse mix of people to enjoy the District and support our local businesses.
- **Bike to work day is May 10th** and Jack London's Energizer Station at the Ferry Terminal will be in full swing supporting our cycling commuters from 7am to 9am. Brought to you by local businesses Alta Planning and Design, Bicycle Coffee, and the Jack London Improvement District. Ride your bike to work and swing by for a free swag bag.
- **More Building Art coming: May is Oakland Art Month!** This spring we're partnering with Visit Oakland for the Oakland Mural Festival to be hosted in Jack London May 12-19. 9 great high-impact sites have been matched with competitively selected artists and art groups to bring more public art to the District. The week will be capped with a party at Jack London Square on May 19th.

District Event Highlights

- Oakland Mural Festival in Jack London, May 12th-19th
- Bike to Work Day, May 10th—Energizer Stations on commute routes from 7-9AM
- **February 5th** was our [first Panel Talk of the year](#)- about the Train Quiet Zone and related safety infrastructure improvements, moderated by the District's own Peter Gertler. It was a robust and informative discussion with local rail and transportation safety experts.
- Jack London Beat 1X NCPC Meeting – May 22nd at 6:15PM, 333 Broadway (Jack London Improvement District Office)

Construction Updates

- **4th and Madison**- by Carmel Partners- 330 Homes in two buildings on North & South sides of 4th Street/Planned completion date Q3 2018 (south)/Q2 2019(north). JLS4thAndMadison@gmail.com
- **"Mirador"**-Austin Group, **201 Broadway**- 48 Homes 4,000sqft retail/ Construction RESTART 5/18.
- **"Modera"**- Mill Creek , **377 2nd Street**- 134 Homes /Broke ground Q22017, complete Q2/3 2019.
- Citrine Advisors' Rehabilitation at **322 Broadway @ 4th**/ Ground breaking slated for March 2018
- **PG&E Pipeline Replacement** 3rd St underway-finished 10/18. For updates email rect@PGE.com

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

-Savlan Hauser, Executive Director

JACK LONDON CLEAN AND SAFE

STATISTICS

APRIL 2018 REPORT YTD

Jack London's Ambassadors have been hard at work

Comments? Contact us at:
info@jacklondonoakland.org



36,298 lbs

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

650

Graffiti sites
addressed

900

Blocks of weed
abatement



571

Illegal Dumping
sites have been
cleared.

1,368

Stickers, Posters,
Flyers removed
from City Fixtures.

6,835

Individuals
assisted by our
Ambassadors

Jack London Improvement District

Budget vs. Actuals: 2018

March 31st Year To Date

	Actual	Budget	Variance	
Revenue				
4000 Assessment Income				
4100 Port of Oakland Assessment	\$0.00	\$30,282.47	(\$30,282.47)	<i>\$121,129 Paid in 8/18 Disbursement</i>
4200 Non Port Assessment Income	\$356,864.24	\$185,937.26	\$170,926.98	
Uncollected Caltrans Assessment	\$0.00	\$7,136.90	(\$7,136.90)	
4250 Prior Year Assessment Adjustments	\$14,935.35	\$0.00	\$14,935.35	
Total 4000 Assessment Income	\$371,799.59	\$216,219.73	\$155,579.86	
4350 Corporate Donations		\$0.00	\$0.00	
Total 4300 Grants/Contributions	\$0.00	\$0.00	\$0.00	
Uncategorized Revenue (2017 Carry-Forward)	\$5,000.00	\$0.00	\$5,000.00	<i>\$5,000 Allocated in Carry-Forward</i>
9100 Bank Interest	\$90.80	\$0.00	\$90.80	
Total Revenue	\$376,890.39	\$217,469.73	\$159,420.66	
Expenditures				
7000 MBSSI Maintenance, Beautification, Safety & Streetscape				
7100 Ambassador Services	\$92,988.30	\$92,988.30	\$0.00	
7150 Ambassador Services-Port of Oakland	\$24,769.98	\$24,769.98	\$0.00	
7200 Services on Tidelands Trust Lands		\$5,512.50	\$5,512.50	
7400 Maintenance Operations	\$2,990.49	\$4,625.00	\$1,634.51	
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$120,748.77	\$127,895.77	\$7,147.00	
7700 MED Marketing & Economic Development				
7710 District Management	\$13,884.98	\$23,019.91	\$9,134.93	
7750 Marketing Operations	\$1,518.27	\$2,000.00	\$481.73	
7800 Special Projects	\$2,163.55	\$6,266.79	\$4,103.24	
Total 7700 MED Marketing & Economic Development	\$17,566.80	\$31,286.70	\$13,719.90	
8000 AGCR Administration & Government/Community Relations				
8010 District Management	\$31,785.44	\$23,019.92	(\$8,765.52)	
8050 Training & Professional Development	\$165.00	\$1,125.00	\$960.00	
8110 Accounting & Taxes	\$506.00	\$1,050.00	\$544.00	
8130 Computer Service & Support	\$0.00	\$125.00	\$125.00	
8150 Consulting & Legal Expenses	\$0.00	\$750.00	\$750.00	
8200 Fees & Permits	\$109.25	\$125.00	\$15.75	
8410 Insurance (D&O)	\$600.00	\$168.75	(\$431.25)	
8420 Insurance (General Liability & Auto)	\$3,225.00	\$837.50	(\$2,387.50)	
8425 Insurance (Workers Comp)	\$0.00	\$325.00	\$325.00	
8430 Membership Fees	\$0.00	\$325.00	\$325.00	
8450 Special Projects (Board Development)	\$0.00	\$800.00	\$800.00	
8510 Office rent	\$12,000.00	\$9,375.00	(\$2,625.00)	
8520 Office Improvements	\$48.24	\$625.00	\$576.76	
8530 Office Furniture & Equipment	\$35.50	\$350.00	\$314.50	
8540 Postage, Shipping, Delivery	\$0.00	\$300.00	\$300.00	
8545 Local transportation	\$50.00	\$250.00	\$200.00	
8550 Printing & Copying	\$251.95	\$300.00	\$48.05	
8560 Supplies	\$200.16	\$500.00	\$299.84	
8570 Telephone & Telecommunications	\$234.87	\$645.00	\$410.13	
8580 Utilities	\$546.72	\$945.00	\$398.28	
Total 8000 AGCR Administration & Government/Community Relations	\$49,758.13	\$41,941.17	(\$7,816.96)	
8600 Collection Fees & Contingency				
8680 Contingency allowance for uncollected assessments		\$10,810.99	\$10,810.99	
8610 Collection Fees		\$0.00	\$0.00	
8630 Alameda County fees (1.7%)	\$5,620.77	\$3,675.74	(\$1,945.03)	
8640 City of Oakland fees (1% except Port)	\$250.00	\$1,859.37	\$1,609.37	
Total 8600 Collection Fees + Contingency	\$5,870.77	\$16,346.09	\$10,475.32	
9310 Taxes/Fines/Penalties		\$0.00	\$0.00	
Total Expenses	\$193,944.47	\$217,469.73	\$23,525.26	

Friday, March 31st, 2018

Jack London Improvement District
Statement of Financial Position
As of March 31st, 2018

	Total	Notes
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account	\$15,898.70	
1105 Discretionary Spending at Bridge Bank	\$3,506.48	
1110 Money Market at Bridge Bank	\$314,933.50	
1115 PayPal Bank	-\$619.36	
Total Bank Accounts (Current Assets)	\$333,719.32	
Accounts Receivable		
1200 Accounts Receivable	\$0.00	
Total Accounts Receivable	\$0.00	
Other Assets		
1510 Security Deposits	\$2,000.00	
Total Other Assets	\$2,000.00	
TOTAL ASSETS	\$335,719.32	
LIABILITIES AND EQUITY		
Liabilities		
Accounts Payable		
2100 Accounts Payable	\$2,993.01	
Total Accounts Payable	\$2,993.01	
Total Liabilities	\$2,993.01	
Equity		
	Remaining Funds	
3100 Unrestricted Net Assets	\$283,077.33	
3300 Restricted Net Assets		
3310 Steam Factory	\$4,000.00	
3320 Train Quiet Zone	\$7,328.84	
3340 Museum of Capitalism	\$5,000.00	
3330 District Special Projects (Temporarily Restricted)		
ATLV Operations	\$8,840.00	
Formal Wayfinding Signage	\$6,000.00	
Tactical Urbanism/ District Branding	\$3,000.00	
Building Art Program	\$4,500.00	
Quarterly Panel Talks	\$6,000.00	
Train Quiet Zone & Embarcadero Safety Improvements	\$5,973.15	
Business Promotion & Special Events	\$2,000.00	
Total District Special Projects	\$36,313.15	
Total 3300 Restricted and Temporarily Restricted Net Assets	\$52,641.99	
Total Equity	\$336,712.33	
TOTAL LIABILITIES AND EQUITY	\$333,719.32	

**Jack London Improvement District - Meeting of the Board of Directors
April 9th – 5:00 p.m., Jack London Headquarters – 333 Broadway**

Present: Erin Coburn, Sara May, Sam Nassif, Chris Pastena, Peter Gertler, Saied Karamooz, Jenni Koidal, Tim Engler

Absent: Mark Everton, Paul Thyssen, Vivian Kahn

Staff: Savlan Hauser (remote), Kaylee Hudson

Guests: Tyler Endres

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 5:02 p.m.	
2. Public comment and announcements	<ul style="list-style-type: none"> • ESports event comments: Saturday’s event and venue grand opening went smoothly, no complaints and lots of attendance. Clean-up was fantastic and response of staff to neighbor concerns were prompt. Tyler Endres, CEO of ESports present to comment and answer questions. Arena will be open 4pm-12am most days, expect a tournament once a weekend. Tyler welcomed local businesses to come take a tour and learn about ESports Arena. Tyler suggested the possibility of a Jack London Industry night. • PG&E pipeline replacement on 3rd st discussion led by Chris and Erin: businesses not informed or considered, planned work on Saturday’s will hurt business significantly, more information and cooperation from PG&E is needed. The District will be distributing information more consistently and facilitating future community meetings. 	
3. Governance update a. Secretary and President roles will be open for nomination and vote in May	Invitation to Board Members interested in serving in Officer Positions of one-year term.	
4. Financial Review a. Review Financial Position and Year-to-date Budget v Actual Reports b. Past Due Unpaid Assessments Reports 2013-2014 to Present	<p>a. Board reviewed financial statements. No issues or questions were raised.</p> <p>b. Caltrants (21 parcels in the District): \$146,599.22, Sprint (114 Brush st): \$10,152.24</p>	
5. Approve Meeting minutes- March 12th, 2018	The minutes of March 12 th , 2018 were presented to the board for review.	Jenni motioned. Sara seconded. The motion passed.
6. Executive Update a. District Update, employment and economic data b. Staff recommendation:	<p>a. Maps and demographics of Jack London-based jobs were presented to the board.</p> <p>b. Regional Measure 3 was discussed by the board. The board discussed the funding source of the measure (bridge toll), and relevant projects that would receive</p>	b. Saied motioned, Jenni seconded. Endorsement of Rm3 was

Endorse Regional Measure 3	funding (WETA/ferry, capitol corridor, AC transit, Bay Trail/safe routes to transit).	passed.
7. Next regular meeting	Monday, May 14 th , 2018– 5:00 p.m.	
8. Adjournment	The meeting adjourned at 5:55 pm.	

Minutes taken by: Kaylee Hudson

	Tim	Sara	Erin	Sam	Vivian	Mark	Paul	Saied	Peter	Jenni	Chris
January	x	x	x	x	x	x	x	x	x		x
February			x	x		x	x	x		x	x
March	x	x	x	x	x	x	x		x	x	x
April	x	x	x	x				x	x	x	x
May											
June											
July											
August											
September											
October											
November											
December											

2018 Board Attendance Record