



**Jack London Improvement District Meeting of the Board of Directors
472 Water Street – May 13th, 2019 -- 5:00-6:00**

1. Board Meeting Call to order and introductions 5:00
2. Public Comment and Announcements 5:00
3. Executive Update 5:05
 - a. Economic Development, Safe & Clean Program Ambassador Update/ NCPC Update
4. Jack London Banner Redux 2019 5:10
 - Progress presentation, District banner redesign and reinstall- Barretto Co *Discussion Item*
5. Jack London support for an Oak & Embarcadero Crosswalk 5:20
Action Item
6. Waterfront Warehouse District Signage Project Process 5:30
 - Progress update and project timeline overview *Discussion Item*
7. State Level Relevant Legislative Action Summary 5:35
 - a. SB 946 (Passed, 8/21/18) Sidewalk Vending
 - b. AB 1191 (Passed Committee) Oakland Waterfront Ballpark Act
 - c. SB 293 (In Committee) Oakland Waterfront Revitalization and Environmental Justice Infrastructure Financing District *Discussion Item*
8. Financial Review and Report Approval 5:50
 - Approval of Financial Reports: Balance Sheet and Budget v Actual April 2019 *Action Item*
9. Approval of Minutes 5:55
 - April 8th, 2019 *Action Item*
10. Adjourn- *Action Item* 6:00
 - Next Meeting June 10, 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.

JACK LONDON CLEAN AND SAFE

STATISTICS

APRIL 2019 REPORT

AMBASSADOR DISPATCH PHONE

510 363 0989



21,512 lbs

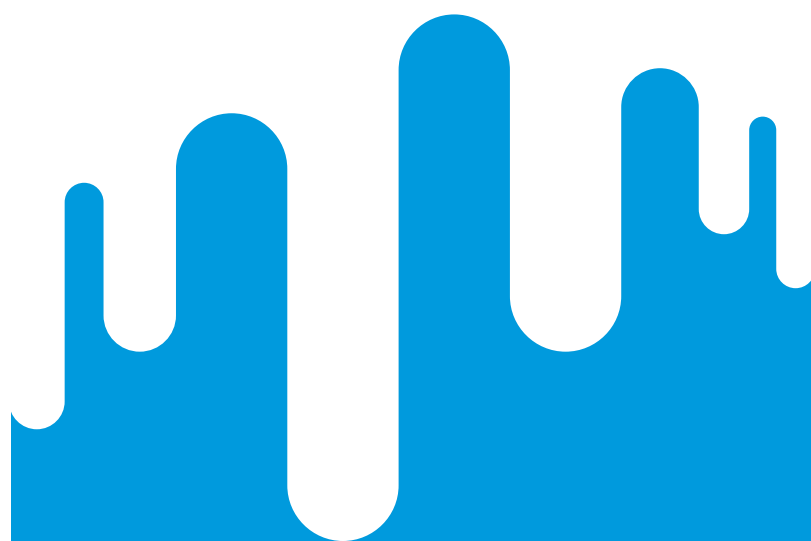
of trash and debris removed from the Public Right-Of-Way

31

Illegal Dumping sites have been cleared.

185

Stickers, Posters, Flyers removed from City Fixtures.



24

Graffiti sites addressed

42

Blocks of Weed Abatement

594

Visitors greeted by an ambassador

28

persons safely escorted by an ambassador

44

businesses assisted by an ambassador

State Bill Summaries 4/2019

SB 293 Oakland Waterfront Revitalization and Environmental Justice Infrastructure Financing District

Authorizes alternative procedures for establishing a Financing District to finance public facilities required for the successful redevelopment of Howard Terminal and the revitalization of West Oakland 'environs'. Allows for the district to issue bonds and capture property tax within its boundaries after the approval of an ordinance to implement an infrastructure finance plan by hearing of the City Council.

STATUS: Passed Senate Governance and Finance Committee, sent to Senate floor for vote on 4/29.

AB 1191 Oakland Waterfront Ballpark Act

Authorizes the State Lands Commission to enter into an exchange of public trust lands located at Howard Terminal with the City of Oakland.

STATUS: Passed Natural Resources and Local Government Committees, referred to Appropriations Committee for vote as of 4/24.

SB 946 Sidewalk Vendors

A local authority cannot require a sidewalk vendor to operate within specific parts of the public right-of-way, within specific times, or limit the number of vendors permitted unless the requirements are directly related to objective health, safety, or welfare concerns, or if the vendor is within the immediate vicinity of a special event, farmers market, swap meet, or exclusively residential zone (roaming vendors permitted in last case). Limitations on hours are only allowed if not more restrictive than hours of other businesses on the same street. Local authority may require a vending permit, valid business license, California seller's permit, and compliance with laws related to maintaining sanitary conditions. "Perceived community animus or economic competition does not constitute an objective health, safety or welfare concern". Violations of the sidewalk vending program are limited to punishment by fines, the issuance of infractions or misdemeanors is not permitted. The intent of the bill is to support the economic opportunities of low-income and immigrant communities.

STATUS: Passed September 2018.

Jack London Improvement District
Statement of Financial Position
As of April 30, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	-8,011.84
1105 Discretionary Spending at Bridge Bank	4,727.47
1110 Money Market at Bridge Bank	687,077.23
Total Bank Accounts	\$ 683,792.86
Total Current Assets*	\$ 683,792.86
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 685,792.86
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	487,341.96
Total Equity	\$ 685,792.86
TOTAL LIABILITIES AND EQUITY	\$ 685,792.86

** 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.*

Accrual Basis

Jack London Improvement District
Budget vs. Actuals: Operating Budget 2019 - FY19 P&L
 January 1 -March 31, 2019

Month = 4

	Total						
	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD	Notes	Annual Budget	% Utilized YTD
Revenue							
4000 Assessment Income							
4100 Port of Oakland Assessment	\$10,874	\$58,251	-\$47,377	-81%	Expected receipt 08/19	\$174,753	6%
					50% of annual assessment		
4200 Non Port Assessment Income	\$743,890	\$275,544	\$468,346	170%	received in first disbursement	\$826,632	90%
Uncollected Caltrans Assessment	\$0	\$9,516	-\$9,516	-100%		\$28,548	0%
4250 Prior Year Assessment Adjustments	\$18,302		\$18,302			\$0	
Total 4000 Assessment Income	\$773,066	\$333,795	\$439,271	132%		\$1,001,385	77%
Uncategorized Revenue	\$0	\$0					
9100 Bank Interest	\$471	\$0	\$471			\$0	
Total Revenue	\$773,537	\$333,795	\$439,742	132%		\$1,001,385	77%
Expenditures							
7000 MBSSI Maintenance, Beautification, Safety & Streetscape							
7100 Ambassador Services	\$129,180	\$122,486	-\$6,694	-5%		\$367,459	35%
7150 Ambassador Services-Port of Oakland	\$32,631	\$50,533	\$17,902	35%		\$151,600	22%
7200 Services on Tidelands Trust Lands	\$0	\$7,718	\$7,718	100%		\$23,153	0%
7400 Maintenance Operations	\$8,714	\$8,000	-\$714	-9%	Annual storage fee paid 1/19	\$24,000	36%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$170,525	\$188,737	\$18,212	10%		\$566,212	30%
7700 MED Marketing & Economic Development							
7710 District Management	\$30,121	\$34,650	\$4,530	13%		\$103,951	29%
7750 Marketing Operations	\$1,965	\$2,000	\$35	2%		\$6,000	33%
7800 Special Projects	\$8,774	\$18,667	\$9,892	53%		\$56,000	16%
Total 7700 MED Marketing & Economic Development	\$40,860	\$55,317	\$14,457	26%		\$165,951	25%
8000 AGCR Administration & Government/Community Relations							
8010 District Management	\$31,423	\$34,650	\$3,228	9%		\$103,951	30%
8050 Training & Professional Development	\$2,206	\$1,667	-\$540	-32%		\$5,000	44%
8110 Accounting & Taxes	\$250	\$903	\$653	72%		\$2,709	9%
8130 Computer Service & Support	\$0	\$167	\$167	100%		\$500	0%
8150 Consulting & Legal Expenses	\$0	\$667	\$667	100%	Allowance not needed to date.	\$2,000	0%
8200 Fees & Permits	\$119	\$167	\$47	28%	\$949 to be reimbursed	\$500	24%
8410 Insurance (D&O)	\$600	\$267	-\$333	-125%		\$800	75%
8420 Insurance (General Liability & Auto)	\$3,224	\$1,267	-\$1,957	-155%	Premiums paid in 1/2019	\$3,800	85%
8425 Insurance (Workers Comp)	\$419	\$917	\$498	54%		\$2,750	15%
8430 Membership Fees	\$1,013	\$467	-\$546	-117%	Includes SPUR, Chamber of Commerce	\$1,400	72%
8450 Special Projects	\$0	\$1,267	\$1,267	100%		\$3,800	0%
8510 Office rent	\$16,250	\$14,327	-\$1,923	-13%	Prepaid 1 month in advance.	\$42,981	38%
8520 Office Improvements	\$0	\$833	\$833	100%		\$2,500	0%
8530 Office Furniture & Equipment	\$1,131	\$400	-\$731	-183%		\$1,200	94%
8540 Postage, Shipping, Delivery	\$34	\$467	\$433	93%		\$1,400	2%
8545 Local transportation	\$60	\$167	\$107	64%		\$500	12%
8550 Printing & Copying	\$0	\$167	\$167	100%		\$500	0%
8560 Supplies	\$115	\$667	\$552	83%		\$2,000	6%
8570 Telephone & Telecommunications	\$329	\$860	\$531	62%		\$2,580	13%
8580 Utilities	\$1,264	\$950	-\$314	-33%		\$2,850	44%
Total 8000 AGCR Administration & Government/Community Relations	\$58,437	\$61,241	\$2,804	5%		\$183,722	32%
8600 Collection Fees & Contingency							
8680 Contingency allowance for uncollected assessments	\$0	\$16,690	\$0	0%		\$50,069	0%
8610 Collection Fees							
8630 Alameda County fees (1.7%)	\$6,344	\$5,675	-\$670	-12%		\$17,024	37%
8640 City of Oakland fees (1% except Port)	\$450	\$2,755	\$2,305	84%		\$8,266	5%
Total 8610 Collection Fees	\$6,794	\$8,430	\$1,636	19%		\$25,290	27%
Total 8600 Collection Fees & Contingency	\$6,794	\$25,120	\$18,326	73%		\$75,359	9%
Total Expenditures	\$276,616	\$313,725	\$37,109	12%		\$869,879	

Accrual Basis

Summary

	Actual YTD	Budget YTD	Variance YTD	% of Budget YTD		Annual Budget	% Utilized YTD
Total Revenue	\$773,537	\$333,795	\$439,742	132%		\$1,001,385	77%
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	-\$170,525	-\$188,737	-\$18,212	10%		-\$566,212	30%
Total 7700 MED Marketing & Economic Development	-\$40,860	-\$55,317	-\$14,457	26%		-\$165,951	25%
Total 8000 AGCR Administration & Government/Community Relations	-\$58,437	-\$61,241	-\$2,804	5%		-\$183,722	32%
Total 8610 Collection Fees	-\$6,794	-\$8,430	-\$1,636	19%		-\$25,290	27%
Total Expenditures	-\$276,616	-\$313,725	-\$37,109	12%		-\$941,174	29%
Net Difference (Total Revenue - Total Expenditures)	\$496,921	\$20,070			\$0 Control Check (Must be zero)	\$60,211	

Jack London Improvement District - Meeting of the Board of Directors

April 8th, 2019 – 5:00 p.m., 472 Water Street

Present: Mark Everton (President), Erin Coburn (Treasurer), Sara May, Greg Pasquali, Vivian Kahn, Taj Tashombe

Absent: Sam Nassif, Paul Thyssen, Chris Pastena, Peter Gertler

Staff: Savlan Hauser, Kaylee Hudson

Guests: Jennifer Newman (Portobello), Zama Dlamini (Downtown Streets Team), Resheemah White (Downtown Streets Team), Chrissy Anecito (Barbara Lee's Office)

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order & intros	The Board of Directors meeting was called to order at 5:05 p.m.	
2. Public comment and announcements.	<p>Sara: Thank you to ambassador assistance for assistance with de-escalation and intervention in recent situations around Metrovation properties. Also shout out to Jen, Chris and Carina for consistently showing up to meetings and events.</p> <p>Erin: Dashe and Urban Legend are leaving Jack London. It hurts the District when we lose makers. They were priced out by cannabis production which means we also lost two public facing businesses.</p> <p>Mark: Visit Oakland is hosting some seminars on arts, community and cannabis to encourage a collaborative, public facing cannabis industry as it grows in Oakland.</p> <p>Sara: We have noticed that applications for our art studios have dropped. We think it's due to increased cost of living.</p> <p>Greg: Lakeside scrap metal has closed. St. Regis Properties development planned at the site.</p>	
3. Executive Update a. Ambassador Update/NCPC Update	Savlan presented the executive update to the Board. The executive update and ambassador statistics can be found in the agenda packet and monthly slideshow at jacklondonoakland.org/meetings . Additional comments: Ambassadors cleaned up months of debris build-up in the 200 Webster parking lot. The District Impact Report will be coming soon.	
4. Downtown Streets Team Oakland Pilot Presentation: Zama Dlamini, Downtown Streets Team East Bay Staff	<p>Downtown Streets Team Staff presented information about their organization to the Board and answered questions. Please visit their website https://streetsteam.org/model to learn more. The organization encourages continued support from the District to enable continuation and expansion of the program in Oakland and the Jack London District.</p> <p>Vivian: How does the organization avoid General Assistance maximums with vouchers?</p> <p>Zama: We are working with our lawyers to resolve these issues for our volunteers.</p> <p>Vivian: We should talk to our electeds to downgrade the attention placed on General Assistance income maximums.</p> <p>Savlan: Could you describe the agreement with 1200 Lakeshore contributing extra funds for clean up around their building?</p> <p>Zama: Yes, they asked if the team could specifically clean-up around their parking lot. Residents donate funds to building management and management matches their donations every month. We clean-up on Mondays and Wednesday for an hour.</p> <p>Erin: What is your sense of the City's willingness to fund the organization after the pilot phase?</p> <p>Zama: It looks like we have a good chance.</p>	

	<p>Vivian and Sara: Have we sent a letter of support?</p> <p>Savlan: We have in the past, but could follow up with another.</p> <p>Mark: Is there a partnership with Block by Block?</p> <p>Zama: Yes, they are one of our employment pipeline partners.</p> <p>Mark: There are some effective funding strategies the organization could deploy around the District with signage and other things to help bring a team to Jack London. Also, I believe that the voucher over cash model is an effective model.</p> <p>Sara: Is low-service housing the most needed housing for team members? EBALDC may be a good contact for housing.</p> <p>Zama: Yes.</p>	
5. Downtown Oakland Specific Plan	The City of Oakland Project Team Staff were not in attendance for this discussion item.	
6. Financial Review and Report Approval a. Approval of Financial Reports: Balance Sheet and District Operations Budget v Actual March 2019 <i>Action Item</i>	<p>The Board reviewed the March Financial Reports. Savlan summarized reasons for notable variances in the Budget v Actual report. Mark reiterated that upfront costs at the beginning of the year can confuse the YTD budget variances, but will even out over the budget cycle.</p> <p>Sara: Do we have an update the lease at 333 Broadway?</p> <p>Savlan: The landlord is doing a review of market rates with a broker.\</p> <p>Vivian: Is there an update on the 4th and Broadway development?</p> <p>Savlan: Projected deadline has passed, but work continues steadily.</p>	Vivian motioned to approve March financial reports and Taj seconded. The motion passed unanimously.
7. Approval of Minutes – March 11th, 2019. <i>Action Item</i>	The Board reviewed the March meeting minutes. No changes to the minutes were proposed.	Sara motioned to approve the minutes and Erin seconded. The motion passed unanimously.
8. Adjourn.	The meeting was adjourned at 6:08 pm. Next Board meeting will be held Monday, May 13 th , 2019 at 5:00 PM at 472 Water St.	

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	-	Retired	x	x	x
March	x	x	x	x	x	x	x		x	x	x
April	x	x	-	x	x	-	-		-	x	x
May											
June											
July											
August											
September											
October (Retreat)											
November											
December											

Board Attendance Record