



Jack London Improvement District - Meeting of the Board of Directors

November 14th, 2016

Jack London Headquarters – 333 Broadway

Closed Session—Board Training 12-4PM

GROUP FACILITATION SKILLS: *Putting Participatory Values Into Practice*, led by Nelli Noakes, Community at Work.

Public Meeting Agenda

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|---|-----------------------------|
| 1. Call to order and introductions - President | 4:00 |
| 2. Public comment and announcements - President | 4:00 |
| 3. Executive Update & Call for Projects - Executive Director | 4:05 |
| 4. Ambassador Update – Operations Manager | 4:10 |
| 5. Financial Review - Treasurer and Executive Director | Discussion Item 4:15 |
| a. Financial Report | |
| 6. Approval of minutes – Secretary | Action Item 4:20 |
| a. Board Meeting: September 12, 2016 (Attached) | |
| 7. Adjourn | 4:20 |

Next regular meeting: January 9th, 2017, 4:00 pm

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 posts agendas 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.

[Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412](http://jacklondonoakland.org)



Executive Update, November 2016

Highlights

- **Waterfront Warehouse District improvement kickoff on October 21st:** thanks to a coordinated effort and Carmel Partners' support through the project underway at 4th and Madison, funds have been allocated to two important projects that will benefit the District: a façade improvement program for property owners with qualifying projects, and for capital improvements to enhance the Historic District Signage Program. Thanks community members and creatives who attended and contributed ideas.
- **Three Artist teams selected** for Phase 1 of Building Art Program: Eleanor Pries and Colleen Paz, Light Plume | Wall Murmuration; Andrea Steves and Timothy Firstnau, Forklift Olympics; and GhalamDAR/Ala Ektebar temporary exhibition in conjunction with Asian Art Museum of SF and Stanford University
- Coordination with Urban Releaf for **street tree planting** at 4th and Broadway on October 22nd, looking for volunteers for January 20th Martin Luther King Day of Service.
- **Broadway and Webster get attention.** After much hard work and advocacy, the Broadway/Webster underpass improvement RFP is finally released. We worked closely with City of Oakland Planning Department and Bloomberg Associates to shape the definition and goals of the project on behalf of input gained through Jack London community workshops and surveys.
- Good connection formed with Frank Foster of Public Works for response to illegal dumping. Multiple pickups have been coordinated.
- Our **October First Friday at 333 Broadway was a Voter Information Night**, with representation from BART, AC Transit, Transport Oakland, Open Oakland, the Public Ethics Commission and community members to share information and discuss relevant ballot measures to District improvement.
- **Our third First Friday at 333 Broadway was a Community Review** for California College of the Arts' graduate architecture design studio review titled "Buoyant Ecologies", design at a Port site with sea level rise and resiliency in mind. Former BCDC Director Will Travis and Port of Oakland's Richard Sinkoff as well as local architects Michael Carilli and Tib Tussler participated as community critics.

Challenges

- Illegal Dumping
- Expansion of tent camps at 5th and Brush, Webster Place/ Harrison

District News/ New Business

- Welcome back Carlos Paz as Operations Manager, and good luck to Chris Boss as he takes on the team at Union Square.
- Starbucks opened corner location at 222 Broadway
- Barkissimo Yacht Hotel coming to Jack London Marina
- Eve's Waterfront Restaurant at 15 Embarcadero West

Hope to see you at this month's events and meetings!

-Savlan Hauser, Executive Director



Jack London 2016 Funded Special Project Roster		
Project	Allocated	Remaining
Streetscape/ Median Landscaping	\$8,000.00	\$2,282
Quarterly Panel Talks	\$6,000.00	\$3510
Community Partner Events	\$2,000.00	\$188
Building Art Implementation	\$20,000.00	\$25
B-Shuttle Sponsorship	\$20,000.00	\$0
Additional Clean/Safe Services	\$59,000.00	\$0
Publicist	\$1,500.00	\$1,500
Jack London Collateral	\$1,500.00	\$1,500
Community Engagement	\$12,000.00	\$10,200
Embarcadero Improvement Project	\$10,000.00	\$10,000
<u>Projects Underway</u>		
Underpass Infrastructure Improvements		
Bike Solar Oakland		
Utility Boxes Wrapped in Art		
Neighborhood Crime Prevention Council		
Branded Light Pole Banners		
Activation of 333 Broadway		
<u>Volunteer Roles Needed in Projects:</u>		
Friend-raising / Community Outreach		
Event logistical support		
Outreach to property owners as host venues		
Publicity		
Content development for Panel Talks, Web		
Grant research and application writing		
Recruit and coordinate volunteers		
Grow network of experts		

Additional Projects Initiated

Historic Waterfront Warehouse District

- **Façade Improvement Program**
- **Enhanced District & Signage Program**

2017 Temporary Exhibition Development- Museum of Capitalism

Street Tree Planting (5 Blocks to-date)

Additional Funds Raised

Rainin Foundation (5K)

Emily Hall Tremaine Foundation (150K)

Jack London Improvement District Financial Report
Year-to-date October 31

	BUDGET				ACTUAL	
	2016 Calendar year				Period ending 10/31/16	
	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS	Actual	Remaining
Revenue						
4000 Assessment Income			\$134,174.34	\$134,174.34	\$134,174.34	\$0.00
4100 Assessment Income:Port of Oakland		\$109,868.45		\$109,868.45	\$109,868.41	-\$0.04
4200 Assessment Income:Non-Port	\$670,901.53			\$670,901.53	\$633,029.43	-\$37,872.10
4250 Prior Year Assessment Adjustments				\$0.00	\$12,839.25	\$12,839.25
9100 Bank Interest				\$0.00	\$727.82	\$727.82
4300 Grants/Contributions				\$0.00	\$10,200.00	\$10,200.00
Total Cash Available	\$670,901.53	\$109,868.45	\$134,174.34	\$914,944.32	\$890,639.25	-\$24,305.07
Expenditures						
7000 MBSSI Maint., Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$315,808.29	\$89,868.45		\$405,676.74	\$326,815.38	\$78,861.36
7200 Services on Tidelands Trust Lands	\$0.00	\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Special Projects	\$0.00		\$67,138.17	\$67,138.17	\$6,963.94	\$60,174.23
7400 Maintenance Operations	\$19,996.12			\$19,996.12	\$18,566.14	\$1,429.98
Total 7000 MBSSI Maint., Beautification, Safety	\$335,804.41	\$109,868.45	\$67,138.17	\$512,811.03	\$352,345.46	\$160,465.57
7700 MED Marketing & Economic Development						
7710 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$77,010.33	\$21,757.41
7750 Marketing Operations	\$7,702.00			\$7,702.00	\$4,707.66	\$2,994.34
7800 Special Projects	\$15,807.05		\$67,036.17	\$82,843.22	\$39,846.05	\$42,997.17
Total 7700 MED Marketing & Economic Development	\$122,276.79	\$0.00	\$67,036.17	\$189,312.96	\$121,564.04	\$67,748.92
8000 AGCR Admin & Govt/Comm Relations						
8010 District Management (1 FTE)	\$98,767.74			\$98,767.74	\$76,512.23	\$22,255.51
8050 Training & Professional Development	\$1,200.00			\$1,200.00	-\$760.00	\$1,960.00
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$1,650.86	\$849.14
8130 Computer Service & Support	\$500.00			\$500.00	\$198.00	\$302.00
8150 Consulting & Legal Expenses	\$2,000.00			\$2,000.00	\$1,000.00	\$1,000.00
8200 Fees & Permits	\$500.00			\$500.00	\$153.92	\$346.08
8410 Insurance (D&O)	\$675.00			\$675.00	\$600.00	\$75.00
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$3,211.00	-\$311.00
8450 Special Projects	\$500.00			\$500.00	\$256.40	\$243.60
8510 Office Rent	\$31,250.00			\$31,250.00	\$28,750.00	\$2,500.00
8520 Office Improvements	\$3,800.00			\$3,800.00	-\$665.96	\$4,465.96
8530 Office Furniture & Equipment	\$1,400.00			\$1,400.00	\$1,145.47	\$254.53
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$784.06	-\$284.06
8545 Local Transportation	\$500.00			\$500.00	\$233.00	\$267.00
8550 Printing & Copying	\$1,200.00			\$1,200.00	\$1,119.57	\$80.43
8560 Supplies	\$1,700.00			\$1,700.00	\$932.15	\$767.85
8570 Telephone & Telecommunications	\$2,820.00			\$2,820.00	\$2,228.84	\$591.16
8580 Utilities	\$4,246.24			\$4,246.24	\$3,624.45	\$621.79
Total 8000 AGCR Admin & Govt/Comm Relations	\$156,958.98	\$0.00	\$0.00	\$156,958.98	\$121,423.99	\$35,534.99
8610 Collection Fees						
8630 Alameda County fees (1.7%)	\$10,113.84			\$10,113.84	\$10,115.08	-\$1.24
8640 City of Oakland fees (1% except Port)	\$6,709.02			\$6,709.02	\$6,335.68	\$373.34
Total 8600 CFC Collection Fees	\$16,822.85	\$0.00	\$0.00	\$16,822.85	\$16,450.76	\$372.09
Total Expenditures	\$631,863.03	\$109,868.45	\$134,174.34	\$875,905.82	\$611,784.25	
Contingency (5% of 2016 Assessment Income)	\$39,038.50	\$0.00	\$0.00	\$39,038.50	\$39,038.50	
Cash available	\$0.00	\$0.00	\$0.00	\$0.00	\$239,816.50	

**Jack London Improvement District - Meeting of the Board of Directors
September 12th, 2016 – 4:00 p.m., Jack London Headquarters – 333 Broadway**

Present: Bill Stotler, Sara May, Vivian Kahn, Barry Pilger, Michael Carilli, Erin Coburn

Absent: Paul Thyssen, Peter Gertler, Jenni Koidal, Sam Nassif, Saied Karamooz

Staff: Savlan Hauser, Courtney Rosiek, Chris Boss

Guests: Cyndy Johnsen, Lucy Gigli, Douglas Kinsey, Gary Knecht, Pamela Kershaw

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 4:12 p.m.	
2. Public comment and announcements	<p>1. Bill announced Rachel Flynn’s resignation from the City of Oakland’s Planning Department.</p> <p>2. Gary received communications and reminders regarding the meeting of the Board of Directors.</p>	
3. Executive update a.	Savlan presented Executive Update on District highlights, challenges, and new business.	
4. Ambassador Update	<p>Block by Block Operations Manager, Chris Boss presented an update on JLID’s Clean and Safe Program. Allen Sanchez has been promoted to the position of Team Lead. Chris has been executing night audits. Chris has been implementing bi-weekly staff meetings for front facing continuity. Illegal Dumping has been reported to Public Works See-Click-Fix app. Saturday and Sunday have been designated for special projects, underpass improvement, and weed abatement.</p> <p>Vivan inquired about the location of the general locations that has undergone graffiti abatement. Chris informed the Board that Ambassadors target graffiti in all three zones to ensure an equal delivery of service.</p> <p>Sara asked whether we had a contact with the paving project as the construction sight was left in a derelict state; citing pavement and garbage in the public right of way. Savlan stated we did not but will look into it.</p> <p>Doug voiced his concern on the hours at which street sweeping are being administered, claiming that the street cleaning crews are arriving outside of scheduled hours and are cleaning around parked cars. Savlan informed the members of the Board, that staff is preparing a document that would outline Baseline City Services.</p> <p>Gary inquired whether BBB banked hours could be used for special events such as Eat Real Festival. Savlan suggested the request for additional staff be discussed in further detail</p>	

	at the Maintenance and Beautification Committee meeting Thursday 10am at 333 Broadway	
5. Support for Relevant Ballot Measures a. City of Oakland Infrastructure Bond (KK) b. Alameda County Affordable Housing Bond c. Sugar Sweetened Beverage Tax d. Bridge the Gap	<p>Savlan will send out relevant voting information to the members of the Board. A voter information forum will take place early October.</p> <p>Eileen, a representative advocating for the Sugar Sweetened Beverage Tax came to answer questions and concerns regarding the proposed tax.</p> <p>Cyndy Johnsen and Lucy Gigli discussed a possible collaboration between Bike Walk Alameda and the Jack London Improvement District. Citing a pedestrian/bike bridge between Jack London and West Alameda would be a benefit to both parties. Bike Walk Alameda will be administering feasibility and engineering study. They are currently securing funds for the study.</p>	
6. Board Membership	Savlan posed to the Board the possibility of expanding the Board from 11 members to 13 to bring in expertise that may not be represented within the current board.	Barry moved to keep current membership of the board at 11 members. Vivian seconded the motion. The motion was approved unanimously.
7. Train Quiet Zone Clarified as Embarcadero Improvement Project	<p>Gary proposed the Train Quiet Zone be reorganized as the Embarcadero West Improvement Project with the following objectives:</p> <ol style="list-style-type: none"> 1. Enhance safety for pedestrians, bicyclists, motor vehicles, and trains. 2. Improve appearance of “front door” to Jack London Square and the waterfront 3. Make improvements that facilitate implementation of train quiet zone 4. Prepare list of relevant circulation and land use issues to address and include in the Downtown Specific Plan 5. Identify discrete project that can be separately funded and constructed as funding becomes available. 	Barry moved to re-task the Train Quiet Zone to the Embarcadero West Improvement Project with the aforementioned changed. Sara seconded. The motion was approved unanimously.
8. Approval of the minutes a. Regular Board Meeting: 9. July 11, 2015	The minutes of July 11, 2015 were presented to the board for review.	Sara moved and Bill seconded the motion to approve the minutes of July 11, 2016. The motion was approved unanimously.
10. Next regular meeting	Monday, November 14, 2016 – 4:00 p.m.	
11. Adjournment	The meeting adjourned at 5:31 p.m.	