



**Jack London Improvement District Meeting of the Board of Directors**

November 8th, 2021, 5:00PM (VIA ZOOM MEETING)

<https://us02web.zoom.us/j/6999564114>

1. **Call to order and introductions** 5:00
2. **Public Comment and Announcements** 5:00
3. **Executive Update (See attached)** 5:05
  - a. **Operations and Economic Recovery Work**
  - b. **Cleaning and Safety Statistics**
4. **Governance – Annual Elections of Board Members and Officers** 5:10
  - a. Elections- Board of Directors 2021-2022
    - The Board of Directors is the governing body of the Jack London Improvement District currently with 14 members. Board Members are strategic partners in advancing the mission of the organization, and the Board seeks to represent the diversity and link with the community served by the District. **The following slate of candidates is recommended for Board Membership for 2021-2022. Bios Attached. *Action Item***  
  
*Jonathan Fong – Seeking reelection*  
*Dana Bushouse – Seeking reelection*  
*Chris Pastena – Seeking reelection*  
*Amy Tharpe – New Candidate*  
*Ener Chiu – New Candidate*  
*(Mark Everton and Sam Nassif – Not seeking reelection)*
  - b. Elections- Officers 2021-2022 (President, Secretary, and Treasurer)
    - *Nominees Jen Nettles, Secretary; Taj Tashombe, President; and Jonathan Fong, Treasurer. **Action Item***
5. **Financial Review and Reports** 5:40
  - a. Approve Statements of Financial Position, Budget v Actual September 2021 **Action Item**
6. **Approval of Minutes** 5:50  
October 2020 **Action Item**
7. **Adjourn** 6:00  
Next Board Meeting December 13th, 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](http://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](mailto: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 November 2021**

*Savlan Hauser, Executive Director*



We are saddened by the tragic passing of County Supervisor Wilma Chan extend our deepest condolences to her family and staff. She was a true champion for the community.

**This month’s work:**

This month we welcomed two first in-person events—a walking tour with Urban Land Institute highlighting recent and future development, and a panel talk event for a book launch, *Hella Town*, which we co-hosted with SPUR.

The Board’s additional allocation to strengthen safety in our neighborhood will fund a community-sourced, creative, constructive program to connect OFD, MACROS responders, and OPD with our neighborhood and merchants. It is currently under development and will be implemented in the upcoming weeks.

This month we launched a collaboration with the new city exploration app [Vibemap](#), engaging our local merchants and celebrating our neighborhood assets and destinations.

**Other resources and highlights:**

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We have been working with the City, property owners, and merchants on **Flex Streets**, allowing merchants space in the public right-of-way. If your business needs help with outdoor seating or curbside use, contact us.

**Our District In the News**

- [Halloween and Dia de los Muertos Celebrations in Oakland](#) – East Bay Times
- [Local Event: Jack London Square Tree Lighting & Laser Light Show](#) – Patch.com
- [Future of the A's: Oakland Supervisors to Push Ballpark Project Forward](#) – KRON 4

Jack London Improvement District	
October 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	7
Car Break-In Reported	62
Graffiti - Removed	25
Hospitality Contacts*	729
Illegal Dumping	69
Stickers/Flyers/Posters Removed	101
Trash (lbs)	1910
Weed Abatement (block faces)	75



**This Month’s Events**

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** November/December meetings cancelled for holidays
- **412 Madison Community Information Meeting** –Thursday November 11<sup>th</sup> at 5:30PM Via ZOOM

**Development/ Construction Updates**

- **335 3<sup>rd</sup> Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building
- **“Mirador” 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- Rehabilitation at **322 Broadway @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation in the final stages, 10,500SF divisible available for lease 1/21
- **County-Owned Broadway Properties:** Development team selected: Related Companies and EBALDC
- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson

## Nominees as New Board Members, 2021-2022



### **Amy Tharpe, Director of Social Responsibility**

Amy Tharpe was appointed Director of the Social Responsibility Division (SRD) on March 14, 2013. She is responsible for partnering with the community and businesses to promote positive social and economic changes, and develop a social responsibility strategy that will add value to the Port's business development activities and to the communities in Oakland and throughout the region.

Prior to being hired by the Port, Ms. Tharpe managed San Francisco's HOPE SF Initiative. In this role, she served as the city lead on programmatic aspects of the initiative, which included real estate development strategies, policy development, human capital/services program design, resource development, evaluation and communications. Prior to assuming that role, Ms. Tharpe served as the Director of Policy and Planning for the San Francisco Mayor's Office of Housing. Ms. Tharpe has also held positions with the Fannie Mae Foundation, Office of the Deputy Mayor for Planning and Economic Development of the District of Columbia as well as other civic and charitable organizations. She received her Bachelor of Arts degree in Political Economy from the University of California, Berkeley and her Master of Public Policy degree from Harvard University.



### **ENER CHIU, EXECUTIVE VP, COMMUNITY BUILDING**

Ener Chiu has been with EBALDC since 2004. The majority of his time has been in the Real Estate Development, where he was most recently the Department Director, overseeing a team of 10 staff, a pipeline of more than 550 affordable homes, and several large-scale joint venture public-private partnerships.

Since 2008, Ener has been deeply involved in community planning and development projects within Downtown Oakland and Chinatown. As a Steering Committee member of the Oakland Chinatown Coalition, he organizes nonprofits, residents, and business owners and employees to advocate for planning policies and development projects that would directly benefit the people who currently live and work in Oakland, while making space for the new residents and businesses that are moving to this city. Ener has helped to start community benefit organizations, a Mandarin immersion charter school, a public park Friends committee, and served on the boards of housing advocacy and community safety organizations. Ener holds a Master's degree in City and Regional Planning from UC Berkeley, and lives in Oakland with his wife, two daughters, and pit-terrier.

**Jack London Improvement District**  
**Statement of Financial Position**  
As of September 30, 2021

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	63,189.65
1105 Discretionary Spending at Bridge Bank	2,449.22
1110 Money Market at Bridge Bank	457,780.21
1120 Federal Credit Union CD	250,000.00
<b>Total Bank Accounts</b>	<b>\$ 773,419.08</b>
<b>Total Current Assets</b>	<b>\$ 773,419.08</b>
<b>Other Assets</b>	
1510 Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$ 2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 775,419.08</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$ 0.00</b>
<b>Total Current Liabilities</b>	<b>\$ 0.00</b>
<b>Long-Term Liabilities</b>	
PPP Loan	38,222.00
<b>Total Long-Term Liabilities</b>	<b>\$ 38,222.00</b>
<b>Total Liabilities</b>	<b>\$ 38,222.00</b>
<b>Equity</b>	
3100 Without Donor Restriction	298,928.75
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
3350 Waterfront District Special Project	45,836.15
<b>Total 3300 With Donor Restriction</b>	<b>\$ 55,484.99</b>
Net Revenue	382,783.34
<b>Total Equity</b>	<b>\$ 737,197.08</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 775,419.08</b>
<b>Cumulative Unpaid Caltrans Assessments</b>	<b>\$ 295,619.57</b>

**Jack London Improvement District  
Simplified View: Budget vs Actuals 2021**

**As of September 30th, 2021**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$1,039,869</b>	<b>\$827,762</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$110,368</b>	<b>-\$82,776</b>
<b>Total Budgeted Revenue</b>	<b>\$929,501</b>	<b>\$744,986</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$264,660	\$266,764
7150 & 7200 Subtotal- Port Share	\$142,153	\$139,388
7400 Maintenance Operations	\$15,868	\$28,755
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$422,681</b>	<b>\$434,907</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$67,524	\$93,646
7800 Special Projects	\$31,032	\$50,084
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$98,556</b>	<b>\$143,730</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$74,799	\$102,995
8510-8580 Office Operations	\$37,711	\$42,398
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$112,509</b>	<b>\$145,392</b>
<b>Total 8600 Collection Fees</b>	<b>\$22,385</b>	<b>\$20,956</b>
<b>Total Expenditures</b>	<b>\$656,132</b>	<b>\$744,985</b>
<b>Gross Difference</b>	<b>\$273,369</b>	<b>\$1</b>

<b>Percentage Allocation by area of Work</b>	<b>Management Plan</b>	<b>2021</b>
Maintenance & Beautification	55%	53%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<b><i>Budget Management.</i></b> The management corporation may reallocate funding within the service categories, not to exceed 10 percent of the annual budgeted amount for each category consistent with the Management District Plan.		

Jack London Improvement District - Meeting Minutes of the Board of Directors  
October 11, 2021 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Taj Tashombe, Greg Pasquali, Jen Nettles, Melissa O’Keefe, Chris Pastena, Dana Bushouse, Peter Gertler,  
Absent: Keith Stephenson, Sam Nassif, Kim Cole, Michael Carilli, Dan Hagerty  
Staff: Savlan Hauser, Sucharitha Yelimeli  
Guests: Gary Knecht

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:02 p.m.	
2. Public comment and announcements		
3. Executive Update Call for Board Member Candidates – Annual Elections at November Meeting	<ul style="list-style-type: none"> <li>- Up for reelection: Mark, Jonathan, Chris, Dana, and Sam's seats</li> <li>- Taj: more community engagement would be great; maybe someone from Oakland D3 or the county, outside of commercial real estate</li> <li>- Chris: Anyone from Visit Oakland? Taj can get in touch with them</li> <li>- Chris: anyone from the restaurants or commercial retail?</li> <li>- Savlan: yes, that’s a weak area</li> </ul> <p>Other updates:</p> <ul style="list-style-type: none"> <li>- Tomorrow night: panel talk + book release - Hella Town</li> <li>- Update on Broadway County Properties</li> <li>- Estuary Park Update</li> <li>- Launch of Vibemap</li> </ul>	

*Discussions held and decisions made by the Board of Directors.*

<p>4. a. Working Group Meeting with Chief Armstrong</p> <ul style="list-style-type: none"> <li>• OPD Receives 2000 Calls to dispatch/day. Three shifts daily with 35 officers deployed throughout the City at any given time per shift. Resources are extremely limited, 50 positions are frozen, and attrition rates are high.</li> <li>b. Advocacy letter to CM Kaplan and Fife</li> <li>c. “Jack London Welcomes First Responders” Proposal for allocation of funds to promote community safety, and thank first responders after an</li> </ul>	<ul style="list-style-type: none"> <li>- Introducing program outline of “JL Welcomes First Responders” Thanking first responders for a challenging year and a half.</li> <li>- Greg: how can we support small businesses and community safety; this was a way to prioritize both.</li> <li>- Gary: little concerned about “in uniform” portion of description. How does that work? There probably should be a budget for each business that comes along, doesn’t have to be rigid. Can there be more PR to get the word out?</li> <li>- Savlan: we really want the impact to be that first responders connect with the merchants; merchant outreach will come first to make sure they’re on board with messaging of a public-facing campaign</li> <li>- Chris: a big publicity drive wouldn’t mean that much to us as retailers; the doing good part of it is more important. Also, having a uniformed police officer come into the restaurant isn’t something all of our staff would be super comfortable with. But maybe there’s a way for that to be comfortable.</li> <li>- Mark: is it correct that the merchant gets to choose whether they participate or not?</li> <li>- Jen: how would the outreach occur? Savlan: direct outreach</li> <li>- Jen: might want to poll merchants on who would want to participate without a subsidy. There might be merchants who are already doing this.</li> <li>- Savlan: can reach out to Barretto (?) Company for graphic design support</li> <li>- Savlan: can we have approval for the \$50,000 from contingency funds to go ahead with this proposal, under the guidance of the working group?</li> </ul>	<p>Greg moved to approve the funding, Jen seconded with condition that advisory group will have oversight; motion passed unanimously</p>
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extraordinarily challenging couple of years through the support of local merchants.	<ul style="list-style-type: none"> <li>- Support small businesses - improve quality of life</li> <li>- Melissa - any info on how increased police presence is going?</li> <li>- Savlan: OPD's report is that it hasn't increased; or has increased piecemeal</li> </ul>	
5. Approve Statements of Financial Position, Budget v Actual as of August 31st, 2021	<ul style="list-style-type: none"> <li>- Mark: 332k in surplus funds on a YTD basis, so we feel comfortable reducing 110k contingency to pay for the community policing program</li> <li>- 833k in the bank, partly because of county funding, so that number will slowly diminish</li> </ul>	Jonathan moved and Melissa seconded to approve the minutes. The motion passed unanimously.
6. Approval of August 2021 Minutes– Action Item 5:50	The Board reviewed the September meeting minutes. No changes were proposed.	Peter moved and Melissa seconded to approve the minutes. The motion passed unanimously.
7. Adjourn	<p>Misc:</p> <ul style="list-style-type: none"> <li>- Peter - heading into election season; mayor's race; we should take advantage of that to focus JLID as an issue for the mayor's race.</li> <li>- Greg: JLID concerns are: address public safety, health of small businesses, property tax accountability. Is the city doing what they're supposed to do? ++ A's stadium pros and cons</li> <li>- Mark: reach out to SPUR and League of Women Voters so we can have those discussions in our backyard</li> <li>- Peter: get politicians interested</li> <li>- Mark: midterms are next November</li> <li>- Gary: redistricting is also happening</li> <li>- Peter: politicians might be interested to support first responders event</li> </ul> <p>The meeting was adjourned at 5:57 PM. Next Board meeting will be held Monday, November 8, 2021 at 5:00 PM virtually via Zoom.</p>	

Board Attendance Record

2020/1	Mar	Taj	Jonathan	Chris P.	Greg	Peter	Sam	Dana	Jen	Dan	Keith	Michael	Melissa	Kim
Dec	x	x	x	x	x	x	x	x		x			x	x
Jan	x	x	x	x	x	x	x	x	x			x	x	x
Feb	x	x	x	x	x	x	x				x	x		x
Mar	x	x	x	x	x		x		x	x	x	x	x	x
April	x	x	x	x	x	x			x			x		x
May	X	x	x	x	x			x	x			x	x	x
June	x	x	x	x	x	x		x	x		x	x	x	
July	x	x	x	x	x		x	x	x				x	x
Aug	x	x	x	x	x	x		x	x	x		x	x	x
Sept	x	x	x	x	x				x	x	X	x	x	x
Oct	x	x	x	x	x	x		x	x				x	