



Jack London Improvement District - Meeting of the Board of Directors
October 12, 2015 – 4:00 p.m.
Jack London Headquarters – 333 Broadway
Agenda

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| 1. Call to order and introductions- Bill | | 4:00 |
| 2. Public comment and announcements- Bill | | 4:05 |
| 3. Executive Update- Bill & Savlan | | |
| a. Board and Officer composition, recruiting, and elections | <i>Discussion Item</i> | 4:10 |
| b. Board Meeting frequency and structure | <i>Discussion Item</i> | 4:30 |
| 4. Financial Review- Barry & Savlan | | 4:45 |
| a. September 2015 Financial Report | | |
| 5. Approval of minutes- Sara | | |
| a. Board Meeting: September 14, 2015 (Attached) | <i>Action Item</i> | 4:55 |
| 6. Next regular meeting: November 10, 2015, 4:00 p.m. | | 5:00 |

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. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. 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 our office at 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 described in the meeting agenda under agenda item number 2.



Executive Update, October 2015:

This month brought two international conferences relevant to the Bay Area; the Urban Land Institute and the International Downtown Association, and our district was spotlighted in both. Many districts and communities share our challenges and goals. The experience provided an excellent opportunity to network with our counterparts through these relevant, influential professional organizations, raise the profile of Jack London Oakland in the broader development conversation, and bring valuable case studies and best practices for our work.

Jack London Safety, Cleaning and Hospitality Ambassadors along with Uptown/Downtown Ambassadors are also now "I am Oakland Certified" Ambassadors. Earlier this month, the Visit Oakland team provided a short but intensive training for the Ambassador team-- a tour coupled with a classroom session to discuss Oakland's Brand and their important role in providing a great Oakland experience for our visitors.

In addition to the management of normal operations, below are highlights from our work in moving special projects forward:

In our Land Use & Transportation work,

- We continue to support the Bike Solar Oakland "beta" pod—a collaboration between local and international innovators including the District's very own Sungevity and India-based electric bike developer GenZe. The City's transportation experts are also promoting this project. We will be exploring the utility of this transportation technology for the residents, workers, and visitors to our district. How will it function as an amenity? How will it promote innovation and collaboration? We invite your input and participation.
- We are facilitating collaboration between a California Academy of the Arts Architecture Studio and the Port of Oakland to develop a design for a buoyant research and education facility; and hosted a lively design review on Friday, October 9 attended by stakeholders and community members.

In our Maintenance and Beautification work:

- We have hosted 4 Neighborhood Crime Prevention Council Meetings, with good attendance from residents, businesses, and our partners in public safety throughout the district. The next meeting is October 27.

In our Marketing and Economic Development work:

- We have identified hi-speed public WiFi along the Broadway corridor as a significant community benefit, made possible by leveraging the property owners' investment in fiber optic infrastructure. We are looking for input on how to shape this investment, as well as what our role should be in this effort. This amenity could also provide a marketing platform for participating businesses and organizations. Staff is continuing to provide marketing and property-owner outreach support on a weekly basis for this project.

I hope to see you all at this month's events and committee meetings.

Savlan Hauser, Executive Director

PRIORITY Project Dashboard- OCTOBER 2015

See committee documents for detailed project updates

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Land Use & Transportation	Master Encroachment Permit	BICYCLE AND TREE PLANTING INITIATED. BANNER PERMITS UNDERWAY											
	Train Quiet & Safe Zone	P 1 FUNDRAISING COMPLETE				P2 PLAN INITIATED							
	Forums on economic and land development (Joint MED + LUT project)	ONGOING, QUARTERLY, NEXT PANEL TO BE SCHEDULED FOCUS TBD (CHARETTE FOR SPECIFIC PLAN IS WEEK OF OCTOBER 19)											
Marketing & Economic Development	Brand and Graphic Identity Implementation	BANNER DESIGN SELECTED											
	Website Redux	SITE GO-LIVE DATE 4/12				ADDITIONAL FEATURES AND BUGS ARE BEING ADDRESSED							
	Fiberoptic Infrastructure Marketing & Outreach partnership with PAXIO	COMMUNITY BENEFITS DEFINED FOR BROADWAY WIFI, ADDITIONAL MARKETING AND OUTREACH COORDINATION SUPPORT VIA WEEKLY MEETINGS WITH ED											
	Coordinate Building Art Program (Joint MED + MAB Project)	CONSULTANT SELECTED. WORK PLAN TO BE DEFINED AT SEPTEMBER COMMITTEE MEETING											
Maintenance & Beautification	880 Underpass Improvement	INTENSIVE MITIGATION AND CAPITAL IMPROVEMENTS IN COORDINATION WITH CITY AND CALTRANS, COMMUNITY WORKSHOP TO BE HELD OCTOBER											
	Encroachment permit for trash bins, banners, bike parking, median plantings	DRAFT PLAN FOR PUBLIC RIGHT-OF-WAY IMPROVEMENTS TO BE REVIEWED AT JUNE COMMITTEE MEETING											
	Establishment of Neighborhood Crime Prevention Council	BEAT 1X NCPC OFFICIALLY ESTABLISHED AFTER 3RD MTG MAY 26, NEXT MEETING THIRD TUESDAY OCTOBER 27											
Governance & Administration	Establish Onboarding, Expectations, Job Description for Board of Directors	BOARD AND OFFICER ELECTIONS NOVEMBER 10 BOARD MEETING. BOARD HANDBOOK AND EXPECTATIONS UNDER DEVELOPMENT											

Jack London Improvement District 2015	BUDGET				ACTUAL	
	Calendar year				Period ending 09/30/15	
	ASSESSMENTS		2014 carryover	TOTALS	YTD Actual	Remaining
Revenue	Non-Port	Port Share approved on 7-24-14				
4000 Assessment Income			\$76,824.00			
4100 Assessment Income:Port of Oakland Assessments		\$109,868.46			\$109,868.46	
4200 Assessment Income:Non Port Assessment Income	\$670,901.53				\$636,211.50	
Total 4000 Assessment Income	\$670,901.53	\$109,868.46		\$780,769.99	\$746,079.96	\$34,690.03
4390 Individual Donations					\$7,328.84	
9100 Bank Interest					\$620.54	
4510 Program Income					\$531.98	
Total Revenue	\$670,901.53	\$109,868.46	\$76,824.00	\$857,593.99	\$754,561.32	
Total Cash Available					\$831,385.32	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,203.01	\$89,867.99		\$388,071.00	\$291,053.25	\$97,017.75
7200 Services on Tidelands Trust Lands		\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Public Right of Way (Special Projects)	\$1,075.00		\$5,377.68	\$6,452.68	\$39.95	\$6,412.73
7400 Public Right of Way (Maintenance Operations)	\$10,052.00			\$10,052.00	\$664.65	\$9,387.35
Total 7000 MBSSI Maintenance, Beautification, etc.	\$309,330.01	\$109,867.99	\$5,377.68	\$424,575.68	\$291,757.85	\$132,817.83
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$19,389.87	\$6,463.13
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$6,463.26	\$2,154.74
7750 Marketing / Branding / Public Relations	\$50,871.00			\$50,871.00	\$5,146.14	\$45,724.86
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$10,675.47	\$78,607.53
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$41,674.74	\$132,950.26
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$45,243.09	\$15,080.91
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$15,081.03	\$5,026.97
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$2,917.40	\$1,152.60
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$1,581.85	\$1,470.15
8130 Computer Service & Support	\$2,035.00			\$2,035.00	\$258.00	\$1,777.00
8150 Consulting & Legal Expenses	\$5,087.00			\$5,087.00	\$2,587.50	\$2,499.50
8200 Fees & Permits	\$254.00			\$254.00	\$280.25	-\$26.25
8410 Insurance (D&O)	\$616.00			\$616.00	\$600.00	\$16.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$2,862.00	\$460.00
8430 Membership Fees	\$1,750.00			\$1,750.00	\$0.00	\$1,750.00
8450 Special Projects	\$509.00		\$33,034.32	\$33,543.32	\$10,432.47	\$23,110.85
8510 Office Rent	\$28,500.00			\$28,500.00	\$21,000.00	\$7,500.00
8520 Office Improvements	\$13,000.00			\$13,000.00	\$2,719.17	\$10,280.83
8530 Office Furniture & Equipment	\$2,500.00			\$2,500.00	\$921.08	\$1,578.92
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$370.42	\$646.58
8545 Local transportation	\$0.00			\$0.00	\$196.90	-\$196.90
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$1,146.09	\$888.91
8560 Supplies	\$2,035.00			\$2,035.00	\$1,507.71	\$527.29
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$1,783.48	\$436.52
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$2,857.04	\$1,522.96
8590 Utilities & Rent (Offsite Expenses)	\$1,380.00			\$1,380.00	\$3,418.00	-\$2,038.00
Total 8000 AGCR Administration & Govt/Comm Relations	\$162,772.00		\$33,034.32	\$195,806.32	\$117,763.48	\$78,042.84
8600 CFC Collection Fees & Contingency						
8610 Collection Fees	\$16,737.00			\$16,737.00	\$17,476.75	-\$739.75
8680 Contingency Allowance for Uncollected Assessments	\$45,727.00			\$45,727.00	\$0.00	\$45,727.00
Total 8600 CFC Collection Fees & Contingency	\$62,464.00			\$62,464.00	\$17,476.75	\$44,987.25
Total Expenditures	\$670,779.01	\$109,867.99	\$76,824.00	\$857,471.00	\$468,672.82	
Cash On Hand					\$362,712.50	

Jack London Improvement District YTD Summary September 2015

Cash Available Summary	Annual Budget	Actual	Variance	Notes
Assessment Income	\$780,769.99	\$746,079.96	-\$34,690.03	
2014 Carryover	\$76,824.00	\$76,824.00	\$0.00	
Other Income	\$0.00	\$8,481.36	\$8,481.36	Bank interest; recycling; TQZ
Less Contingency	\$45,727.00	\$45,727.00	\$0.00	
Total Cash Available	\$811,866.99	\$785,658.32	-\$26,208.67	
Expenses	Annual Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$291,757.85	\$132,817.83	
Marketing and Economic Development	\$174,625.00	\$41,674.74	\$132,950.26	
Administration and Gov't/Community	\$195,806.32	\$117,763.48	\$78,042.84	
Collection Fees	\$16,737.00	\$17,476.75	-\$739.75	
Total Expenses	\$811,744.00	\$468,672.82	\$343,071.18	
Cash Available Remaining	\$122.99	\$316,985.50		

Jack London Improvement District YTD Assessment Income September 2015

TY 2014-2015 Assessment Income	Annual Budget	Actual	Variance	Notes
Dec 2014 (50%)	\$390,385.00	\$322,214.87	-\$68,170.13	
Apr 2015 (40%)	\$312,308.00	\$277,435.41	-\$34,872.59	
Aug 2015 (10%)	\$78,077.00	\$142,170.32	\$64,093.32	Final disbursement includes full Port Assessment of \$109,868.46
Total TY 2014-2015 Assessment Income	\$780,769.99	\$741,820.60	-\$38,949.39	
Prior Year Adjustments	\$0.00	\$4,259.36	\$4,259.36	Unpaid assessments from TY 13-14
Total Assessment Income	\$780,769.99	\$746,079.96	-\$34,690.03	

Jack London Improvement District - Meeting of the Board of Directors

September 14, 2015 – 4:00 p.m.

Jack London Headquarters – 333 Broadway

Present: Bill Stotler, Sara May, Vivian Kahn, Barry Pilger, Paul Thyssen, Sam Nassif, Peter Gertler, Jenni Koidal

Absent: Michael Carilli, Meredith Melville, Saied Karamooz

Staff: Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

Guests: Andrew Jones, Gary Knecht, Malik Shakur

Discussions held and decisions made by the Board of Directors

SUBJECT	DISCUSSION	ACTION?
1. Call to order	The meeting was called to order at 4:02 p.m.	
2. Public comment and announcements	<p>Vivian announced that there has been a rash of mail theft in her building. Gary noted that an email announcement was sent out for the meetings this month but requested Agendas be easier to find on website.</p> <p>Annie Sartor presented the Bike Solar Oakland station to be installed at the Jack London Improvement District parking lot. Bike Solar Oakland includes Sungevity, and other corporate partners. She noted that the JLID will host the station and help identify individuals to use the bicycles. The station will be branded with the Jack London logo and construction is slated to begin on October 13th.</p> <p>Gary noted that SPUR recently released a report titled, “A Downtown for Everyone: Shaping the future of Downtown Oakland.</p>	
<p>3. Executive Committee update</p> <p>a. Consideration of Management Contract Addendum</p> <p>b. 2016 Annual Report submitted to City</p> <p>c. Approval of revision of Bylaws, Article 6</p>	<p>Savlan presented highlights from her executive report noting that the assessment increase notification was sent out to all district stakeholders prompted feedback. Staff is working to address the constructive criticism around communications with the community which includes a monthly email noting all planned meetings and events. She noted that staff is working with the City on the Circulation study and the Downtown Specific Plan and there is new, highly motivated, leadership for the Neighborhood Crime Prevention Council. She noted that she is working with Paxio to identify community benefits of fiber development in the district, such as free public wifi. Sam and Sara gave some feedback about Paxio’s work. Lastly Savlan noted that the International Downtown Association annual conference is being held in San Francisco from September 30 to October 2 and she will be co-hosting a walking tour of Jack London, Downtown Oakland and Downtown Berkeley.</p> <p>a. Bill explained that the officers of the board were approached by Oakland Venue Management about amending the management contract to increase staff compensation. Andrew explained that current compensation is well below the market rate for the positions and presented a salary report for similar organizations in the region, noting the recently low unemployment rate in the Bay Area. He also noted that the scope of work has grown organically over the first year of operations, and presented preliminary budgets to show what will be proposed for 2016 and noted that CPI increases will be necessary in the future.</p> <p>Bill noted that the original compensation was based on the thinking that staff would need to bring on consultants to handle portions of management work, which has not happened due to the high skill level of</p>	<p>Vivian moved and Sam seconded the motion to continue the item to the next meeting when Oakland Venue Management can produce salary comparisons for Non-Profits in the City of Oakland. The motion was not approved. Vivian voted for the motion. Paul, Barry, Peter, Sara, Jenni and Bill voted against the motion. Sam abstained.</p> <p>Barry moved and Peter seconded the motion to approve the Oakland Venue Management contract addendum and associated budget revision for</p>

	<p>staff. He explained that in addition to retaining staff, a compensation increase gives the organization the flexibility to fill the staff positions quickly if necessary without upsetting the budget or taking away from other projects or programs.</p> <p>Vivian stated that it would be helpful to see a salary comparison to other Oakland non-profits and that the rate should not be based on San Francisco salaries. Savlan noted that the proposed rate is at the lower end of the market comparison presented and not competitive with San Francisco rates.</p> <p>Barry noted that were the JLID required to replace staff, candidates would likely be recruited from San Francisco as well as Oakland and compensation rates will need to be competitive.</p> <p>b. Savlan noted that the annual report was submitted to the City and will be reviewed by the council in 2016. The report includes accomplishments of 2015, planned activities in 2016, a 2016 budget by category and the request for a 5% assessment increase. The report is available on the website and the Marketing Committee will work on using the content to produce a marketing piece about the work of the district.</p> <p>The board briefly discussed the budgeting process for 2016. Fiona noted that the 2016 operating budget cannot be approved until January at which point we will know the actual carry forward. The committees will begin working on their individual budgets in the coming months.</p> <p>c. Bill explained that the proposed bylaws changes were also discussed at the last meeting and this draft includes the revisions suggested at the meeting. He noted that the purpose of the bylaws amendment is to dissolve the Executive Committee and revise the duties of the officers of the board. Savlan stated that she has added some language about committee structure that came from the process of creating the committee charters, which brought to light some structure that should apply too any and all committees of the board. Gary noted that the bylaws amendment language should be published publicly before a decision is made. The motion was held to the next meeting so the language may be posted.</p>	<p>2015. Vivian abstained from the vote. The motion was approved with 7 votes yes and no votes in opposition.</p>
<p>4. Financial review a. August 2015 Financial Report</p>	<p>The financial report was presented to the board for review. Gary asked if and how the assessment income was presented in the detailed report. Fiona explained where in the report assessment income is reported, and noted the total amount of uncollected assessments.</p>	
<p>5. Maintenance and Beautification Committee update a. Approval of proposed committee charter</p>	<p>Sara presented the proposed charter for the Maintenance and Beautification committee. She explained that they removed the quorum requirement and stated that the committees should not vote on any items. When projects are delegated from the board to the committee, authority for completing the project is vested in the Executive Director. If and when a committee cannot come to a consensus about a given issue, that issue should be brought back to the board of director's attention. Sara also noted that this strategy brings community members who are participating in committee work to the same level as board members</p>	<p>Sara moved and Barry seconded the motion to approve the proposed Maintenance and Beautification committee charter. The motion was approved</p>

	who are participating in committee work, which will help to promote community engagement. The board agreed that each committee charter should reflect this concept using the language proposed in the Maintenance and Beautification charter.	unanimously.
6. Marketing and Economic Development Update a. Approval of proposed committee charter	Paul presented the Marketing and Economic Development committee charter. The board agreed to add the language proposed in the "Expectations of board members of committee" section of the Maintenance and Beautification charter.	Paul moved and Sara seconded the motion to approve the proposed Marketing and Economic Development committee charter contingent upon the discussed edits. The motion was approved unanimously.
7. Land Use and Transportation Committee update a. Approval of proposed committee charter	Vivian presented the Land Use and Transportation committee charter. The board agreed to add the language proposed in the "Expectations of board members of committee" section of the Maintenance and Beautification charter. Vivian suggested language change from "The Land Use and Transportation committee supports Jack London's vibrancy..." to, "The Land Use and Transportation committee engages in activities to support Jack London's vibrancy..." and the "Committee membership and operations" section be changed from, "The committee encourages the participation by members living or working in the District who are willing to volunteer their time and skills in land use and transit improvements." To, "The committee encourages the participation of those members living or working in the District who are willing to volunteer their time and skills in land use and transportation improvements."	Peter moved and Vivian seconded the motion to approve the proposed Land Use and Transportation committee charter contingent upon the discussed edits. The motion was approved unanimously.
8. Approval of the minutes a. Regular Board Meeting: August 10, 2015 b. Special Board Meeting: August 26, 2015	The minutes of August 10, 2015 and August 26, 2015 were presented to the board for review.	Sara moved and Paul seconded the motion to approve the minutes of August 10, 2015. The motion was approved unanimously. Sara moved and Paul seconded the motion to approve the minutes of August 26, 2015. Vivian and Jenni abstained. The motion was approved unanimously.
9. Next regular meeting	Monday, October 12, 2015 – 4:00 p.m.	
10. Adjournment	The meeting adjourned at 5:35 p.m.	