



Jack London Improvement District Meeting of the Board of Directors

October 11th, 2021, 5:00PM Via Video Conference

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

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| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:05 |
| 3. Executive Update | 5:10 |
| a. Call for Board Member Candidates – Annual Elections at November Meeting | |
| 4. Community Safety | 5:15 |
| a. Working Group Meeting with Chief Armstrong | |
| • 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. | |
| b. Advocacy letter to CM Kaplan and Fife | |
| c. “Jack London Welcomes First Responders” Proposal for allocation of funds to promote community safety, and thank first responders after an extraordinarily challenging couple of years through the support of local merchants. Detail attached. | Action Item |
| 5. Financial Review and Reports – Action Item | 5:45 |
| a. Approve Statements of Financial Position, Budget v Actual as of August 31st, 2021 | |
| 6. Approval of August 2021 Minutes– Action Item | 5:50 |
| 7. Adjourn | 6:00 |
| Next Board Meeting November 8th, 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.



Executive Update October 2021

Savlan Hauser, Executive Director



This month’s work:

Last month the Board of Directors allocated an additional \$50,000 to strengthen safety in our neighborhood. In response to an open invitation for safety solutions, community members shared a number of creative, constructive ideas. From a wide range of input, an inspiring idea has emerged: “Jack London Welcomes First Responders” to connect OFD, MACROS responders, and OPD with our neighborhood and merchants. Our local, independent businesses are critical social and economic anchors in our neighborhood. A more detailed proposal will be presented at the Board Meeting. In addition, we’re engaging with the City, Alameda County, and our business organizations to advocate for a consistent safety presence and response.

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

- [The African American Shakespeare Company is coming to Jack London Square](#) – Oaklandside
- [Oaktoberfest and Yappy Hour at Jack London Square](#) – Oaklandside
- [Oakland Waterfront Hotel is Slated to be Converted into Affordable Homes](#) – Mercury News

Jack London Improvement District	
September 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	7
Car Break-In Reported	59
Graffiti - Removed	25
Hospitality Contacts*	817
Illegal Dumping	31
Stickers/Flyers/Posters Removed	101
Trash (lbs)	7284
Weed Abatement (block faces)	4



This Month’s Events

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next meeting- 10/26, 6:15PM
- **Hella Town Book Launch in partnership with SPUR.** 420 4th Street (Federation Brewing) – 10/12, 5:00PM

Development/ Construction Updates

- **335 3rd 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 @ 4th** Continues, Developer: Smart Growth
- **4th 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

Jack London Improvement District
Statement of Financial Position
As of August 31, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	52,919.69
1105 Discretionary Spending at Bridge Bank	3,181.73
1110 Money Market at Bridge Bank	527,737.03
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 833,838.45
Total Current Assets	\$ 833,838.45
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 835,838.45
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	0.00
Total Accounts Payable	\$ 0.00
Total Current Liabilities	\$ 0.00
Long-Term Liabilities	
PPP Loan (forgiveness application accepted 10/21)	38,222.00
Total Long-Term Liabilities	\$ 38,222.00
Total Liabilities	\$ 38,222.00
Equity	
3100 Without Donor Restriction	297,596.77
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
3350 Waterfront District Special Project	47,168.13
Total 3300 With Donor Restriction	\$ 56,816.97
Net Revenue	443,202.71
Total Equity	\$ 797,616.45
TOTAL LIABILITIES AND EQUITY	\$ 835,838.45
Cumulative Unpaid Caltrans Assessments	\$ 262,025.00

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

As of August 31st, 2021

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$1,039,869	\$735,788
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$73,579
Total Budgeted Revenue	\$929,501	\$662,209
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$235,327	\$237,124
7150 & 7200 Subtotal- Port Share	\$126,358	\$123,900
7400 Maintenance Operations	\$15,266	\$25,560
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$376,952	\$386,584
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$63,088	\$83,241
7800 Special Projects	\$30,982	\$44,519
Total 7700 MED Marketing & Economic Development	\$94,070	\$127,760
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$70,240	\$91,551
8510-8580 Office Operations	\$33,354	\$37,687
Total 8000 AGCR Administration & Government/Community Relations	\$103,594	\$129,237
Total 8600 Collection Fees	\$22,385	\$18,627
Total Expenditures	\$597,001	\$662,209
Gross Difference	\$332,499	\$1

Percentage Allocation by area of Work	Management Plan	2021
Maintenance & Beautification	55%	53%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i>Budget Management.</i> 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
September 13th, 2021 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Taj Tashombe, Greg Pasquali, Michael Carilli, Jen Nettles, Melissa O’Keefe, Kim Cole, Dan Hagerty, Chris Pastena, Dana Bushouse
Absent: Peter Gertler, Keith Stephenson, Dana Bushouse, Sam Nassif
Staff: Savlan Hauser
Guests: Bilal, Ryan, Bill with Swenson/412 Maidson, Lisa with Riaz Capital, Victor Flores, 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	- Introduction of Guests	
3. Executive Update a. Maintenance and Beautification Work b. Economic Development c.	<p>- Carlos Paz, Operations Manager of team since initiation is transitioning to a new role and a new Operations Manager will be onboarded.</p> <p>Crime and Safety:</p> <p>- Multiple levels of work: advocacy, community idea, convening OPD and security teams, etc</p> <p>- Task force sourced ideas from the community. Still in R&D mode on feasibility and cost+impact. Next board vote on future allocations.</p> <p>- New suggestion: Speed bumps?</p> <p>Question / to research:</p> <p>- * what are statistics from the last two weeks? (Melissa notices it got better, Dan noticed it got worse).</p> <p>- * When are statistically hotspot times? - Chris notices that it is worse at daytime. If we know, perhaps we can target efforts better.</p> <p>Economic Development 412 Madison shares about project, answers questions, follow-up: * organize tour for Board * Same tour (or separate?): Sierra Properties / HOA also interested to meet, communicate about any noise concerns</p> <p>Riaz Properties: Lisa Workforce housing, for \$60-120k workers Small format studios, property will look very similar from the outside Riaz already owns 1,500 units in Oakland, Make-a-wish patient will paint a mural in collaboration with a local muralist</p> <p>Q&A:</p> <ul style="list-style-type: none"> • Minimal common areas • Buttercup will be welcomed to stay, on a long-term lease • Long-term lease • Name TBD. Open to ideas. "Sam's Place"? • Estimated completion: end of 2022 <p>Follow-up on</p> <ul style="list-style-type: none"> * make-a-wish: event is on Oct 17th? Need/want any support, press? * Give heads-up on possible JL re-brand on the horizon * Lisa / Riaz will coordinate with JLID to convene a community forum * Plan send-off event (at Crooked City) for Sam <p>Public comment (Part 2): Seawolf / Dan: This Saturday. 1st annual cornhole tournament, between 4th and 5th on Webster. Seawolf. 1pm 4pm tournament. Event ends 10pm.</p> <p>Progress check on D3 representative coming to our meetings. Hoping for even attendance to stay updated with, and not full Board role. Jen suggests reaching out to Tanya Love. Taj offers to help connect to Tanya too.</p>	

Discussions held and decisions made by the Board of Directors.

