

**Jack London Improvement District Board of Directors Meeting**  
**Monday, May 12, 2014 – 4:00 p.m.**  
**Metrovation Conference Room – 580 Second Street, Suite 260**

Agenda

1. Call to order and introductions- Bill
2. Public comment and announcements- Bill
3. Approval of minutes- Sara
  - a. Special meeting, February 24, 2014 [enclosed] *Action Item*
  - b. Regular meeting, April 14, 2014 [enclosed] *Action Item*
  - c. Special meeting, April 23, 2014 [enclosed] *Action Item*
4. Budget Task Force update - Gary
  - a. 2014 operating budget [if completed]
  - b. Bank accounts, chart of accounts, Quickbooks
  - c. Approval of Oakland Venue Management contract [if completed] *Action Item*
  - d. Approval of Block by Block contract [if completed] *Action Item*
5. District Startup Taskforce update
  - a. 333 Broadway
    - i. Business license and zoning clearance for 333 Broadway- Gary
    - ii. 333 Broadway lease, occupancy, improvements- Sara
    - iii. Interim storage and training space needs, improvements, additional tenants- Staff
6. Land Use Task Force update
  - a. JLDA/JLID joint task force- Bill
  - b. Jack London Square Development Project (May 21)- Vivian and Michael
7. Transit, Streets, and I-880 Task Force update
  - a. Train Quiet Zone- Gary
  - b. Broadway/I-880 Underpass Town Hall (April 30)- Savlan
  - c. Comprehensive Downtown Oakland Circulation Study (May 7)- Savlan

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 580 2nd Street, Suite 260, Oakland, CA 94607 or through [jlid.org](http://jlid.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@jlid.org](mailto:info@jlid.org) at least 48 hours prior to the meeting.

8. Marketing and Public Relations Task Force update

- a. Recommendation for graphic identity and branding process- Bill
  - i. Schedule district identity public workshop- Savlan
  - ii. Authorize Marketing and Public Relations Task Force to develop the proposed graphic identity package
- b. VatorSplash Oakland (May 6-7)
- c. District Launch- Staff
  - i. Soft Opening – late May/early June
  - ii. Press releases
  - iii. Kickoff Event - National Night Out – Tuesday, August 5

***Action Item***

***Action Item***

9. Next regular meeting: June 9, 2014

10. Adjournment

**JLID Board of Directors SPECIAL MEETING**

**Monday, February 24, 2014, 4:00 pm**

**Metrovation Conference Room, 580 Second Street, Suite 260, Oakland, CA**

## **Meeting Notes for February 24, 2014** *(draft for Board Approval)*

Board members present: Bill Stotler (President), Gary Knecht (Treasurer), Sara May (Secretary), Vivian Kahn, Barry Pilger, Paul Thyssen

Guests: Alan Maloney, Savlan Hauser

### **1) Introductions & General Announcements**

- a) Gary announced upcoming Transit Meeting regarding Broadway/Jackson Interchange on Wednesday, February 26<sup>th</sup> at 4pm at 1111 Broadway, Suite 800.

### **2) Brown Act Training**

- a) Patrick Tang, retained by the City of Oakland City Attorney's office, spoke about Brown Act: the history, how it works, and the best practices for an organization
  - b) Noticing provisions reviewed: 72 hours for Regular Meeting and 24 for Special Meeting
  - c) Discussed differences between Task Forces and Committees. Task Forces can have no more than 4 Board Members. All Committees must be noticed appropriately.
  - d) Review of what business can be conducted in a closed session: 1) litigation or potential litigation, 2) Real Estate (pricing & terms of payment only), 3) Personnel (direct hire or contract)
  - e) Followed by general Q&A from members and guests
- 3) The Closed Session was cancelled and postponed for future agenda
- 4) The RFP Task Force updated Board on general direction of vendor selection process. A separate meeting for action items would be scheduled next month.
- 5) Adjourn at 5:57 pm.

**Jack London Improvement District Board of Directors Meeting  
Minutes of Monday, April 14, 2014 – 4:00 p.m.  
Metrovation Conference Room - 580 2nd Street, Suite 260**

**Present:** Bill Stotler, Sara May, Gary Knecht, Paul Thyssen

**Absent:** Michael Carilli, Vivan Kahn, Barry Pilger

**Staff:** Steve Snider/Oakland Venue Management, Andrew Jones/Oakland Venue Management, Fiona Simms/Oakland Venue Management

**Guests:** Annie Eagan, John Betterton, Mark Halpern

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

<i><b>SUBJECT</b></i>	<i><b>DISCUSSION</b></i>	<i><b>ACTION?</b></i>
<b>Call to order and introductions</b>	The meeting was called to order at 4:06 p.m.	
<b>Public comment and announcements</b>	Mark announced that there is a new committee of the HOA at the Ellington, the Noise & Nuisance Abatement Committee.	
<b>Approval of meeting minutes</b> a) Meeting #4, February 10, 2014 b) Special Meeting, March 31, 2014	The minutes of Meeting #4 held on February 10, 2014 and the Special Meeting held on March 31, 2014 were presented to the board for review.	<b>Sara moved and Paul seconded the motion to approve the minutes of Meeting #4 on February 10, 2014. The motion was approved unanimously.</b>  <b>Gary moved and Bill seconded the motion to approve the minutes of the Special Meeting held on March 31, 2014. The motion was approved unanimously.</b>
<b>District Startup Task Force</b> a) Update on Vendor Services i) Oakland Venue Management ii) Block by Block iii) Marj Tax b) Update on space search for JLID Office c) Update on meetings with Councilpersons Lynette Gibson McElhaney & Rebecca Kaplan	Bill introduced the OVM Staff and noted that they will be overseeing the Clean & Safe program. Steve outlined the staffing structure which includes a District Manager, a Marketing & Administrative Assistant, and the Executive Team. Bill explained that Letters of Intent have been signed with both Oakland Venue Manage and Block by Block. Contracts and budgets will be presented to the board at the May meeting for approval.  Gary explained that Marj Tax will be working with the OVM Executive Team on the set-up of Quickbooks, tax preparation, and other financial matters.  Bill explained that the space behind the Nation's at is being pursued as the JLID office. The space is owned by Nation's.  Bill explained that Rebecca Kaplan, councilmember at large, lives in the JLID and is excited to help with the clean-up of the I-800 underpass and the Broadway Jackson Interchange project, for which she sits on the funding committee.	

	<p>He also explained that Lynette is putting together a town hall community workshop on April 30th from 6:30 pm to 8:00 pm at 525 4th Street to solicit ideas for the I-880 underpass at Broadway.</p>	
<p><b>Budget Task Force</b>  <b>a) Status of Disbursement Agreement provided by City</b>  <b>b) Update on "Port Share Plan" and meeting Pam Kershaw on April 4th</b></p>	<p>Gary reported that the Disbursement has been signed and returned by the City of Oakland. He will scan the document and have it uploaded to the website.</p> <p>Bill explained that the Board of Port Commissioners must approve the use of the Port's assessments and he noted that the tenor of the board's relationship with the Port and their representative Pam is good.</p>	
<p><b>Land Use Task Force</b>  <b>a) Update on JLDA/JLID Joint Task Force - Community Workshop Initiative</b></p>	<p>Bill explained that a Joint Task Force between the JLDA and JLID is being pursued and will include Bill, Vivan, and Annie as well as representatives from the JLDA.</p> <p>They are working on getting ahead of the development that is planned for the Jack London district. They would like to host a set of community workshops to gather information that will inform the City of Oakland's Downtown plan. They will begin by discussing quality of life issues and move towards addressing building plans.</p>	
<p><b>Marketing &amp; Public Relations Task Force</b>  <b>a) Update on JLDA Post Card mailing project</b>  <b>b) Update on Visit Oakland presentation on April 2nd</b></p>	<p>Paul announced that the JLID website is live and Townsquared will be live once 5 more businesses have signed up.</p> <p>He also explained that the last project of the steering committee is to produce a postcard which will be sent out to the stakeholders driving traffic to the website. He noted that the postcard is complete and ready to send to the printer as soon as the distribution list is ready.</p> <p>Bill noted that he attended the Visit Oakland brand launch breakfast and gave a brief update. He noted that the next project of the Marketing committee is to develop the District Identity, and that we will have a better idea of the process after the next Marketing Committee meeting.</p>	
<p><b>Transit, Streets, and I-880 Task Force</b>  <b>a) Update on Broadway/Jackson Interchange Project</b></p>	<p>Bill explained that after the second failure of the Broadway/Jackson project to move forward due to resistance in Chinatown, several groups including representatives from the Jack London District, Chinatown Coalition, and the Oakland City Planning Department came together to create a document outlining the 8 points of agreement. This called for a circulation study of Downtown Oakland. Rachel Flynn has requested a letter of support for the study.</p>	
<p><b>Next regular meeting</b></p>	<p>Monday, May 12th, 4pm at Metrovation Conference Room</p>	
<p><b>Adjournment</b></p>	<p>The meeting adjourned at 4:53 p.m.</p>	

Minutes taken by: Fiona Simms, Administrative Assistant

**Jack London Improvement District Board of Directors SPECIAL Meeting**  
**Minutes of Wednesday, April 23, 2014 – 4:00 p.m.**  
**Metrovation Conference Room - 580 2nd Street, Suite 260**

**Present:** Bill Stotler (President), Gary Knecht (Treasurer), Sara May (Secretary), Michael Carilli, Vivian Kahn, Barry Pilger, Paul Thyssen,

**Absent:** none

**Staff:** none

**Guests:** Savlan Hauser, Andrew Jones, Jennifer Koidal, Patricia Rossi, Steve Snider

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

<i><b>SUBJECT</b></i>	<i><b>DISCUSSION</b></i>	<i><b>ACTION?</b></i>
<b>Call to order and introductions</b>	The meeting was called to order at 4:01 p.m.	
<b>Public comment and announcements</b>	Savlan suggestions a deeper look a the job description for the District Manager position being hired by OVM	
<b>Recommendation by Oakland Venue Management for District Manager Position</b>	Drew provided update on the District Manager (DM) hiring process. The potential candidates and the qualities that they're looking for. OVM is pursuing Savlan Hauser as the District Manager.	
	Savlan gave a brief introduction and her resume for review.	
	Members and visitors had some Q&A with Savlan and OVM regarding work flow, experience, etc.	
<b>Budget Task Force</b>	Budget task force requests \$5,000 in contingency funds for legal fees associated with contract review for start up process.	Vivian moved and Paul seconded the motion to approve a NTE amount of \$5,000 for legal contingency fees for the review of upcoming contracts associated with district start up. The motion was approved unanimously.
	Sara reviews Lease Terms for proposed new JLID office at 333 Broadway	
	Budget task force requests permission to proceed with executing Letter of Intent with Landlord for the purposes of securing a Lease Agreement	Gary moved and Barry seconded the motion to delegate the Budget Task Force to sign the Letter of Intent and Execute Lease for 333 Broadway. The motion was approved unanimously.
	Gary points out that we need a Business License for the new office.	Vivian moved and Paul seconded the motion for Gary to pursue business license for JLID. The motion was approved unanimously.
<b>Next regular meeting</b>	Monday, May 12 <sup>th</sup> , 4pm at Metrovation Conference Room	
<b>Adjournment</b>	The meeting adjourned at 5:19 p.m.	

Minutes taken by: Sara May

## BUDGET TASK FORCE UPDATE – MAY 12, 2014

**a. SERVICE PLAN BUDGET** [from page 9 of the Management District Plan (27 Mar 2013)]

The service plan budget was developed to provide the services identified as the highest priorities to stakeholders in the JLID area. A breakdown of the budget is included in the table below. The annual budgets for subsequent years will be set forth in annual reports prepared by the district's duly appointed Advisory Board and submitted to the Oakland City Council.

**TABLE 4-1: BUDGET BY SERVICES CATEGORY AND FIRST YEAR BUDGET AMOUNTS**

Category	%	Amount
[MBSSI] Maintenance, Beautification, Safety & Streetscape Improvements	55	\$422,084.19
[MED] Marketing & Economic Development	18	\$138,136.64
[AGCR] Administration & Government/Community Relations	19	\$145,810.90
Contingency & Collection Fees	8	\$61,394.06
<b>TOTAL</b>	<b>100</b>	<b>\$767,425.79</b>

*Budget approved 16 July 2013 by Oakland City Council Resolution No. 84534 C.M.S.*

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**b. BANK ACCOUNTS**

Gary and Bill opened a money market checking account at Summit Bank. On April 24 the City deposited over \$570,000 of JLID assessment funds. City & County withheld fees of \$10,000; exempt owners still owe \$137,000; on August 15 City will deposit remaining \$50,000 (minus delinquencies). On May 2 Gary and Bill opened a separate checking account at Torrey Pines Bank (still needs Sara's signature). Checks will be ordered when lease for 333 Broadway is confirmed.

**CHART OF ACCOUNTS**

Marjorie Jones (MarjTax Incorporated), Victoria Decker (Oakland Venue Management), and Gary Knecht (JLID) have met and are in the process of developing a chart of accounts for JLID that includes classes and jobs.

**QUICKBOOKS ONLINE**

On May 9 Marj began JLID's subscription to Quickbooks Online. She used her credit card to open an account at a special first year rate of \$19.97 per month. Regular price is \$39.95 per month. Marj, Tori, and Gary currently have online access.

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**c. OAKLAND VENUE MANAGEMENT CONTRACT**

Invoice received for April 2014 is \$6,702.66 (70% of proposed monthly amount). As proposed in the contract, JLID will pay OVM \$9,575.25 on the first every month. Initial term will end 31 Dec 2015 and three one-year extensions are proposed.

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**d. BLOCK BY BLOCK CONTRACT**

Invoice for May 2014 has not been received. As proposed, JLID will pay BBB \$47,450.18 per month (including May) through the end of the year. Initial term will end 31 Dec 2014 and monthly payments in 2015 will be about \$31,770. After 31 December 2014, an unspecified number of one-year extensions are proposed.