



Jack London Improvement District Meeting of the Board of Directors

April 12th, 2021, 5:00PM (VIA ZOOM MEETING)

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

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|--|--------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:00 |
| 3. Executive Update (See attached) | 5:05 |
| a. Maintenance and Beautification Work | |
| • Statistics 3/2021 | |
| b. Marketing & Economic Development | |
| • Jack London Event: April 19th, 5-6PM - Link 21 Community Forum with representatives from Howard Terminal and OAAP to be hosted | |
| • BID Alliance/ Cross-Sector Coalition on Homelessness Event: April 21st, 12-1pm -Tour of Village of Love Day Center on service day as case study for scaleable service model as continuation of work initiated in 2020. | |
| • Invitation to Board Members to join review team for business mini grant | |
| 4. Financial Review and Reports | 5:40 |
| a. Approve Statements of Financial Position, Budget v Actual as of February 28, 2021 | |
| | Action Item |
| 5. Approval of Minutes | 5:50 |
| March 2021 | |
| | Action Item |
| 6. Adjourn | 6:00 |
| Next Board Meeting May 10th, 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, April 2021

Savlan Hauser, Executive Director

We hope you've been enjoying the we've had has allowed patrons to enjoy many new outdoor seating venues throughout the District. Here are a few more highlights this month:

- This month marked the passing of Dorothy King, owner of legendary Everett & Jones BBQ. Dorothy was an inspiration to many and her generosity and commitment to social justice will leave a lasting impact on Oakland. Thousands celebrated her life in a beautiful block party with music and food on March 31st.
- **Big Projects on the Horizon: Link 21 and our Neighborhood:** As part of our work in development advocacy and providing educational opportunities for our stakeholders, the BID is hosting a public forum **April 19th 5-6pm on [Link 21](#)**. Link21 will transform Northern California's passenger rail network into a faster, more integrated system, providing safe, efficient, and affordable travel for everyone. At the core of Link21 is a new transbay crossing between Oakland and San Francisco.
- **The Howard Terminal Waterfront Ballpark Draft EIR has been released. Public comments will now be accepted until 4:00 p.m. on April 27, 2021.** For information on how to submit public comments, see the [Notice of Availability](#). JLID is **gathering community input** to inform our comments on the document.

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** in Jack London, which allow merchants space in the public right-of-way to serve customers and shoppers outdoors. If your business needs help implementing outdoor seating or curbside use, contact us.

Our District In the News

[East Bay Staple Reopens Following Year Long Closure](#) – KRON 4 News

[Oakland Mourns the Loss of Dorothy King, Owner of Everett and Jones](#) – Eater SF

[Up The Game on the Oakland A's Proposed Ballpark, Say Advocates](#) – SF Streetsblog

**Hospitality contacts include interactions with unhoused individuals, offering welfare checks/ connection to services, however visitors to the district are increasing*

Jack London Improvement District	
March 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	24
Car Break-Ins Reported	9
Graffiti - Removed	61
Hospitality Contacts*	650
Illegal Dumping	81
Stickers/Flyers/Posters Removed	247
Trash (lbs)	10052
Weed Abatement (block faces)	65

This Month's Events

- **Jack London Beat 1X NCPD meets Fourth Tuesdays.** Next meeting- 4/26, 6:15PM

Development/ Construction Updates

- **335 3rd Street** – Site Preparation. 38 Homes, 3 very low income affordable, 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 Broadway Properties:** Development teams shortlisted & submitted RFPs 1/28
- **412 Madison** 157 homes, ground floor retail. Developer: Swenson

**Jack London Improvement District
Simplified View: Budget vs Actuals 2020**

As of February 28st, 2021

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$421,983	\$183,947
8700 Contingency allowance for uncollected assessments	-\$110,368	-\$18,395
Total Budgeted Revenue	\$311,615	\$165,552
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$58,979	\$59,281
7150 & 7200 Subtotal- Port Share	\$31,590	\$30,975
7400 Maintenance Operations	\$10,243	\$6,390
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$100,812	\$96,646
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$16,516	\$20,810
7800 Special Projects	\$0	\$11,130
Total 7700 MED Marketing & Economic Development	\$16,516	\$31,940
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$20,668	\$22,888
8510-8580 Office Operations	\$8,241	\$9,422
Total 8000 AGCR Administration & Government/Community Relations	\$28,909	\$32,309
Total 8600 Collection Fees	\$7,241	\$4,657
Total Expenditures	\$153,478	\$165,552
Gross Difference	\$158,137	\$0

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. 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.</i>		

Jack London Improvement District
Statement of Financial Position
As of February 28, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	14,381.58
1105 Discretionary Spending at Bridge Bank	2,374.33
1110 Money Market at Bridge Bank	556,234.90
Total Bank Accounts	\$ 572,990.81
Accounts Receivable	
1200 Accounts Receivable	88,547.05
Total Accounts Receivable	\$ 88,547.05
Total Current Assets	\$ 661,537.86
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 663,537.86
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
PPP Loan	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	7,328.84
3350 Waterfront District Special Project	47,168.13
Total 3300 With Donor Restriction	\$ 59,121.97
Net Revenue	268,597.12
Total Equity	\$ 625,315.86
TOTAL LIABILITIES AND EQUITY	\$ 663,537.86
Cumulative Unpaid Caltrans Assessments	\$ 262,025.00

**Jack London Improvement District - Meeting Minutes of the Board of Directors
March 8th, 2021 – 5:00 p.m., Remotely via Zoom**

Present: Mark Everton, Jonathan Fong, Chris Pastena, Taj Tashombe, Sam Nassif, Greg Pasquali, Kim Cole, Michael Carilli, Dan Hagerty, Jen Nettles, Keith Stephenson, Melissa O’Keefe

Absent: Dana Bushouse, Peter Gertler

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht, Saied Karamooz, Jackson Moore, Ricky Abisla, Stanley Onyimba, Ben Huang, Tom Galt, Bill Baker, Camila Trevizan, Tefford Reed, Marcus Taylor, Marc Diaz

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:01 p.m.	
2. Public comment and announcements		
3. Executive Update a. Maintenance and Beautification Work b. Marketing & Economic Development c. Diversity, Equity, Inclusion d. Release of Train Quiet Zone Funds <i>Action Item</i>	Savlan presented the Executive Update to the Board. Members of the Rail Safety Working Group discussed the release of Train Quiet Zone funds with the Board. There is currently \$7,328 in the fund. Working group members would like to use the funds to support a response to the Howard Terminal EIR and advance rail safety goals in the Jack London neighborhood. Savlan recommended that working group members lean on Board member Peter Gertler as a resource to help their efforts. The Board does not endorse any particular action advocated for by the group, but seeks to continue to support rail safety improvements in Jack London. Staff will communicate this Train Quiet Zone update with original fund contributors and the general community in an upcoming email communication. See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings .	Michael moved and Chris seconded to authorize the release of the Train Quiet Zone funds. The motion passed unanimously.
4. Financial Review and Reports a. Approve Statements as of January 31, 2020 <i>Action Item</i>	The January financial statements were presented to the Board. The Board reviewed the Statement of Financial Position and Budget v Actual Report as of January 31, 2021.	Jonathan moved and Chris seconded to approve the financial statements. The motion passed unanimously.
5. Approval of Minutes– February 2021. <i>Action Item</i>	The Board reviewed the February meeting minutes. No changes to the minutes were proposed.	Jonathan moved and Chris seconded to approve the minutes. The motion passed unanimously.
6. Governance a. Board Development b. Leadership Development	Mark informed the Board that he would be stepping down as CEO from Visit Oakland in April. The Board discussed the Executive Committee’s recommendation to have Mark remain as President of the Board for the remainder of his term. Executive officers noted the importance of continuity of current leadership at this time. Board leaders would like to develop more opportunities for other members to step-up and explore leadership positions in the future. The Board will be seeking strong candidates to step into leadership roles, especially those that prioritize holding open and conscientious conversations that welcome community members who don’t necessarily feel the most comfortable or privileged to speak.	
7. Adjourn	The meeting was adjourned at 5:55 PM. Next Board meeting will be held Monday, April 12th, 2021 at 5:00 PM virtually via Zoom.	

Discussions held and decisions made by the Board of Directors.

Board Attendance Record

2020 - 2021	Mark	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														
May														
June														
July														
Aug														
Sept														
Oct														
Nov														