



Jack London Improvement District Meeting of the Board of Directors

December 13th, 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	5:05
3. Executive Update	5:10
a. Marketing & Economic Development	
• Holiday Marketing Programs	
• 2021 Direct Merchant Grant Report Back	
• Vibemap City exploration app - Jack London Challenge Report Back	
b. Cleaning and Safety Statistics	
4. 2022 Priorities Preview Discussion	5:30
5. Financial Review and Reports	5:40
a. Approve Statements of Financial Position, Budget v Actual October 2021	Action Item
6. Approval of Minutes	5:50
November 2021	Action Item
7. Adjourn	6:00
Next Board Meeting January 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 December 2021

Savlan Hauser, Executive Director
Happy Holidays!

This month's work:

This month we sponsored holiday-themed window art by a local signage artist Coyote Signs for all interested merchants to bring tasteful and creative seasonal cheer to the storefronts of Jack London. We also partnered with Oakland Indie Alliance to create a Jack London Gift Card package – a great gift for your local shop & restaurant – loving friends and family -- [available here](#).

The highly anticipated Waterfront Warehouse District Signage program is installed

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

[Oakland to Receive Millions in Infrastructure Funds for Jack London Square -- A Win in Push for A's Ballpark](#)

– San Francisco Chronicle

[Want to see pretty lights during the holiday season? Here's a list of the Bay Area's best](#) – SF Chronicle Datebook

[Future of the A's: Oakland Supervisors to Push Ballpark Project Forward](#) – KRON 4

Jack London Improvement District	
November 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 NCPD meets Fourth Tuesdays.** November/December meetings cancelled for holidays
- **233 Broadway Community Information Meeting** –Tuesday December 7th at 5:30PM Via ZOOM

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
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **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 October 31, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	-30,705.04
1105 Discretionary Spending at Bridge Bank	2,130.58
1110 Money Market at Bridge Bank	457,819.09
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 679,244.63
Total Current Assets	\$ 679,244.63
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 681,244.63
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	301,028.75
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
3350 Waterfront District Special Project	43,736.15
Total 3300 With Donor Restriction	\$ 53,384.99
Net Revenue	288,608.89
Total Equity	\$ 643,022.63
TOTAL LIABILITIES AND EQUITY	\$ 681,244.63
Cumulative Unpaid Caltrans Assessments	\$ 295,619.57

*PPP Loan Forgiveness Posted 11/03

Thursday, Nov 11, 2021 04:47:12 PM GMT-8 - Accrual Basis

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

As of October 31st, 2021

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$1,039,869	\$919,735
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$91,973
Total Budgeted Revenue	\$929,501	\$827,762
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$293,994	\$296,405
7150 & 7200 Subtotal- Port Share	\$157,948	\$154,875
7400 Maintenance Operations	\$16,469	\$31,950
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$468,411	\$483,230
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$87,958	\$104,051
7800 Special Projects	\$31,776	\$55,649
Total 7700 MED Marketing & Economic Development	\$119,733	\$159,700
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$95,835	\$114,438
8510-8580 Office Operations	\$41,881	\$47,108
Total 8000 AGCR Administration & Government/Community Relations	\$137,716	\$161,547
Total 8600 Collection Fees	\$22,385	\$23,284
Total Expenditures	\$748,245	\$827,761
Gross Difference	\$181,256	\$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
November 8, 2021 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Taj Tashombe, Greg Pasquali, Jen Nettles, Melissa O’Keefe, Dana Bushouse, Kim Cole, Michael Carilli, Dan Hagerty

Absent: Keith Stephenson, Sam Nassif, Dana Bushouse, Chris Pastena, Peter Gertler

Staff: Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

Guests: Gary Knecht, Ener Chiu (EBALDC)

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 5:03 p.m.	
2. Public comment and announcements	Taj - wants to call on Board to offer something to honor Wilma Chan’s passing. Savlan - Executive committee will take this up.	
3. Executive Update a. Operations and Economic Recovery Work b. Cleaning and Safety Statistics	<ul style="list-style-type: none"> - Update on new trash cans being installed - Introducing Tinea Adams, Operations Manager - First in-person events: release of Hella Town co hosted with SPUR, ULI walking tour of Jack London Development - Celebrating the holidays: Oakland Indie Alliance partnership, merchant holiday decoration/artist sponsorship - Working on first responders event; currently in branding and visualization stage - 412 Madison community info session - Thank you to 2019-2021 officers Mark, Taj, and Jonathan! - Mark: tree lighting and holiday events are a good thing to publicize for residents as well 	

<p>4. Governance - Annual Elections of Board Members and Officers</p> <p>a. Elections- Board of Directors 2021-2022</p> <p>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)</p> <p>b. Elections- Officers 2021-2022 (President, Secretary, and Treasurer</p> <ul style="list-style-type: none"> • Nominees Jen Nettles, Secretary; Taj 	<ul style="list-style-type: none"> - Introduction to Ener Chiu, Director of Real Estate at EBALDC, potential new Board candidate. Handling all coalition building, neighborhood collaborations, and other non-real estate work. - Accepting reelection of 3 board members, election of 2 new board members, and 2 board members stepping down 	<p>Greg moved to accept the reelection of Jonathan, Dana, and Chris; election of Amy and Ener who will serve 2 year terms; and Mark and Sam stepping off the board.</p> <p>Michael approved the motion and Kim seconded. The motion passed unanimously.</p> <p>Greg moved to accept new officers Jen, Taj, and Jonathan.</p> <p>Kim approved the motion and</p>
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Tashombe, President; and Jonathan Fong, Treasurer.		Michael seconded. The motion passed unanimously.
5. Financial Review and Reports: Approve Statements of Financial Position, Budget v Actual as of September 30, 2021	<ul style="list-style-type: none"> - Update on PPP loan. We have a notification of forbearance from the lender; the loan will be reflected as a grant starting with the October statement. - Update on uncollected CalTrans assessments = \$295k 	
6. Approval of October 2021 Minutes	The Board reviewed the October minutes. No changes were proposed.	Greg moved and Kim seconded to approve the minutes. The motion passed unanimously.
7. Adjourn	The meeting was adjourned at 5:36 PM. Next Board meeting will be held Monday, December 13, 2021 at 5:00 PM virtually via Zoom.	

Board Attendance Record

2020/1	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	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	
Nov	x	x	x		x				x	x		x	x	x