



Jack London Improvement District Meeting of the Board of Directors

July 12th, 2021, 5:00PM 420 3rd Street Federation Brewing Flex Street Outdoor Seating)

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

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|---|-----------|
| 1. Call to order and introductions | 4:30 |
| 2. Public Comment and Announcements | 4:30 |
| 3. Howard Terminal A's Stadium – Action Item | 4:40 |
| a. Letter of Support for Council hearing July 20 th —communicate support for the project and elevate issues of importance to our District (Attached) | |
| 4. Financial Review and Reports – Action Item | 4:45 |
| a. Approve Statements of Financial Position, Budget v Actual as of May 31st, 2021 | |
| 5. Approval of June 2021 Minutes– Action Item | 4:50 |
| 6. Adjourn/Social | 4:50-5:30 |
| Next Board Meeting August 9th, 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, July 2021
Savlan Hauser, Executive Director



This month's work:

- The City's organized the annual National Night Out event, this year on Madison between 2nd and 3rd Streets from 4-6pm
- On July 20 the Council will vote on a term sheet for the **A's Stadium at Howard Terminal**. We will share our overall support for the development and will highlight issues of importance to the District including connectivity, local business, and transportation.

Activation Through Art Events:

- [Night Watch](#) floating video installation September 16-22 @Estuary, Viewing from Ferry Landing
- [Findings](#) Women of Color in Science Mural mid July-Aug @Modera JLS. Interested in joining a community paint day? Contact info@jacklondonoakland.org

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 implementing outdoor seating or curbside use, contact us.

Our District In the News

[City Council looks to extend Flex Streets, its emergency program for Oakland businesses](#) – Oaklandside

[Reconnecting the Town: Enhancing Oakland's Civic Hub through Safer, Equitable Transportation](#) – City of Oakland

['Howard Terminal Or Bust': Future of A's in the Hands of Oakland City Council](#) – NBC Bay Area

Jack London Improvement District	
June 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	7
Car Break-In Reported	41
Graffiti - Removed	10
Hospitality Contacts*	660
Illegal Dumping	103
Stickers/Flyers/Posters Removed	101
Trash (lbs)	12423
Weed Abatement (block faces)	20

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

This Month's Events

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next meeting- 6/22, 6:15PM

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 Broadway Properties:** Development team selected: Related Companies and EBALDC
- **412 Madison** 157 homes, ground floor retail. Developer: Swenson



July 7th, 2021

To Members of the Oakland City Council:

The Jack London Improvement District represents Oakland's historic commercial waterfront neighborhood with an estimated 3,800+ residents, 5,000 workers, 1300 property owners and 500 businesses. Our mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District, building an inclusive and resilient commercial community that values the diverse history, economies, culture and people of this place.

We believe the A's Stadium at Howard Terminal can be a fantastic, world-class development supporting Oakland's equity and economic development goals, and contribute to pride in our city. It will improve public access to open space at the waterfront and strengthen our existing entertainment District. We ask the Council to vote yes to move the project forward. We are committed to continuing to work closely with the A's to realize the City's vision.

Below are the following issues identified by our community as important benefits created by the development, as well as the issues we will continue to track and elevate to ensure the best outcome:

Important Benefits of an A's Ballpark Development at Howard Terminal

- Developing the Ballpark at Howard terminal is elevating existing challenges like the I-880 freeway barrier, Broadway connectivity, safe mobility, environmental quality and equity, pedestrian access to open space, and rail safety. These are long overdue in solving-- and the Stadium development accelerates infrastructure solutions in these areas and generates funding for key communities' needs.
- Jack London and Oakland's waterfront neighborhoods are not currently well served by transit, disconnected by the barrier effect of the I-880 freeway and its frontage roads on 5th and 6th street. The development improves mobility and access for our neighborhood through better AC Transit service, reconnection of Broadway through improved bus lanes and connectivity with existing transit modes including BART, Ferry and Amtrak.
- The project will create significant community benefits in environmental quality, arts and culture, affordable housing, and more. Housing creation in particular is needed in the region, and infill development well served by amenities and transit is the right place to put it.
- An authentically downtown Ballpark can be an economic development catalyst for all of Oakland.
- This once-in-a-generation project will allow more access to quality open spaces at the waterfront and make Oakland's waterfront a regional amenity and destination.
- The Ballpark's diverse surrounding neighborhoods serve all of Oakland. Games will encourage attendees to flow through established commercial neighborhoods and patronize existing businesses, adding vibrancy to these important places.



Issues to Elevate to Ensure a Positive Outcome:

- Any Community Facilities District (CFD), Infrastructure Financing District (IFD), or Business Improvement District (PBID) should be developed in close coordination with the existing Jack London BID. Our boundaries are immediately adjacent and the commercial and open space activity (and impacts) will be fluid.
- The Jack London BID recognizes the impact and use of the Jack London District that will be catalyzed by the new activity at Howard Terminal. The positive impact is significant, however the Stadium development should ensure the potential negative impacts such as additional trash, safety issues, and strain on our maintenance and safety ambassador services is mitigated.
- The Jack London BID should be a stakeholder in the eventual monitoring of the Transportation Management Plan.
- The Jack London BID recognizes that it is impossible for any single project to solve Oakland's multifaceted infrastructure challenges. Therefore the A's must commit to being strong advocates in partnership with the community to take on these collectively identified challenges in the future.

We ask that the City continue to prioritize its work with the A's and community on this project and expedite the approval process as possible to deliver these positive outcomes sooner rather than later. We look forward to seeing this development move forward and be a transformative impact on Oakland.

Sincerely,

A handwritten signature in black ink, appearing to read "Savlan Hauser", with a stylized flourish at the end.

Savlan Hauser
Executive Director
Jack London Improvement District

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

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	-30,006.53
1105 Discretionary Spending at Bridge Bank	4,835.79
1110 Money Market at Bridge Bank	366,352.00
Total Bank Accounts	\$ 341,181.26
Accounts Receivable	
1200 Accounts Receivable	88,547.05
Total Accounts Receivable	\$ 88,547.05
Total Current Assets	\$ 429,728.31
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 431,728.31
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	5,023.84
3350 Waterfront District Special Project	47,168.13
Total 3300 With Donor Restriction	\$ 56,816.97
Net Revenue	39,092.57
Total Equity	\$ 393,506.31
TOTAL LIABILITIES AND EQUITY	\$ 431,728.31
Cumulative Unpaid Caltrans Assessments	\$ 262,025.00

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

As of April 30th, 2021

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$421,983	\$459,868
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$45,987
Total Budgeted Revenue	\$311,615	\$413,881
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$146,979	\$148,202
7150 & 7200 Subtotal- Port Share	\$78,974	\$77,438
7400 Maintenance Operations	\$12,263	\$15,975
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$238,216	\$241,615
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$42,020	\$52,025
7800 Special Projects	\$27,000	\$27,825
Total 7700 MED Marketing & Economic Development	\$69,020	\$79,850
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$48,110	\$57,219
8510-8580 Office Operations	\$20,514	\$23,554
Total 8000 AGCR Administration & Government/Community Relations	\$68,624	\$80,773
Total 8600 Collection Fees	\$7,241	\$11,642
Total Expenditures	\$383,101	\$413,880
Gross Difference	(\$71,486)	\$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 June 14th, 2021 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Chris Pastena, Taj Tashombe, Greg Pasquali, Dana Bushouse, Michael Carilli, Jen Nettles, Melissa O’Keefe, Peter Gertler, Keith Stephenson

Absent: Sam Nassif, Dan Hagerty, Kim Cole

Staff: Savlan Hauser

Guests: Ingrid & Keith Gaby, Nick Anthis, Gary Knecht

<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 5:03 p.m.	
2. Public comment and announcements	<ul style="list-style-type: none"> - Ingrid and Keith – Ask about Stadium. Was part of a subcommittee. Understands that A’s will not fund the community benefits. Clarify what happened. <ul style="list-style-type: none"> o Taj: A’s spent 18 months with City of Oakland and port on a process to develop list of recommendations. 3rd Party Estelano scrubbed the list to those that are actionable by the City. In April, A’s pledged \$450M in community benefits, would come from IFD. City or City+ Port will be the ones to manage actual implementation of funds. o Keith: Were A’s originally going to fund out of their own funds, and something changed so they are no longer funding out of private financing? o Taj: Not entirely. Our process was to understand what people wanted, not that the A’s would do it all. A’s will do some things, because the project is so expensive, it is now requiring additional resources from City, Port, County and State, so A’s are not the only entity at the table to fund the park or benefits. - Gary Knecht – I was under impression Keith was, that A’s were going to pay for everything. Many people were. - Chris Pastena – historically wear two hats as a resident and business owner in JLS. Moved out of JLS. Still a business owner. - Michael Carilli – Carole Fife has still not responded, and where is her representative today? <ul style="list-style-type: none"> o Savlan – we sent a formal invite to participate in our Board. o Michael – we have a major council decision coming re the ballpark that impacts this district significantly. Not showing up to this community is dereliction of duty. 	
3. Executive Update a. Maintenance and Beautification Work b. Advocacy Work	<ul style="list-style-type: none"> - Clean and Safety stats included in packet - 3 (or 4) Key activities this month <ul style="list-style-type: none"> o Impending City Council vote on A’s stadium. Very exciting for this district. o City Council approved extension of Flex Streets – great John King article. o 14 mini-grants prioritizing BIPOC-owned businesses. Example: Charles Blades concert series at barber spa. o Public Safety – letter to DA Nancy O’Malley, and long response. DA and large partnership of attorneys and OPD/BPD. o Juneteenth Recognition celebration, Derek Johnson owner of Home of Chicken and Waffles, celebration of black owned 	

Discussions held and decisions made by the Board of Directors.

	<p>business in Jack London in honor of Juneteenth.</p> <ul style="list-style-type: none"> ○ Art Activations coming up <ul style="list-style-type: none"> ▪ Night Watch, a viewing of a barge with video on the water. ▪ Mural celebrating women of color in science on wall of modera, on Webster St. - Questions? <ul style="list-style-type: none"> ○ Chris Pastena: Re Flex Streets, there have been some ADA issues. Has that been addressed in any way? Some business owners have received lawsuits re flex streets not meeting ADA standards (which are not defined). <ul style="list-style-type: none"> ▪ Savlan – All of the permits that JLID has supported have been required to be ADA accessible as a condition of permitting; some have added substantial cost to add ramps etc. They are required to be, and to Savlan’s knowledge are, meeting ADA. ○ Peter Gertler: Are there dates on public art installation? What about dates for Charles Blades concerts? <ul style="list-style-type: none"> ▪ Recommended following Charles on Instagram, but will ask him to provide dates to add to JLID calendar. ▪ Preliminary dates are in written board report, and official dates will be announced, likely September. <p>See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings.</p>	
<p>4. Howard Terminal A’s Stadium a. Letter of Support for Council hearing July 20th—communicate support for the project and elevate issues of importance to our District <i>Action Item</i></p>	<ul style="list-style-type: none"> - Motion that we form a working group to provide advice to the JLID Board on drafting of a letter of support. - Discussion <ul style="list-style-type: none"> ○ Michael Carilli: Can Board vote on this prior to City Council meeting on the matter? <ul style="list-style-type: none"> ▪ Mark Everton – ideally yes, but if not, can circulate for yes/no vote prior to council meeting. Important to get letter to council a week to 10 days prior. ○ Jonathan Fong: Is working group open to participation beyond board? <ul style="list-style-type: none"> ▪ Savlan: Gary, Jenn, Greg, Keith/Ingrid and Savlan can organize bullet points. Others can participate. 	<p>Greg moved and Jen seconded to form a working group to produce a letter of support for</p> <p>Recusals: Taj Tashombe Peter Gertler</p>
<p>5. Financial Review and Reports a. Approve Statements as of April 30th, 2021 <i>Action Item</i></p>	<p>The Board reviewed the Statement of Financial Position and Budget v Actual Report as of April 30th, 2021.</p>	<p>Greg moved and Michael seconded to approve the financial statements. The motion passed unanimously.</p>
<p>6. Approval of Minutes–April 2021 <i>Action Item</i></p>	<p>The Board reviewed the May meeting minutes. No changes to the minutes were proposed.</p>	<p>Peter moved and Michael seconded to approve the minutes. The motion passed unanimously.</p>
<p>7. JLID 2023 Renewal Draft Timeline a. Draft Timeline b. Invitation to Task Force for development of</p>	<ul style="list-style-type: none"> - City has not renewed staff <ul style="list-style-type: none"> ○ Micah Hinkle, director of economic development is currently acting in the role - We are early, but there is a lot of work. 	

renewal strategy	<ul style="list-style-type: none"> ○ Detailed schedule included in agenda packet. ○ Request/invitation for volunteer for grassroots organizing and database management role to support the effort. - Discussion of expansion of boundaries. <ul style="list-style-type: none"> ○ Should it be part of renewal, or does it complicate renewal? ○ Should the A's property be part of JLID district or will it be its own district to provide its own services and management? ○ Downtown and Uptown are two separate but contiguous BIDs with shared management , whereas Chinatown is contiguous but separate management. Shows the two ways an A's district could land with contiguous boundaries, but separate district. ○ Should look at a map of existing boundaries and consider impact and potential of expansion in different directions. ○ Vote is by share of cost allocation, and need to get majority (60%? 2/3?) of votes, Formation involved outreach to large property owners because their votes carry much larger weight. Outreach to larger property owners is important, because will need their votes. 	
8. Adjourn	The meeting was adjourned at 6:05 PM. Next Board meeting will be held Monday, July 11th, 2021 at 5:00 PM virtually via Zoom.	

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	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														
Aug														
Sept														
Oct														
Nov														