



**Jack London Improvement District Meeting of the Board of Directors**

March 8th, 2021, 5:00PM (VIA ZOOM MEETING)

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

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|---|-------------------------|
| <b>1. Call to order and introductions</b>   | 5:00                    |
| <b>2. Public Comment and Announcements</b>  | 5:00                    |
| <b>3. Executive Update</b> <i>(See attached)</i>  | 5:05                    |
| a. <b>Maintenance and Beautification Work</b>   |                         |
| • Statistics 2/2021   |                         |
| b. <b>Marketing &amp; Economic Development</b>  |                         |
| • Mini Grant for Merchant Pivots  |                         |
| c. <b>Diversity, Equity, Inclusion</b>  |                         |
| • Grant design, Banking in Oakland, B Shuttle Advocacy, Downtown Streets Team Partnership   |                         |
| <b>4. Financial Review and Reports</b>  | 5:40                    |
| a. Approve Statements of Financial Position, Budget v Actual as of January 31, 2021   |                         |
|   | <b>Action Item</b>      |
| <b>5. Approval of Minutes</b>   | 5:50                    |
| February 2021   |                         |
|   | <b>Action Item</b>      |
| <b>6. Governance</b>  | 5:20                    |
| • Board Development 2020/2021: Strategy session on new tools and approaches for old challenges. Board (distanced) Social, date TBA. |                         |
| • Leadership development: Invitation of new Executive Committee Member(s) to transition into Officer                                |                         |
|   | <b>Discussion Items</b> |
| <b>7. Adjourn</b>   | 6:00                    |
| Next Board Meeting April 12th, 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](http://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](mailto: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, March 2021**  
Savlan Hauser, Executive Director

Happy very nearly spring! The great weather we've had has allowed patrons to enjoy many new outdoor seating venues throughout the District. Here are a few more highlights this month:

- Our Economic Development work is center stage as we launch a **Merchant Pivot Mini-Grant** this week. We will be able to award 25 x \$1,000 direct grants to support Jack London businesses in their innovative pivots, and track shared progress. In line with our equity goals, small, BIPOC- owned businesses will be prioritized.
- Brewers of the **Jack London Brewing District** kept busy during the San Francisco Craft Beer Week this past month. Federation Brewing's expansive outdoor seating area at our Flex Street on 3<sup>rd</sup> is a festive spot to toast them as they celebrate their fourth year in the District this month.
- After a winter hibernation, **Slainte has reopened** with weekend live music sessions and a revamped menu.
- **The Howard Terminal Waterfront Ballpark Draft EIR has been released** and is open for comment. **Public comments will be accepted until 4:00 p.m. on April 12, 2021.** For information on how to submit public comments, see the [Notice of Availability](#). In the upcoming weeks, JLID will be hosting a community forum to focus on impacts, mitigations, and benefits related to the project specific to our neighborhood and stakeholders, and will be **gathering community input** to inform our comments on the document. Date TBD.

**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**

[A's plan to build a new waterfront stadium at Oakland's Jack London Square takes big step forward](#) – San Francisco Chronicle

[CIM Group Completes Construction of Channel House Building at Jack London Square](#) – BusinessWire

[Bay Area businesses honor Oakland's Kamala Harris with ice cream, dishes](#) - KTVU

*\*Hospitality contacts are mainly interactions with unhoused individuals, offering welfare checks/ connection to services*

Jack London Improvement District	
February 2021 Clean & Safe Statistics	
Task	Totals
Business Contacts	14
Car Break-Ins Reported	123
Graffiti - Removed	14
Hospitality Contacts*	173
Illegal Dumping	102
Stickers/Flyers/Posters Removed	221
Trash (lbs)	14070
Weed Abatement (block faces)	146

**This Month's Events**

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next meeting- 3/23, 6:15PM

**Development/ Construction Updates**

- **335 3<sup>rd</sup> 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 @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strobom 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



## \$1,000 Business Pivot Mini Grant Program

### Description:

The BID has allocated funding to support retailer's needed physical adaptations, new initiatives such as digital marketing, and other pivots in light of continued economic challenges caused by the COVID-19 pandemic. \$1,000 mini grants are intended to support projects that are flexible, fast, innovative and fun. Small, independent, and BIPOC-owned businesses will be prioritized. Funding is limited. Apply soon. Send completed application to [info@jacklondonoakland.org](mailto:info@jacklondonoakland.org). Deadline is March 19<sup>th</sup> 2021. Responses may be shared among participating businesses and stakeholders in the interest of collective learning.

### Eligibility Requirements:

- Applicant must be a retail business (engaged in selling goods or services directly to consumers) with a physical location within the boundary of the Jack London Improvement District
- Projects must be completed during the year of 2021
- Recipient must share back to group during a Business Coffee Hour (TBD, Q4) forum to share lessons learned and feedback.

### Application:

#### 1) Business Name, Location, Contact:

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#### 2) Description of Project for Grant/ What burning question will this help you answer?:

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#### 3) Planned timeline for Project:

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#### 4) Are the owners of your company part of any of the groups below? Select as many options as you see fit:

- |  |   |
|--|---|
| <input type="checkbox"/> Black of African-American                 | <input type="checkbox"/> Women                  |
| <input type="checkbox"/> White                                     | <input type="checkbox"/> LGBT+                  |
| <input type="checkbox"/> Asian                                     | <input type="checkbox"/> Veteran                |
| <input type="checkbox"/> American Indian or Alaska Native          | <input type="checkbox"/> Refugee                |
| <input type="checkbox"/> Native Hawaiian or other Pacific Islander | <input type="checkbox"/> Other (please specify) |

Need assistance with navigating **Flex Streets** for seating or space in the public right-of-way? Contact us. For additional resources and information, visit [jacklondonoakland.org/covid19-resources](http://jacklondonoakland.org/covid19-resources)

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

		<u>Total</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
1100 Bridge Bank Operating Account		19,721.55
1105 Discretionary Spending at Bridge Bank		1,579.79
1110 Money Market at Bridge Bank		634,187.11
<b>Total Bank Accounts</b>	\$	<b>655,488.45</b>
<b>Accounts Receivable</b>		
1200 Accounts Receivable		88,547.05
<b>Total Accounts Receivable</b>	\$	<b>88,547.05</b>
<b>Total Current Assets</b>	\$	<b>744,035.50</b>
<b>Other Assets</b>		
1510 Security Deposits		2,000.00
<b>Total Other Assets</b>	\$	<b>2,000.00</b>
<b>TOTAL ASSETS</b>	\$	<b>746,035.50</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Long-Term Liabilities</b>		
PPP Loan		38,222.00
<b>Total Long-Term Liabilities</b>	\$	<b>38,222.00</b>
<b>Total Liabilities</b>	\$	<b>38,222.00</b>
<b>Equity</b>		
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
<b>Total 3300 With Donor Restriction</b>	\$	<b>59,121.97</b>
Net Revenue		351,094.76
<b>Total Equity</b>	\$	<b>707,813.50</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	\$	<b>746,035.50</b>
Cumulative Unpaid Caltrans Assessments	\$	262,025.00
Unpaid Assessments 2019-2020	\$	29,607.00

Sunday, Feb 14, 2021 10:05:39 AM GMT-8 - Accrual Basis

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

**As of January 31st, 2021**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$421,983</b>	<b>\$91,974</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$110,368</b>	<b>-\$9,197</b>
<b>Total Budgeted Revenue</b>	<b>\$311,615</b>	<b>\$82,776</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$28,204	\$29,640
7150 & 7200 Subtotal- Port Share	\$14,850	\$15,488
7400 Maintenance Operations	\$564	\$3,195
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$43,617</b>	<b>\$48,323</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$7,864	\$10,405
7800 Special Projects	\$0	\$5,565
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$7,864</b>	<b>\$15,970</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$7,753	\$11,444
8510-8580 Office Operations	\$4,456	\$4,711
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$12,209</b>	<b>\$16,155</b>
<b>Total 8600 Collection Fees</b>	<b>\$7,241</b>	<b>\$2,328</b>
<b>Total Expenditures</b>	<b>\$70,931</b>	<b>\$82,776</b>
<b>Gross Difference</b>	<b>\$240,683</b>	<b>\$0</b>

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

Present: Mark Everton, Jonathan Fong, Chris Pastena, Taj Tashombe, Sam Nassif, Greg Pasquali, Peter Gertler, Kim Cole, Michael Carilli

Absent: Dan Hagerty, Dana Bushouse, Melissa O’Keefe, Jen Nettles

Staff: Savlan Hauser, Kaylee Hudson

Guests: Gary Knecht, Saied Karamooz, Brittany Jones, Christine Jones, Colin Whitmarsh, Dhruv Gupta, Jackson Moore, Michael Leibfried, Ricky Abisla, Sarah Shan, Stanley Onyimba

<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	<p>Mark thanked Taj for helping put together the mass vaccination site at the Coliseum.</p> <p>Taj announced that the Howard Terminal Development project plan is expected to be released in the next month or so.</p> <p>The Board asked for ongoing updates from Peter about the large scale development projects he is involved with, especially anything that impacts Broadway. Peter agreed to put together a presentation for the Board at the appropriate time.</p>	
3. Executive Update a. Train Quiet Zone Update b. Maintenance and Beautification Work Update c. Marketing & Economic Development Update d. Diversity, Equity, Inclusion Update	<p>Savlan presented the Executive Update to the Board.</p> <p>a. Saied Karamooz and other residents of the Bond discussed the creation of a taskforce on the Train Quiet Zone to keep the initiative moving forward and reporting back to the Board with updates on a regular basis. Peter Gertler mentioned a potential new Bay crossing project with regional transportation studies under way, including rail studies of the area. Savlan added that the TQZ remains a community priority and the organization advocates for TQZ improvements in all large-scale development projects that affect the District including the OAAP, Howard Terminal Development, and the Downtown Oakland Specific Plan, where the recommendation has been written into the draft. Community members will continue to meet and be in touch with staff about advocacy opportunities.</p> <p>c. The Board requested that the BID Alliance raise the issue of the allocation of the next phase of CARES Act funding for small business support with the Economic and Workforce Development Department.</p> <p>See the agenda packet for the Executive Update and accompanying slideshow at <a href="http://www.jacklondonoakland.org/board-meetings">http://www.jacklondonoakland.org/board-meetings</a>.</p>	
4. Financial Review and Reports a. Approve Financial Statements of Financial Position, Budget v Actual as of December 31, 2020 <i>Action Item</i>	The 2020 financial statements were presented to the Board. The executive committee explained that there will be no vote to approve the statements this month as the committee works with the accountant on a final version of the statements.	
5. Approval of Minutes– January 2021. <i>Action Item</i>	The Board reviewed the January meeting minutes. No changes to the minutes were proposed.	a. Michael moved and Taj seconded to approve the

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

		minutes. The motion passed unanimously.
6. Adjourn	The meeting was adjourned at 5:51 PM. Next Board meeting will be held Monday, March 8th, 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														
April														
May														
June														
July														
Aug														
Sept														
Oct														
Nov														