



Jack London Improvement District Meeting of the Board of Directors

September 14th, 2020, 5:00PM (VIA ZOOM MEETING)

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

1. **Call to order and introductions** 5:00
2. **Public Comment and Announcements** 5:00
3. **Executive Update** 5:05
 - a. **Operations and Economic Recovery Work**
 - Submitted 4 projects for assistance from Haas MBA Students in District Business Recovery
 - Flex Streets for 4-merchant cluster on 3rd Street moves forward
 - b. **Cleaning and Safety Statistics**
 - c. **Underpass update**
 - County-owned blocks at Broadway gateway starting site disposition process.
 - Working through DOSP and OAAP to prioritize underpasses.
 - d. **Work on Diversity, Equity, and Inclusion in the District**

4. **Economic Development** 5:30

Are we doing everything we can today with the discretionary resources available to help businesses and stakeholders who are so critically impacted? Are we positioning our efforts well for long term recovery and resilience for the District? **Discussion Item**

 - a. We are pivoting to address pressing issues facing businesses and stakeholders in light of the significant economic challenges caused by COVID. We will allocate a portion of Merchant Marketing Support funds and funds originally budgeted for National Night Out (Total of \$7,700) to three key priorities:
 - Flex Streets is the City’s main program to allow businesses to adapt to social distancing and continue to operate. Therefore we are encouraging as much participation as possible by through basic permit assistance, providing street furnishings and coordinating equipment bulk purchasing opportunities.
 - PPE for Customers: Providing free face masks and social distancing stickers to businesses for customers’ safety and social distancing compliance on request
 - Continued sponsorship of merchant-preferred marketing efforts, such as “Trick-or-treat in your social bubble” marketing campaign to incentivize purchases at each District business.

5. **Financial Review and Reports** 5:40
 - b. Approve Statement of Financial Position, Budget v Actual July 2020 **Action Item**

6. **Approval of Minutes** 5:50

August 2020 **Action Item**
7. **Adjourn** 6:00

Next Board Meeting October 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. 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, September 2020 –
Savlan Hauser, Executive Director

Jack London’s tough businesses continue to pivot, adapt, and weather unprecedented challenge. In the last several weeks, wildfire smoke has added to the harsh environment just as merchants are taking their services outdoors. Safety first for our Ambassador team—they’ve been maintaining as close to daily presence as possible—however, when AQI reach dangerous levels, we must suspend outdoor work.

Progress towards a more welcoming, active gateway to the District as the site disposition process has started for the County-owned blocks at 5th and Broadway—multiple experienced development teams submitted their official interest last week to be considered by the county as the developer for the sites.

We learned this month of Beer Revolution’s closing. This Jack London Institution’s owner, Rebecca Boyles, hopes to reopen “when bars can be bars, and the pandemic is in the rear view mirror”. We hope that day comes very soon. Until then, the District supports a plethora of local food and beverage purveyors offering pickup and outdoor social distanced dining, and neighbors are socializing through Trivia Nights where District businesses are promoted and local gift cards are the winning prizes.

Other resources and highlights:

- For graffiti abatement or vandalism prevention resources, [please get in touch](#).
- We are working with the City, property owners, and merchants on **Flex Streets** in Jack London, which will allow merchants space in the public right-of-way to do business, serve customers and shoppers outdoors, and more. We are also providing safety signage to all merchants. Ambassadors will also be trained on social distancing protocol to assist customers.
- We are committed to work together to build resilience, diversity, and a welcoming Jack London for everyone.

Jack London In the News

[This Oakland Dive Bar Used to Be an Italian Restaurant. Because of COVID-19, It’s Serving Meatballs Once Again.- Eater SF](#)
(Merchants Saloon)

[Ghost Kitchen Business Model Offers Food Entrepreneurs Flexibility \(Port Kitchens Marketplace\) - KTVU](#) *(We are thrilled this long-awaited spot is now open and includes market and pantry products)*

Jack London Improvement District	
May 2020 Ambassador Clean & Safe Statistics	
Task	Totals
Business Contacts	21
Car Break-Ins Reported	16
Graffiti - Removed	23
Hospitality Contacts*	149
Illegal Dumping	424
Stickers/Flyers/Posters Removed	86
Trash (lbs)	14513
Weed Abatement (block faces)	19

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

This Month’s Events

- **Jack London Beat 1X NCPC 6:15PM 9/22.** Hosted via zoom, for details email info@jacklondonoakland.org.
- **Keep Entertainment in the Entertainment District** with Trivia Nights + local acts. Follow us on Instagram.

Development/ Construction Updates

- **335 3rd Street** – Approved. 38 Homes, 3 very low income affordable units, 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** Construction re-started week of 5/18. Developer: SunCal/Swenson, Good Times Oakland will occupy ~3,000sqft, ~10,000sqft (1-2 commercial units) remain leasable
- **412 Madison** 157 homes, ground floor retail/Swenson+ Essex Property Trust
- **Jack London Square:** Channel House restarted after paused due to COVID-19, Hotel & Site D pending.

Statement of Financial Position

As of July 31, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	33,524.17
1105 Discretionary Spending at Bridge Bank	3,072.42
1110 Money Market at Bridge Bank	529,552.67
1115 PayPal Bank	-140.00
Total Bank Accounts	\$ 566,009.26
Total Current Assets	\$ 566,009.26
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 568,009.26
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	296,202.39
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	174,462.90
Total Equity	\$ 529,787.26
TOTAL LIABILITIES AND EQUITY	\$ 568,009.26
Cummulative Unpaid Caltrans Assessments	\$ 262,025.00
Unpaid 2019-2020 Assessments to-date (1st and 2nd Disbursements)	\$ 29,607.00
*250,000 from Money Market Account to be transferred to Reserve Fund at Bank of San Francisco	

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

As of July 31st, 2020

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$760,359	\$613,060
8700 Contingency allowance for uncollected assessments*	-\$55,482	-\$30,653
Total Budgeted Revenue	\$704,877	\$582,407
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$200,014	\$197,340
7150 & 7200 Subtotal- Port Share	\$103,949	\$103,250
7400 Maintenance Operations	\$6,445	\$33,674
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$310,408	\$334,264
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$56,542	\$68,207
7800 Special Projects	\$34,297	\$50,167
Total 7700 MED Marketing & Economic Development	\$90,839	\$118,374
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$69,418	\$81,274
8510-8580 Office Operations	\$29,889	\$32,976
Total 8000 AGCR Administration & Government/Community Relations	\$99,307	\$114,249
Total 8600 Collection Fees	\$13,764	\$15,520
Total Expenditures	\$514,318	\$582,407
Gross Difference	\$190,559	\$0

Percentage Allocation by area of Work	Management Plan	2020
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	19%
Administration & Government	19%	19%
Contingency & Collection	8%	8%
<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.		



2020 District Update and Report

THE JACK LONDON IMPROVEMENT DISTRICT is focused on creating and maintaining a welcoming and vibrant Jack London. Founded in 2013, the Improvement District is led by a 14-member volunteer Board of Directors representing a thriving and engaged mixed-use community.

2020 has brought unprecedented challenges with a global pandemic impacting nearly every aspect of life and neighborhood activity, and also a call to action for racial justice. Our organization has committed itself to promote diversity, equity, and inclusion in our work, and is pivoting along with our resilient and innovative merchants to navigate new safe ways of doing business.

This neighborhood remains a cultural gem and entertainment destination, a publicly accessible waterfront, a transportation and logistics hub, a residence for over 4,000 people, a one-hundred-year-old wholesale produce market, a home to legendary black-owned establishments, an artist and fabricator district, and more. As neighborhood stewards and community builders, the Improvement District is working to ensure all are welcome and can thrive in this dynamic place.

Highlights

Marketing & Economic Development: The District promotes Jack London's unique offerings with residents, employees, and visitors, invites new diverse businesses to join the community, and provides platforms for collaborative marketing and business participation including special events and campaigns. This year we launched the well-received Jack London Grocery Guide and the new District Map.

Maintenance, Beautification, and Safety: The District works to create safe, welcoming streets, with daily litter and illegal dumping pickup and graffiti abatement. This year streetscape projects included new planters on Broadway, street tree pruning, and new branded street-pole banners. A program for cleaner operations and safer streets in the Historic Wholesale Produce Market is underway.

Government & Community Relations: The District builds community and promotes the neighborhood through events like timely Panel Talks, the annual community block party in August with participation from local businesses, and even virtual events to stay connected and entertained during shelter-in-place. This year community forums focused on the Broadway gateway, the 5th & Oak St. community cabins, and the Oakland-Alameda pedestrian bridge. The District is also engaged in long-term development advocacy in the Downtown Oakland Specific Plan, Howard Terminal Community Benefits Agreement, Oakland-Alameda Access Project, and cross-sector homelessness solutions.

Welcome new businesses:

Nido's Backyard · United Grooming ·
RoShamBo on 4th · BLOC15 · Eternal · Planted
Table · Port Kitchens Marketplace · Chop Bar's
new location

2020 Ambassador Program Statistics:

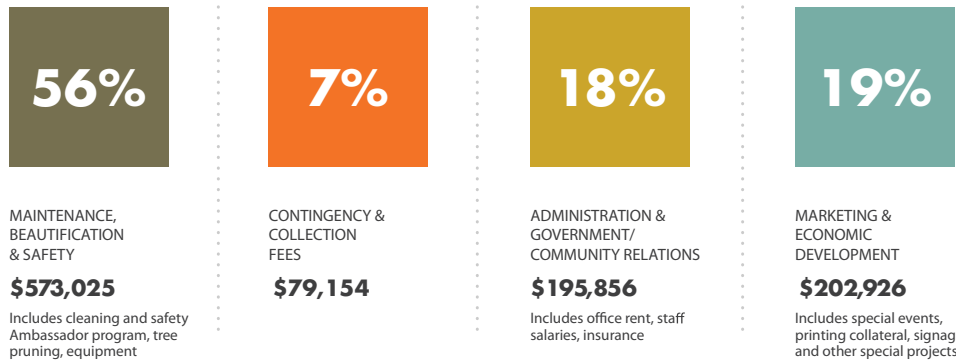
326,864 lbs of district trash picked up
585 instances of illegal dumping cleared
461 sites of graffiti cleaned
687 blocks of weeds removed
7,520 people were greeted or assisted

Financials

Annually, the Improvement District's budget is balanced.



2020 Budget Breakdown Cost of Providing Improvement Activities



MAINTENANCE, BEAUTIFICATION & SAFETY

\$573,025
Includes cleaning and safety Ambassador program, tree pruning, equipment

CONTINGENCY & COLLECTION FEES

\$79,154

ADMINISTRATION & GOVERNMENT/COMMUNITY RELATIONS

\$195,856
Includes office rent, staff salaries, insurance

MARKETING & ECONOMIC DEVELOPMENT

\$202,926
Includes special events, printing collateral, signage and other special projects

Leadership

Staff:

Savlan Hauser, Executive Director
Carlos Paz-Rivera, Operations Manager
Kaylee Hudson, District Specialist

Board of Directors:

Mark Everton - President
Visit Oakland

Paul Thyssen - Treasurer (Outgoing)
Property Owner

Jonathan Fong - Secretary
(Formerly) JLS Farmer's Market

Erin Coburn (Outgoing)
Minimo Wine Shop

Peter Gertler
Property Owner

Sam Nassif
Z Hotel

Sara May
Metrovation Real Estate

Chris Pastena
Chop Bar

Greg Pasquali
Carmel Partners

Taj Tashombe
Oakland Athletics

Beth VanClute (Outgoing)
CIM Jack London Square

Dana Bushouse
Crooked City Cider Taproom

Michael Bernstein
Buck Wild Brewing

Chris Wittler (Outgoing)
Property Owner

"Awesome work on such a difficult and challenging project. You've made Oakland better for everyone and this time including the unhoused occupants. Thanks so much for hitting this out of the park!!"
-Dan Hagerty, Seawolf, regarding advocacy work for the 5th Street Community Cabins

"Great resource for local businesses and the District in general. They've really helped us with the coordination involved in getting the Jack London Brewing District off the ground."
-Aram Cretan, Federation Brewing

"Thank you so much for organizing these amazing trivia nights. Our team group text starts blowing up on Wednesdays with excitement about "getting together" on Friday - we all agree that trivia night actually makes it feel like the weekend matters now and we all really look forward to it. Priceless. We appreciate it so much."
-Michelle Augenstein, Resident

"I love the hands-on involvement from all JLID team members."
-Jennifer Newman, Resident and Co-Chair, Beat 1X NCPC

Get involved! Your engagement enlivens the neighborhood.

Stay informed: jacklondonoakland.org/list

➔ Apply to Join the Board: Elections are held annually in November. ➔

Contact us: info@jacklondonoakland.org Call or Text the Ambassador hotline 510 363 0989

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Jack London Improvement District - Meeting Minutes of the Board of Directors August 10th, 2020 – 5:00 p.m., Remotely via Zoom

Present: Mark Everton, Jonathan Fong, Chris Pastena, Sara May, Taj Tashombe, Mike Bernstein, Sam Nassif

Absent: Dana Bushouse, Greg Pasquali, Peter Gertler

Staff: Savlan Hauser, Kaylee Hudson

Guests: Bryan Brick, Jeannine Carter, Katarina Bogdan, Paul Thyssen

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order	The Board of Directors meeting was called to order at 5:05 p.m.	
2. Public comment and announcements	<ul style="list-style-type: none"> ○ Visit Oakland is launching their #SpendStayLove campaign ○ Mark plugged the Oakland A's film <i>A Most Beautiful Thing</i> ○ CIM representative Katarina Bogdan gave an update on developments in the Square including Channel House (in pre-leasing), 55 Harrison (lease signed with market hall operator), and parking lot apartment plans (waiting for lower construction costs). ○ Taj gave an update on the Oakland A's lawsuit against California Department of Toxic Substances Control due to their lack of enforcement at Schnitzer Steel. 	
3. Executive Update <ul style="list-style-type: none"> a. Operations and Economic Recovery Work b. Cleaning and Safety Statistics c. Underpass Update d. Work on Diversity, Equity, and Inclusion e. Howard Terminal CBA Update 	<p>Savlan presented the Executive Update to the Board.</p> <p>See the agenda packet for the Executive Update and accompanying slideshow at http://www.jacklondonoakland.org/board-meetings.</p>	
4. Governance Update <ul style="list-style-type: none"> a. Secretary appointment 	<ul style="list-style-type: none"> a. The President of the Board, Mark Everton, appointed Taj Tashombe to the Secretary position on the Executive Committee. <p>The Board discussed reworking the bylaws to clarify that board members need approval from the organization before making public statements as a representative of the District. The Board also wanted further discussion on the development and business mix appropriate for the District.</p>	
5. Financial Review and Report <ul style="list-style-type: none"> a. Approve Financial Reports <i>Action Item</i> b. Clarification on Annual Assessment Increase 	<ul style="list-style-type: none"> a. The Board reviewed the July 2020 Statement of Financial Position and Budget v Actual Reports. b. The Board was given the clarification that the action taken by the Board in July to affirm no assessment increase for next year will be included in this year's annual report to council (due in September) and affects the 2021-22 Assessment. 	a. Sara motioned to approve the financial reports and Chris seconded. The motion passed unanimously.
6. Approval of Minutes– July, 2020. <i>Action Item</i>	The Board reviewed the July meeting minutes. No changes to the minutes were proposed.	a. Sara moved and Chris seconded to approve the

Discussions held and decisions made by the Board of Directors.

		minutes as presented. Motion passed unanimously.
7. Adjourn	The meeting was adjourned at 6:09 PM. Next Board meeting will be held Monday, September 14th, 2020 at 5:00 PM virtually via Zoom.	

Board Attendance Record

2019 - 2020	Sara	Erin	Sam	Mark	Paul	Peter	Chris P.	Taj	Greg	Beth	Jonathan	Dana	Michael	Chris W.
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	x
Feb*	x	x	x	x	x		x				x	x		x
Mar	x	x	x	x	x		x		x		x		x	x
April	x	x		x	x	x	x	x		x	x	x	x	x
May	x	x	x	x	x	x	x		x		x	x	x	x
June	x	x		x	x	x	x	x	x		x			x
July	x	x	x	x	x	x	x	x	x	x	x	x	x	Retired
Aug	x	Retired	x	x	Retired		x	x		Retired	x		x	
Sept														
Oct														
Nov														

*February Facilitated Session, no public board meeting.