

**Jack London Improvement District - Meeting of the Board of Directors**  
**Monday, November 17, 2014 – 4:00 p.m.**  
**JLID Office – 333 Broadway**  
**Agenda**

1. Call to order and introductions - Bill
2. Public comment and announcements
3. Approval of minutes - Sara
  - a. Board Meeting: October 13, 2014 (Attached) **Action Item**
4. Financial Report - Savlan and Barry
  - a. Consideration of closure of Summit money market bank account and transfer of funds to Torrey Pines money market bank account **Action Item**
  - b. Consideration of formation loans to be paid in full in 2014. Date of check to be determined by Treasurer. **Action Item**
5. Board Elections
  - a. Recommendation of slate of candidates from Nominations Task Force (attached)
  - b. Vote by ballot and election of directors **Action Item**
6. Executive Committee update - Bill
7. Land Use and Transportation Committee update - Vivian and Michael
8. Marketing and Economic Development Committee update – Paul
  - a. Presentation of Graphic Identity Package
  - b. Consideration of funding contribution for Broadway Free Shuttle **Action Item**
9. Maintenance and Beautification Committee update - Sara
10. Next regular meeting: Monday, December 8, 2014, 4:00 pm
11. Adjournment

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. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District at 333 Broadway, Oakland, CA 94607 or through [jlid.org](http://jlid.org). Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at [info@jlid.org](mailto:info@jlid.org) at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

# Jack London Improvement District - Meeting of the Board of Directors Minutes

Monday, October 13, 2014 – 4:00 p.m.

JLID Office – 333 Broadway

**Present:** Bill Stotler, Sara May, Vivian Kahn, Barry Pilger (by phone)

**Absent:** Michael Carilli, Paul Thyssen

**Staff:** Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

**Guests:** Dave Fennell/Media Bay Ventures, John Betterton/resident, Saied Karamooz/resident

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

| <i>SUBJECT</i>   | <i>DISCUSSION</i>   | <i>ACTION?</i>  |
|--|---|---|
| <b>1. Call to order and introductions</b>  | The meeting was called to order at 4:44 p.m.  |   |
| <b>2. Public comment and announcements</b>   | No public comments or announcements were made   |   |
| <b>3. Approval of the minutes</b><br><b>a. Regular Board Meeting: September 29, 2014</b>   | The minutes of September 29, 2014 were presented to the board for review.   | <b>Sara moved and Bill seconded the motion to approve the minutes of September 29, 2014. The motion was approved unanimously.</b>   |
| <b>4. Financial Report</b><br><b>a. Review and approval of proposed 2015 Operating Budget</b>  | Savlan presented the proposed 2015 operating budget and noted that a board approved budget is required for our annual report. This budget only includes allocations for the major budget categories as outlined in the Management Plan and that the committees will have proposed line item budgets at the November meeting. Bill noted that the Maintenance and Beautification committee and the Marketing and Economic Development committee should meet and discuss the decreased funding for Ambassador services in 2015.   | <b>Vivian moved and Sara seconded the motion to approve proposed 2015 operating budget for inclusion in annual report to the City of Oakland. The motion was approved unanimously.</b>  |
| <b>5. Review of Annual Report to the City of Oakland</b>   | Savlan presented the draft 2014 Annual Report to the City of Oakland. The board had no comments.  |   |
| <b>6. Executive Committee Update</b><br><b>a. Review of revised nominations process</b><br><b>b. Determine number of new board positions to be filled in 2014 and approach for filling vacant board position</b><br><b>c. Consideration of endorsement for</b> | <b>a.</b> Bill noted that the process has been changed from a nominations based process to an application and recommendation based process. The Nominations Task Force will review all applicants and nominate the recommended candidates to the board at the November meeting. All applicants will be presented for the board's consideration. John suggested that the JLID remove the possibility that one person might recommend another and complete the form on behalf of that person. He also noted that the form does not request very much information. Bill responded that the Nominations Task Force will follow up with all applications to gather additional information. Bill suggested that we require a signature on the form. Vivian recommended that the | <b>b. Bill moved and Barry seconded the motion to grown the board up to 11 members in the 2014 elections. The motion was approved the unanimously.</b><br><b>c. Bill moved and Vivian seconded the motion to endorse Measure BB. The motion was approved unanimously.</b> |

|  |   |  |
|--|---|--|
| <p><b>Measure BB</b></p>   | <p>regular meeting schedule of the board be included and that links be provided to the documents listed.</p> <p>b. Bill noted that the bylaws allow the board of directors to grow to 15. He recommended that the board consider growing to 11, and fill 4 seats at the November election, and 1 vacant seat to be filled by appointment at any time.</p> <p>c. Sara clarified that by endorsing Measure BB, the district is contributing no money and will simply allow the other supporting organizations to name us as supportive.</p> |  |
| <p><b>7. Land Use and Transportation Committee update</b><br/>a. Review of 2015 projects</p>                   | <p>Saied confirmed that he has everything he needs from the JLID at this stage of the Train Safe and Quiet Zone campaign.</p>   |  |
| <p><b>8. Marketing and Economic Development Update</b><br/>a. Review of 2014 Expenditure Plan and projects</p> | <p>a. Savlan reviewed some projects and their estimates costs. Bill noted that the committee currently has \$19,000 allocated for projects but expressed that it may not be enough and that waiting until the next board meeting to request new allocations may not provide enough time for the execution of projects before the end of the year. Bill proposed that the board allocate an additional \$25,000 to the committee, but require that the committee get approval from the executive committee to expend the funds.</p>        | <p><b>Bill moved and Sara seconded the motion to allocate \$25,000 from account 7800: Special Projects for use by Marketing &amp; Economic Development Committee, at discretion of Executive Committee. Motion approved unanimously.</b></p>                                 |
| <p><b>9. Maintenance &amp; Beautification Committee update</b><br/>a. Review of 2015 projects</p>              | <p>Sara reported that the committee is performing walkthrough of the district to reevaluate projects and priorities which will inform both the focus for the remainder of the year and the preparation of the proposed 2015 budget.</p>   |  |
| <p><b>10. Amend bylaws to set new date for Annual Meeting to be National Night Out</b></p>                     | <p>Bill explained that the bylaws dictate the annual meeting to happen on the first Monday in November, though the board regularly meets on the second Monday of the month. He proposed rescheduling the 2014 meeting to November 17th, and that the bylaws be amended to have the annual meeting on National Night Out. Barry recommended that the meeting be in the month of August instead of a specific date to give some flexibility.</p>  | <p><b>Barry moved and Sara seconded the motion to amend the bylaws to state “the annual meeting in 2014 shall be held during the month of November and the annual meeting commencing in 2015 and thereafter be held in August.” The motion was approved unanimously.</b></p> |
| <p><b>11. Next regular meeting</b></p>   | <p>Monday, November 17, 2014– 4:00 p.m.</p>   |  |
| <p><b>12. Adjournment</b></p>  | <p>The meeting adjourned at 5:26 p.m.</p>   |  |

Minutes taken by: Fiona Simms

# JLID Budget Summary- November 2014

## Jack London Improvement District

### Budget vs. Actuals: JLID Operating Budget - FY14 P&L Customers

January - December 2014

|   | Actual               | Budget               | Remaining             |
|---|----------------------|----------------------|-----------------------|
| <b>Revenue</b>  |                      |                      |                       |
| 4000 Assessment Income  |                      |                      |                       |
| 4100 Port of Oakland Assessment   | 108,644.84           | 108,645.00           | 0.16                  |
| 4200 State of California Assessments  |                      | 26,322.00            | 26,322.00             |
| 4210 Tax Exempt Property Owner Assessment                                     | 39,313.27            | 53,146.00            | 13,832.73             |
| 4220 Private Property Owners Assessment                                       | 584,905.97           | 579,313.00           | -5,592.97             |
| <b>Total 4000 Assessment Income</b>   | <b>\$ 732,864.08</b> | <b>\$ 767,426.00</b> | <b>\$ 34,561.92</b>   |
| 4500 Other Operating Income   |                      |                      |                       |
| 4510 Program Income   | 500.00               |                      | -500.00               |
| <b>Total 4500 Other Operating Income</b>                                      | <b>\$ 500.00</b>     | <b>\$ 0.00</b>       | <b>-\$ 500.00</b>     |
| <b>Total Revenue</b>  | <b>\$ 733,364.08</b> | <b>\$ 767,426.00</b> | <b>\$ 34,061.92</b>   |
| <b>Gross Profit</b>   | <b>\$ 733,364.08</b> | <b>\$ 767,426.00</b> | <b>\$ 34,061.92</b>   |
| <b>Expenditures</b>   |                      |                      |                       |
| 7000 MBSSI Maintenance, Beautification, Safety & Streetscape                  |                      |                      |                       |
| 7100 Ambassador Services  | 277,355.14           | 379,601.00           | 102,245.86            |
| 7200 Services on Tidelands Trust Lands  |                      | 20,000.00            | 20,000.00             |
| 7300 Public Right of Way (PROW)   |                      | 1,057.00             | 1,057.00              |
| 7400 PROW Maintenance   | 1,786.54             | 12,000.00            | 10,213.46             |
| <b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b> | <b>\$ 279,141.68</b> | <b>\$ 412,658.00</b> | <b>\$ 133,516.32</b>  |
| 7700 MED Marketing & Economic Development                                     |                      |                      |                       |
| 7710 Marketing Coordination (0.25 FTE)  | 15,918.84            | 19,502.00            | 3,583.16              |
| 7720 Marketing Assistance (MAA 0.15 FTE)                                      | 5,984.51             | 5,688.00             | -296.51               |
| 7750 Marketing / Branding / Public Relations                                  | 4,606.76             | 50,000.00            | 45,393.24             |
| 7800 Special Projects   | 2,700.00             | 50,000.00            | 47,300.00             |
| <b>Total 7700 MED Marketing &amp; Economic Development</b>                    | <b>\$ 29,210.11</b>  | <b>\$ 125,190.00</b> | <b>\$ 95,979.89</b>   |
| 8000 AGCR Administration & Government/Community Relations                     |                      |                      |                       |
| 8010 District Management (1.250 FTE)  | 41,053.90            | 45,005.00            | 3,951.10              |
| 8020 District Management Assisance (MMA 0.35 FTE)                             | 10,772.16            | 13,273.00            | 2,500.84              |
| 8050 Training & Professional Development                                      | 2,763.32             | 4,000.00             | 1,236.68              |
| 8080 Annual Stakeholder Meeting   | 1,877.79             | 4,500.00             | 2,622.21              |
| 8110 Accounting & Taxes   | 1,191.15             | 3,000.00             | 1,808.85              |
| 8130 Computer Service & Support   | 257.91               | 2,000.00             | 1,742.09              |
| 8150 Consulting & Legal Expenses  |                      | 5,000.00             | 5,000.00              |
| 8200 Fees & Permits   | 236.65               | 250.00               | 13.35                 |
| 8300 Formation Loan Repayment   |                      | 0.00                 | 0.00                  |
| 8410 Insurance (D&O)  |                      | 605.00               | 605.00                |
| 8420 Insurance (General Liability & Auto)                                     | 150.00               | 3,265.00             | 3,115.00              |
| 8430 Membership Fees  |                      | 1,000.00             | 1,000.00              |
| 8450 Miscellaneous  | 20.00                | 500.00               | 480.00                |
| 8510 Office rent  | 11,250.00            | 13,500.00            | 2,250.00              |
| 8520 Office Improvements  | 8,233.99             | 16,500.00            | 8,266.01              |
| 8530 Office Furniture & Equipment   | 840.46               | 5,000.00             | 4,159.54              |
| 8540 Postage, Shipping, Delivery  | 31.43                | 1,000.00             | 968.57                |
| 8550 Printing & Copying   | 1,114.31             | 2,000.00             | 885.69                |
| 8560 Supplies   | 429.73               | 2,000.00             | 1,570.27              |
| 8570 Telephone & Telecommunications   | 1,077.98             | 1,500.00             | 422.02                |
| 8580 Utilities  | 890.91               | 2,250.00             | 1,359.09              |
| 8590 Utilities & Rent (offsite expenses)                                      | 3,200.04             | 5,300.00             | 2,099.96              |
| <b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>    | <b>\$ 85,391.73</b>  | <b>\$ 131,448.00</b> | <b>\$ 46,056.27</b>   |
| 8600 Collection Fees & Contingency  |                      |                      |                       |
| 8610 Collection Fees  |                      | 16,450.00            | 16,450.00             |
| 8630 Alameda County fees (1.7%)   | 9,884.44             |                      | -9,884.44             |
| 8640 City of Oakland fees (1% except Port)                                    | 7,229.80             |                      | -7,229.80             |
| <b>Total 8610 Collection Fees</b>   | <b>\$ 17,114.24</b>  | <b>\$ 16,450.00</b>  | <b>-\$ 664.24</b>     |
| 8680 Contingency allowance for uncollected assessments                        |                      | 44,944.00            | 44,944.00             |
| <b>Total 8600 Collection Fees &amp; Contingency</b>                           | <b>\$ 17,114.24</b>  | <b>\$ 61,394.00</b>  | <b>\$ 44,279.76</b>   |
| <b>Total Expenditures</b>   | <b>\$ 410,857.76</b> | <b>\$ 730,690.00</b> | <b>\$ 319,832.24</b>  |
| <b>Net Operating Revenue</b>  | <b>\$ 322,506.32</b> | <b>\$ 36,736.00</b>  | <b>-\$ 285,770.32</b> |
| <b>Other Revenue</b>  |                      |                      |                       |
| 9100 Bank Interest  | 571.34               |                      | -571.34               |
| <b>Total Other Revenue</b>  | <b>\$ 571.34</b>     | <b>\$ 0.00</b>       | <b>-\$ 571.34</b>     |
| <b>Net Other Revenue</b>  | <b>\$ 571.34</b>     | <b>\$ 0.00</b>       | <b>-\$ 571.34</b>     |
| <b>Net Revenue</b>  | <b>\$ 323,077.66</b> | <b>\$ 36,736.00</b>  | <b>-\$286,341.66</b>  |

# JLID Budget Summary By Category- November 2014

## Jack London Improvement District YTD Cash Available Summary November 2014

| Cash Available                     | YTD Budget | Actual              | Annual Budget       | Variance            | Notes         |
|------------------------------------|------------|---------------------|---------------------|---------------------|---------------|
| Assessment Income                  |            | \$732,864.08        | \$767,426.00        | -\$34,561.92        |               |
| Less Contingency                   |            | \$0.00              | \$44,944.00         | \$44,944.00         |               |
| Less Collection Fees               |            | \$17,114.24         | \$16,450.00         | -\$664.24           |               |
| Other Income                       |            | \$571.34            | \$0.00              | \$571.34            | Bank interest |
| <b>Total Cash Available</b>        |            | <b>\$716,321.18</b> | <b>\$706,032.00</b> | <b>\$10,289.18</b>  |               |
|                                    | YTD Budget | Actual              | Annual Budget       | Remaining           | Notes         |
| <b>Expenses</b>                    |            |                     |                     |                     |               |
| Maintenance and Beautification     |            | \$279,141.68        | \$412,658.00        | \$133,516.32        |               |
| Marketing and Economic Development |            | \$29,210.11         | \$125,190.00        | \$95,979.89         |               |
| Administration and Gov't/Community |            | \$85,391.73         | \$131,448.00        | \$46,056.27         |               |
| <b>Total Expenses</b>              |            | <b>\$393,743.52</b> | <b>\$669,296.00</b> | <b>\$275,552.48</b> |               |
| <b>Cash Remaining</b>              |            | <b>\$322,577.66</b> | <b>\$36,736.00</b>  | <b>\$285,841.66</b> |               |

### Maintenance and Beautification

#### Notes

|                                  |                     |  |
|----------------------------------|---------------------|--|
| <b>Total Remaining</b>           | <b>\$133,516.32</b> |  |
| <b>Anticipated Expenses</b>      |                     |  |
| Remaining Ambassador Services    | \$102,246.34        |  |
| Special Ambassador Services      |                     |  |
| Utility Box Art Wraps            | \$6,000.00          |  |
| Ambassador SMART System          | \$800.00            |  |
| Generator and Tools              | \$3,200.00          |  |
| <b>Total Projects</b>            | <b>\$112,246.34</b> |  |
| <b>Projected 2014 Underspend</b> | <b>\$21,269.98</b>  |  |

### Administration & Government/Community

#### Relations

#### Notes

|                                  |                     |  |
|----------------------------------|---------------------|--|
| <b>Total Remaining</b>           | <b>\$131,448.00</b> |  |
| <b>Projects</b>                  |                     |  |
| District Management              | \$6,702.68          | OVM Services                                 |
| Prep of 2015 budget              | \$200.00            |  |
| Rent                             | \$2,250.00          |  |
| Office Improvements              | \$2,000.00          | Plumbing, bar demo, and painting (logo)      |
| Office Computer Station          | \$1,000.00          |  |
| Printing and Copying             | \$500.00            | Estimate                                     |
| Telephone and Telecommunication  | \$200.00            | Office phone and internet, staff cell phones |
| Utilities                        | \$2,756.00          | PG&E, Waste Management, EBMUD,               |
| Quickbooks                       | \$40.00             |  |
| Formation Loan Repayment         | \$35,000.00         | Funds are available to repay full \$70,000   |
| <b>Total Projects</b>            | <b>\$50,648.68</b>  |  |
| <b>Projected 2014 Underspend</b> | <b>\$80,799.32</b>  |  |

### Marketing and Economic Development

#### Notes

|                                       |                    |  |
|---------------------------------------|--------------------|--|
| <b>Total Remaining</b>                | <b>\$95,979.89</b> |  |
| <b>Projects</b>                       |                    |  |
| Marketing Coordination (OVM services) | \$2,872.57         |  |
| Special Ambassador Services           |                    |  |
| Utility Box Art Wraps                 | \$8,400.00         |  |
| East Bay Express Holiday Guide Ad     | \$875.00           |  |
| Visit Oakland Guide                   | \$1,350.00         |  |
| Barretto Ad design                    | \$500.00           |  |
| Holiday Lighting                      | \$10,000.00        |  |
| Forum                                 | \$3,000.00         |  |
| Web Development                       | \$15,000.00        |  |
| Brand Development                     | \$2,700.00         |  |
| Social Media                          | \$1,500.00         |  |
| Holiday Party                         | \$8,000.00         |  |
| 2 Signs for Office Exterior           | \$10,000.00        |  |
| Curator                               | \$10,000.00        |  |
| Kiva Zip Loans                        | \$1,500.00         |  |
| Free Broadway Shuttle Funding         |                    |  |
| <b>Total Projects</b>                 | <b>\$75,697.57</b> |  |
| <b>Projected 2014 Underspend</b>      | <b>\$20,282.32</b> |  |

# Nominations Task Force Recommendation 11/13/2014

The Nominations Task force was directed to recommend candidates so that up to 5 new board members could be added. The Task Force has selected four candidates from a pool of eight applicants based on their demonstrated interest in JLID and expertise complementary to the goals and projects of the organization. The Nominations Task Force also wanted to ensure all committees would have a minimum of three Board members and so considered the candidates' ability to contribute to and complement the existing JLID committees. Of the 8 excellent and well-qualified applicants, the four candidates below are recommended by the Nominations Task Force to fill 4 new director positions and committee assignments.

**Peter Gertler, Director of Business Development, Autodesk (Maintenance & Beautification)**

**Tommy Mierzwinski, Business Owner, Two Jacks Denim (Marketing & Economic Development)**

**Sam Nassif, Founder and CEO, Creative Hospitality Corporation (Maintenance & Beautification)**

**Meredith Melville, Restaurateur/Business Owner, Bocanova and Jack's (Marketing & Economic Development)**

Complete list of applicants:

1. Peter Gertler, Director of Business Development, Autodesk
2. June Grant, Founding Principal, BLINK!LAB Architecture
3. Saied Karamooz, Business Owner, Blue Beautifly
4. Tommy Mierzwinski, Business Owner, Two Jacks Denim
5. Chris Pastena, Restaurateur/Business Owner, Lungomare and Chop Bar
6. Sam Nassif, Founder and CEO, Creative Hospitality Corporation
7. Meredith Mellville, Restaurateur/Business Owner, Bocanova and Jack's
8. Robert Raburn, Director, BART