



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe Co-Chair: Jennifer Nettles

Focus: Jack London Square

July 11, 2022, 5:00 -6:00PM (VIA ZOOM MEETING)

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

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|---|------------------------|
| 1. Call to order and introductions | 5:00 |
| 2. Public Comment and Announcements | 5:05 |
| 3. Executive Update & Governance—Savlan Hauser | 5:10 |
| a. Mayoral Forum Task Force Report – <i>Taj Tashombe</i> | |
| b. Renewal Task Force Update | |
| c. Review of Position Statements, Public Comments, Press | |
| • <i>Lake Merritt BART TOD Approval at Planning Commission (Offsite Improvements to benefit public spaces, waterfront access)</i> | |
| 4. Financial Review | 5:40 |
| a. Approval of June 2022 Financial Reports | Action Item |
| 5. Approval of Minutes | 5:45 |
| a. July 2022 | Action Item |
| 6. Jack London Square – New Tenants and Development Updates – Jennifer Nettles | 5:40 |
| | Discussion Item |
| 7. Adjourn | 6:00 |
| Next Board Meeting September 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 August 2022 - Savlan Hauser, Executive Director



Thank you to the wonderful merchants and organizations who generously participated in our annual community Block Party for National Night Out! Sierra Deli, Kim Cole Real Estate, Crooked City Cider, Home of Chicken and Waffles, Charles Blades Barber Spa, Wine and Design, NCPC Beat 1X, Greg Archer, Waste Management, Oakland Recycles, James and the Giant Cupcake, EBALDC, Urban Fitness Oakland, Anton Salon, Channel House, Heinhold's First and Last Chance, Oakland Athletics, Spaces, Plank, and Promaxo, all participated, and drink promotions at all Jack London Brewing District breweries, Tigers Taproom, and Minimo wine shop were offered to attendees to continue the festivities.

This past month, the District also hosted a de-escalation safety training for members of our Beat 1X Neighborhood Crime Prevention Council and saw a first-of-its-kind Brewing District Block Party featuring the makers of local libations with nearly 1,000 attendees.

Other resources and highlights:

- **The Merchant Community continues to work together Combat Auto Break-ins** we continue our focused meetings with District private security teams and OPD's Auto Burglary Task Force.
- For graffiti 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.
- [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team will continue to address what we can as quickly as possible—we also want to drive more deployment to our District for support.

Our District In the News

[Bay Area coffee chain, rainbow ramen and more new restaurants to open in Oakland's Jack London Square](#)
SFGate
[Alameda-Oakland Bridge Project Moves Forward](#) – Alameda Sun

Upcoming Events

- **A Seat at the Town Table** Mayoral Candidates Forum 8/15/22 , 5:30-6:30PM at Regal Cinemas
- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 8/30/22 at 6:15PM Via ZOOM

Development/ Construction Updates:

Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Entitled

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Leased to Curopet Veterinary Hospital
- **County-Owned Broadway Properties:** Development team selected: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz



July in Jack London

JACK
LONDON
OAKLAND™

 SMARTsystem

Cleaning Highlights

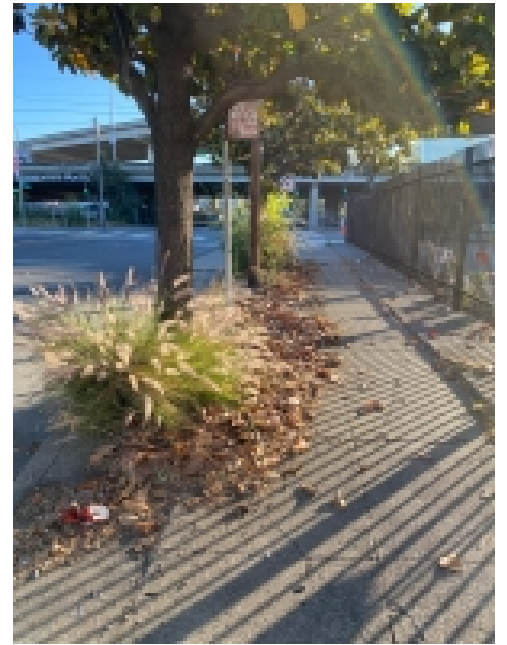


Weeding at 3rd and Madison

Cleaning Highlights

Accomplishments

The team has worked tirelessly to get the overgrown vegetation at a manageable level.



Cleaning Statistics

January 2022 through July 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'22	--	--	--	--	--	--	244	--	--	--	--	--	244
Broken Auto Glass Reported	'22	--	--	--	--	--	--	30	--	--	--	--	--	30
Graffiti - Removed	'22	24	86	36	61	27	49	106	--	--	--	--	--	389
Illegal Dumping	'22	12	26	22	14	16	9	2	--	--	--	--	--	101
Power Washing (block faces)	'22	--	1	--	1	4	--	33	--	--	--	--	--	39
Trash (lbs)	'22	2171	4864	2590	4396	3525	4128	4070	--	--	--	--	--	25744

In July I was able to reach full staffing, along with the help of Support staff to increase efficiency in operations.

Hospitality Highlights

January 2022 through July 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contacts	'22	--	12	227	67	25	18	546	--	--	--	--	--	895
Escorts	'22	1	--	84	21	2	2	1	--	--	--	--	--	111
Hospitality Contacts	'22	1178	926	448	867	144	31	26	--	--	--	--	--	3620
Motorist Assist	'22	11	33	43	23	3	1	6	--	--	--	--	--	120

With our new Hospitality Ambassador fully trained, and becoming comfortable on the job. Business Contacts have increased significantly. We are up to an average of 40 contacts a day.

Highlights



Jack London Improvement District
Statement of Financial Position
As of June 30, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	72,838.49
1105 Discretionary Spending at Bridge Bank	1,986.07
1110 Money Market at Bridge Bank	555,100.34
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 879,924.90
Total Current Assets	\$ 879,924.90
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 881,924.90
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	45,128.00
Total Accounts Payable	\$ 45,128.00
Total Current Liabilities	\$ 45,128.00
Total Liabilities	\$ 45,128.00
Equity	
3100 Without Donor Restriction	455,557.80
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84
Net Revenue	371,590.26
Total Equity	\$ 836,796.90
TOTAL LIABILITIES AND EQUITY	\$ 881,924.90
Cumulative Unpaid Caltrans Assessments	\$ 329,214.14

**Jack London Improvement District
Simplified View: Budget vs Actuals 2022**

As of June 30th, 2022

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$851,354	\$551,841
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$55,184
Total Budgeted Revenue	\$740,986	\$496,657
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$177,005	\$177,843
7150 & 7200 Subtotal- Port Share	\$94,769	\$92,925
7400 Maintenance Operations	\$20,126	\$17,420
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$291,900	\$288,188
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$57,708	\$63,821
7800 Special Projects	\$2,744	\$33,593
Total 7700 MED Marketing & Economic Development	\$60,451	\$97,413
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$65,725	\$68,821
8510-8580 Office Operations	\$29,379	\$28,265
Total 8000 AGCR Administration & Government/Community Relations	\$95,104	\$97,086
Total 8600 Collection Fees	\$14,377	\$13,970
Total Expenditures	\$461,832	\$496,657
Gross Difference	\$279,154	\$0

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	52%
Marketing & Economic Development	18%	18%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i>Budget Management. 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.</i>		

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

Jul 11th, 2022 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Melissa O’Keefe, Michael Carilli, Ener Chiu, Keith Stephenson, Dana Bushouse, Taj Tashombe, Jen Nettles, Kim Cole, Greg Pasquali, Dan Hagerty

Absent: Amy Tharpe, Shannon McIsaac, Peter Gertler,

Staff: Savlan Hauser,

Guests: Gary Knecht

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	Dana brought up the posted notice of application for ABC license by Halftime Sports Bar, LLC, and whether any members had been notified. The Board discussed past public safety incidents at the previous location of the business at 14th street, and welcoming the business owner to the District and connect with the BID and NCPC to ensure safe, successful operations in Jack London	
3. Executive Update and Governance a. Assessment Increase b. Renewal Task Force Update c. Mayoral Candidates’ Forum Hosted by BID leadership D. Review of Position Statements, Public comments	<p>Executive Update:</p> <ul style="list-style-type: none"> a. Approval of Authorized Assessment increase of 5% 2022-2023 Savlan reviewed the Management Plan’s authorization of a 5% annual increase in assessment rates. Notifications to all property owners were sent via US Post in June to inform members of the BID’s activities and invite input. b. Renewal Task force Task force hosted the consultant team for a site visit and walkthrough of the District to assess boundaries, service levels, and get to know the neighborhood. c. Mayoral Candidates’ Forum Hosted by BID leadership Staff is working with Visit Oakland staff to prepare and circulate press release. Questions and issues of concern from the community are being collected through to the forum. d. Review of Position Statements, Public comments Alameda-Oakland Free Water Shuttle—Grant Application Special Event Permit Fees—City Council Decision Howard Terminal Support – BCDC Approval of Use Change Events coming up: Hiero Day 9/3, JLBD Brewing Festival 8/6, National Night Out Block Party 8/2 	Jennifer moved and Michael seconded the motion to approve a 5% assessment increase for the year of 2022-2021. The Motion passed unanimously.
4. Financial Review a. May 2022 Financial Reports	Financial reports were reviewed. Caltrans assessment owed was discussed. The Board suggested formation of a working group to focus on the outstanding assessments owed in relation to the service needs at and around Caltrans property, Ener, Kim, Greg, and Gary volunteered.	Taj moved to approve the reports and form a working group to recommend action regarding outstanding Caltrans assessments to the Board. Michael approved, seconded by

