



Jack London Improvement District Meeting of the Board of Directors

February 21st 2024, 3:00PM In-Person – 101 Broadway

1. **Call to order and introductions** 3:00
2. **Public Comment and Announcements** 3:00
3. **Executive Update—Savlan Hauser** 3:05
 - a. The Power of the “We”: Ideas on what “WE” can work on to support the positive aspects of Jack London- *Contributed by Board Member John Eric Henry*
4. **Clean & Safe Streets** *Discussion Items* 3:15
 - a. Cleaning and Safety Ambassador Program—Report Attached- *Josh Maratea*
 - b. Public Safety Strategy – Top 2024 Priority
5. **Marketing & Economic Development** *Discussion Items* 4:00
 - a. Environmental Branding: new banners installed 1/24
 - b. New website and branding recharge launches 2/24
6. **Financial Review** *Action Items* 4:10
 - a. Approval of December 2023 Financial Reports
7. **Approval of Minutes** *Action Item* 4:30
 - a. December 19th 2023 Meeting
8. **Adjourn** *Action Items* 5:00

[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.



Photo by Maurice Ramirez for the City of Alameda.



Executive Update February 2024

- Savlan Hauser, Executive Director

It has been a very busy first few weeks of 2024.

Welcome, [Woodstock!](#) The ferry that will be used for the Oakland - Alameda estuary shuttle arrived at the Jack London waterfront. Thanks to the terrific team at Jack London Square leadership on this and hosting the craft here as it gets ready for action.

The State seems to have noticed that our BID's primary focus this year is Public Safety. It was welcome [news this month about the increased CHP presence](#) of 120 officers in the East Bay. This was followed up by an [announcement by Governor Newsom](#) for a boost in resources to support the Alameda County DA. Our participation with the downtown corridor safety project is moving forward. We look forward to leveraging the City's grant to better coordinate partnership in public safety.

A brand new jacklondonoakland.org website is going live, and we can't wait to show it off. It boasts a new interactive map highlighting all our diverse businesses, art, and entertainment, and fantastic features in Jack London. Community members can upload events to the calendar for promotion. Our ambassador team can receive service requests, too. We host a merchant mixer/website launch on 2.23.

Additional marketing news: In January new set of lightpole banners are brightening the District. February 9-18 was SF Beer Week, and Rachel ensured that Jack London's brewing district shares the spotlight with events and a 6-brewery walking tour.

We continue our focused meetings with District coordinating private security teams, residents, businesses, and OPD to support public safety. [please get in touch](#) if you would like to join the effort. For graffiti or vandalism prevention resources, [get in touch](#). [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team addresses what we can as quickly as possible—reporting drives more deployment to our District.

Upcoming Events and Meetings

- **Merchant Mixer and Website Launch 2/23** email info@jacklondonoakland.org for more info and to RSVP
- **Beat 1X Neighborhood Council meets Fourth Tuesdays.** Next Meeting 2/27/24 at 6:15PM Via ZOOM all welcome.

Development/ Construction Updates:

Development Under Construction:

- **412 Madison** Leasing starts soon! 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 / Arthaus at Jack London:** 130 residential units and 13 restricted affordable, Buttercup to stay. Grand Opening March 2024
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Development Entitled:

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

January 2024

Public Safety Strategy

Jack London Improvement District

Public Safety has been a priority of the Jack London Improvement District since its founding in 2014. Through extensive outreach as part of the BID's renewal in the past year, and in our daily work, we had the opportunity to hear from a diversity of residents, business owners, workers, and community members. In response we have established that Public Safety must be at the top of our list of priorities.

Vision: For a more active, welcoming, and safe Jack London District where businesses, residents, and visitors are not negatively impacted by crime and OPD and first responders are able to be responsive to and in coordination with the community.

Resources: 61% of the Budget is allocated to cleaning and safety efforts. Additional Public Safety

Approach:

- **Direct Implementation**
- **Partnership and Coordination**
- **Advocacy**

Overview of Present and Planned **Direct Implementation** Work:

- **Safety Ambassadors Program:** Providing a safe and welcoming presence 7 days a week including walking escorts, welfare checks with unhoused individuals, making business contacts, addressing vandalism such as graffiti and broken glass, observing and reporting, and coordinating with OPD, [MACRO](#), and other first responders.
- **First Responders Support:** To thank Oakland's First Responders for the work they do every day in our community and connect with our merchant community, the Jack London Improvement District initiated the "[Jack London Welcomes First Responders](#)" program where MACRO, OPD, OFD are provided lunch and coffee, supporting local business and increasing daily safety presence.
- **Community Engagement:** Facilitation of Public Safety- Focused Community Meetings and working groups: Beat 1X Neighborhood Council meets 4th Tuesdays at 6:15PM, and Merchant Public Safety Task Force meets periodically.
- **Merchant Support:** Delivered over \$50,000 in the past two years in direct grants to local businesses to finance public safety improvements such as lighting, surveillance cameras, outdoor seating and activation
- Provide periodic free trainings on safety, crime prevention, de-escalation skills for

merchants and their staff

- Continue to communicate all the positive, uplifting activities, offerings, and opportunities that make Jack London a dynamic and wonderful neighborhood.
- Leverage Expanded Capacity: The 2023 renewal budget will allow for expanded Ambassador presence and a brand new staff position: Public Space Manager, increasing capacity for public safety work in all areas.
- Information on resources, safety tips, and safety services provided [here](#).

Overview of Present and Planned **Partnership and Coordination** work:

- The Jack London Improvement District is recipient of a \$500,000 City of Oakland grant to work with fellow Downtown BIDs and orgs to improve technology infrastructure, management of community ambassadors, reduce redundancy, coordinate technology systems, and enhance communication with Oakland Police Department within the Downtown Area from MacArthur to the North, our waterfront to the south. This work kicked off this month and is in concert with the Mayor's office and industry-leading security consultants.
- Campaigns and Coordinated Communications: As part of the Activate Oakland agreement, Visit Oakland in partnership with civic and business partners including JLID, is leading a city-wide public safety marketing campaign.
 - The purpose of the campaign is to:
 - Provide safety tips and information to reduce theft and crime risk
 - Encourage locals to activate Oakland
 - Attract visitors to Oakland

Overview of Present and Planned **Advocacy** work:

- The Jack London Improvement District participates in opportunities to advocate for safety on behalf of the community, and has successfully collaborated with key partners through the BID Alliance and Chambers to attain the following:
 - Additional OPD Foot Patrol
 - Funding for merchant-supporting safety improvements,
 - Policy changes.
- State of California level awareness and advocacy. City of Oakland failed to apply for a significant Retail Crime grant. We were closely engaged in the preparation for Oakland's application and will be attuned to advocate for other opportunities.
- Representation on Board of Directors of the California Downtown Association – Savlan to serve 2024-2028 Term
- Jack London Improvement District meets and coordinates frequently with City and County Leadership to ensure community safety needs in our area is communicated and prioritized in all decisions.

We are committed to listening to our community and partnering in finding solutions and supporting this critical need. Ideas, feedback, or questions [are welcomed](#).

Jack London Improvement District
Statement of Financial Position
As of December 31, 2023

	Total	
	As of Dec 31, 2023	As of Dec 31, 2022 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1100 Bridge Bank Operating Account	68,752.08	56,269.30
1105 Discretionary Spending at Bridge Bank	1,909.07	2,226.04
1110 Money Market at Bridge Bank	260,346.04	57,449.83
1120 Federal Credit Union CD	155,281.23	251,004.15
Total Bank Accounts	\$ 486,288.42	\$ 366,949.32
Accounts Receivable		
1200 Accounts Receivable*	191,754.47	185,821.53
Total Accounts Receivable	\$ 191,754.47	\$ 185,821.53
Total Current Assets	\$ 678,042.89	\$ 552,770.85
Other Assets		
1315 Vendor Prepayment	3,850.00	0.00
1510 Security Deposits	2,000.00	2,000.00
Total Other Assets	\$ 5,850.00	\$ 2,000.00
TOTAL ASSETS	\$ 683,892.89	\$ 554,770.85
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2100 Accounts Payable**	26,801.78	0.00
Total Accounts Payable	\$ 26,801.78	\$ 0.00
Total Current Liabilities	\$ 26,801.78	\$ 0.00
Total Liabilities	\$ 26,801.78	\$ 0.00
Equity		
3100 Without Donor Restriction	545,122.01	455,557.80
3300 With Donor Restriction		
3310 Steam Factory	4,625.00	4,625.00
3320 Train Quiet Zone	5,023.84	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84	\$ 9,648.84
Net Revenue	102,320.26	89,564.21
Total Equity	\$ 657,091.11	\$ 554,770.85
TOTAL LIABILITIES AND EQUITY	\$ 683,892.89	\$ 554,770.85

*Port Share to be paid

** Reimbursement to Port

**Jack London Improvement District
Simplified View: Budget vs Actuals 2023**

As of December 31st, 2023

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$1,151,391	\$1,160,257
8700 Contingency allowance for uncollected assessments	-\$110,368	-\$92,821
Total Budgeted Revenue	\$1,041,023	\$1,067,436
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$414,406	\$390,360
7150 & 7200 Subtotal- Port Share	\$206,164	\$195,142
7400 Maintenance Operations	\$29,571	\$53,408
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$650,141	\$638,910
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$134,214	\$137,735
7800 Special Projects	\$36,757	\$55,400
Total 7700 MED Marketing & Economic Development	\$170,971	\$193,135
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$151,415	\$149,485
8510-8580 Office Operations	\$49,638	\$56,530
Total 8000 AGCR Administration & Government/Community Relations	\$201,053	\$206,015
Total 8600 Collection Fees	\$29,290	\$29,376
Total Expenditures	\$1,051,456	\$1,067,436
Gross Difference	(\$10,433)	\$0
PBID Renewal Costs	\$38,930	

Percentage Allocation by area of Work	Management Plan	2023
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	11%
<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

September 13th, 2023 3:00-5:00 p.m., 222 Broadway

Present: Kim Cole, Michael Carilli, John Eric Henry, Ener Chiu, Jonathan Fong

Absent: Peter Gertler, Keith Stephenson, Jen Nettles, Chris Pastena

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Gary Knecht, Neil Miller, Sara May (Metrovation), Nadine (Resident), Gary Knecht, Lisa Villahauer (Riaz Capital), Tony Trinh (Chinatown Improvement Council), Anna (Kim Cole Real Estate), Rena Leddy (Urban Place Consulting)

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 3:14PM by Board President, Kim Cole.	-
2. Public Comments and Announcements	<ul style="list-style-type: none"> a. Kim Cole opened up the public comment and recapped the Merchant Safety Meeting that happened yesterday at 101 Broadway. This meeting was attended by over a dozen Jack London merchants, board members, residents, and other Oaklanders from other parts of the city. Takeaway: we need a short list of action items that we can focus our energy on regarding crime prevention; this is our board's the top priority. b. Gary Knecht asked for a regular cleaning schedule and maintenance evaluation (steam cleaning) for the Waterfront Warehouse District historical trash cans which JLID managed. c. Sara May thanked JLID for coordinating the Merchant Safety Meeting this past Tuesday. She also thanked BBB for the notable improvement to the cleanliness on the streets d. Ener Chiu commented on yesterday's Merchant Safety Meeting and voiced the opinion that instead of focusing on increasing the number of police on the street, we should be focused on advocating for case closure. Perpetrators need to know that they will be prosecuted in our city. Neighboring cities handle case closure more swiftly (i.e. Piedmont) 	-
3. Executive Update and Governance	<p>Executive Update:</p> <ul style="list-style-type: none"> a. Renewal Task Force Update b. SafeCity Surveillance Demonstration of first JLID installation funded by City grant--AVS 	
4. Clean and Safe Streets	<ul style="list-style-type: none"> a. Cleaning and Safety Ambassador Program—Report Attached - Josh Maratea b. Public Safety Update <ul style="list-style-type: none"> i. Public Safety Advocacy: Budget Adoption, Downtown Stakeholders Collaboration, Grant Collaboration ii. Encampment Advocacy: 2nd+MLK, Brush; 	

	<p>Oak+Embarcadero, Caltrans airspace</p> <p>iii. Merchant Public Safety Task Force: Coordination between OPD, merchants private security teams focused on auto burglary and retail-related crime</p> <ol style="list-style-type: none"> 1. Michael: by our next meeting we should have nailed down <i>how</i> we're going to advocate for crime prevention efforts in the new year with the expanded budget. In our renewal outreach, stakeholders gave overwhelming support for public safety advocacy beyond presence of community ambassadors. The action points for what we are going to do about public safety need to become a strategic work plan for our organization moving forward. This advocacy plan will have accountability for responsible parties. 2. Savlan: Public safety and the gateways to our district are our top priorities 3. Suggestion from Rena: partnering with an organization that advocates for causes that benefit our district is also considered advocacy.. <p>c. Underpass Conditions Task Force Update</p> <ol style="list-style-type: none"> i. Ener: EBALDC is considering applying for a grant that would allow them to have a staff member focus on being a liaison between CalTrans and EBALDC, (as well as JLID, OCIC) so we can understand how we can improve underpass conditions (the gateways to our district) 	
5. Marketing and Economic Development	<p>a. Merchant support: Flex Streets transition to Permanent Parklet Program and Safety Improvements – See Attached Project description</p> <ol style="list-style-type: none"> i. There are 6-7 parklets in our district that we would like to see transformed into permanent parklets (i.e. 3rd Street inching towards a set up similar to the 13th Street Commons) <p>b. New website and branding recharge in progress</p> <ol style="list-style-type: none"> i. New photos of the district to be taken end of September - Early October; will be used for our district's new website and social media. 	-
6. Financial Review	<p>a. Approval of July 2023 financial reports</p>	<p>a. Kim made a motion to approve Michael seconded, the board unanimously approved.</p>
7. Approval of Minutes	<p>a. Approval of Board Meeting minutes from July 12th, 2023 (tabled until next meeting)</p>	
8. Brown Act	<p>a. Rena from UPC conducted a Board training in Brown</p>	

Training	Act and good governance	
9. Adjourn	The meeting was adjourned at 5:30PM	

Board Attendance Record

2022/3	Kim	Jonathan	Chris P.	Greg	Peter	Jen	Keith	Michael	Ener	John Eric
April	x	x	x	x		x		x	x	
May	x	x	x	x	x	x		x	x	
June		x	x		x	x	x	x	x	
July	x	x		x		x		x	x	
Aug	x	x	x	x	x	x	x	x	x	
Sept	x	x	x	x		x			x	
Oct		x		x		x	x	x		
Nov	x	x		x	x	x	x	x	x	x (first)
Jan	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
April	x	x			x	x	x	x		x
July	x		x	x		x		x	x	x
Sept	x	x						x	x	x

Jack London Improvement District - Meeting Minutes - Board of Directors
December 19th, 2023 12pm., 66 Franklin St, Suite 100

Present: Kim Cole, Michael Carill, Ener Chiu, Jonathan Fong, Keith Stephenson, Jen Nettles

Absent: Peter Gertler, Greg Pasquali, John Eric Henry

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Lisa Villhauer (Riaz Capital)

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 12:01PM by Board President, Kim Cole.	-
2. Public Comments and Announcements	a. An update on advocacy efforts was requested for next meeting.	-
3. Executive Update and Governance	<p>a. Executive Update and Governance</p> <p>i. Renewal Update - Authorize Executive Director to approve Disbursement Agreement on behalf of JLID with City of Oakland for renewed term. - action item</p> <p>1. Disbursement agreement allows us to accept funds from the city during our next term.</p> <p>ii. Elections: 2024-25 Term - action item</p> <p>1. Lisa Villhauer - <i>Riaz Capital</i> - First Term</p> <p>a. 2 projects working on in Jack London (Z hotel - opening in May) want to help make Jack London a safer place for their residents and workers</p> <p>2. Greg Golinsky - <i>Heluna Health</i> - First Term</p> <p>a. Greg is controller and CFO for Heluna Health, a nonprofit that newly purchased a property in the BID for their NorCal headquarters. Greg wants to help make Jack London a great place to work for their 30-45 employees. Greg is an expert in finance. He represents a small business, a nonprofit making a positive impact in the community, and an employer of workers in the district.</p> <p>3. Jonathan Fong - Third Term</p> <p>4. Ener Chiu - <i>EBALDC</i> - Second Term</p> <p>5. Resignation: Chris Pastena, <i>Chop Bar</i></p> <p>a. <i>Thank you for your contributions!</i></p> <p>iii. Board Meeting Dates 2024</p> <p>1. 1/10 3-5PM (moved to 2/24)</p> <p>2. 4/10 3-5PM</p> <p>3. 8/14 3-5PM</p> <p>4. 11/13 3-5PM</p>	<p>a. Approval of disbursement agreement and authorization of Executive Director to sign on behalf of JLID: Ener moved, Michael seconded the motion, the board unanimously approved</p> <p>b. Lisa Villhauer election to the board: Ener moved, Michael seconded the motion, the board unanimously approved.</p> <p>c. Greg Golinsky election to the board: Ener moved, Kim seconded, the board unanimously approved.</p> <p>d. Jonathan Fong reelection to the board: Jen moved, Michael seconded, the board unanimously approved.</p> <p>e. Ener Chiu reelection to the board: Jonathan moved, Jen seconded, the board unanimously approved.</p>
4. Clean and Safe Streets	a. Cleaning and safety ambassador program - report attached - Josh Maratea	

	<ul style="list-style-type: none"> i. Graffiti and break ins up during holiday season b. Public Safety Update <ul style="list-style-type: none"> i. Downtown Corridor Safety City of Oakland Grant - Project Kickoff ii. Merchant Public Safety Task Force: coordination between OPD, merchants, private security teams focused on auto-burglary and retail-related crime c. Welcoming Gateways Task Force Update 	
5. Marketing and Economic Development	<ul style="list-style-type: none"> a. Marketing and Economic Development <ul style="list-style-type: none"> i. Merchant support: flex streets to permanent parklet program and safety improvements ii. New website and branding recharge to launch 1/24 	-
6. Approval of Meeting Minutes and Financial Review	<ul style="list-style-type: none"> a. Approval of Nov 2023 financial reports <ul style="list-style-type: none"> i. Adjustment in income is due to additional staff and funding ii. Savlan and staff salary reviews in progress b. Approval of 2024 Operating Budget <ul style="list-style-type: none"> i. Allocations reflect new management plan. ii. The city collection fees increased from 1-3% iii. Three new staff positions will be added: 2 ambassador positions and a Public Space Manager. Staff positions are more accurately funded by time allocation by work area c. Meeting minutes for July and September tabled until January board meeting. 	<ul style="list-style-type: none"> a. Jonathan moved to approve the Nov 2023 financial reports, Ener seconded, the board unanimously approved b. Jonathan moved to approve the 2024 operating budget, Jen seconded, the board unanimously approved.
7. Adjourn	The meeting was adjourned at 12:45PM	

Board Attendance Record

2023	Kim	Jonathan	Lisa	Greg P.	Peter	Jen	Keith	Michael	Ener	John Eric	Greg G.
Jan	x	x		x	x	x		x	x	x	
Feb	x	x		x		x	x	x	x	x	
Mar	x	x		x		x		x	x	x	
April	x	x			x	x	x	x		x	
July	x			x		x		x	x	x	
Sept	x	x						x	x	x	
Dec	x	x	x (first)			x	x	x	x		