



Jack London Improvement District Meeting of the Board of Directors

Chair: Taj Tashombe

October 17th, 2022, 4:30 -6:00PM VIA ZOOM: <https://us02web.zoom.us/j/6999564114>

1. **Call to order and introductions** 4:30
2. **Public Comment and Announcements** 4:35
3. **Executive Update—Savlan Hauser** *Discussion Item* 4:40
 - a. Introduction Councilmember Nikki Fortunato Bas – Redistricting has moved a significant portion of our BID into D2.
 - b. Oakland Inner Harbor Pipeline Crossing 2022/2023 – Saira Faris, EBMUD
 - c. Monthly Review of Cleaning and Safety Ambassador Program
 - d. Monthly Review of Position Statements, Public Comments, Press
 - *SF Business Times Ranking of Bay Area Business Improvement Districts*
 - *District Attorney Candidates Forum hosted 10/11/22*
4. **Marketing Special Projects – Staff Recommendation** *Action Item* 5:00
 - a. Approve Staff to work with Visit Oakland in sponsorship of a video episode of [See Things From Our Side](#) to promote Jack London Culture, History, Industry- budget up to \$5,000 from funds pre-approved for destination marketing.
 - b. Approve Re-allocation of B Shuttle Sponsorship funds to support free Estuary Shuttle Pilot in 2023 – Letter Attached
5. **Renewal Process Update – Urban Place Consulting** *Action Item* 5:30
Approval of proposed elements of Management Plan, detail attached, including:
 1. Boundaries
 2. Benefit Zones
 3. Programs
 4. Budget
 5. Assessment Methodology
 6. Term of BID
 7. Annual Assessment Cap
6. **Governance Board Elections and Structure** *Discussion Item* 5:00
 - a. Board composition and supporting advisory roles. Annual elections November. Current Board roster and overview of proposed Board and Advisory Member structure attached.
7. **Financial Review** *Action Item* 5:50
 - a. Approval of August 2022 Financial Reports
8. **Approval of Minutes** *Action Item* 5:55
 - a. September 2022
9. **Adjourn** 6:00
Next Board Meeting November 14th, 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 October 2022 - Savlan Hauser, Executive Director

Alameda County District Attorney Candidates Forum

October 11th
4:30pm-6:00pm

ZOOM LINK WILL BE SENT POST REGISTRATION

REGISTER



Terry Wiley
Pamela Price



This past month we focused on public safety advocacy work. We stood with the Chamber and business partners to ask City leadership to reopen City Hall and increase the presence of foot patrols in our downtown for public safety and economic recovery.

We hosted a well-attended virtual District Attorney Candidates Forum with business and BID organizations across Oakland and Berkeley to elevate our shared goals of safe, welcoming commercial Districts in the election of this important official.

Other resources and highlights:

- **Safety continues to be a priority. 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—to drive more deployment to our District for support.

Our District In the News

[Chamber of Commerce wants City Hall Reopened and More Police and Security Patrols Downtown](#) [Oaklandside](#)
[Jack London Square Honors Breast Cancer Survivors with Month-long "Power of Pink" Celebration](#) – San Francisco Chronicle

Upcoming Events

- **Jack London Beat 1X NCPD meets Fourth Tuesdays.** Next Meeting 10/25/22 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



Leaving September

JACK
LONDON
OAKLAND™

 SMARTsystem

Cleaning Highlights



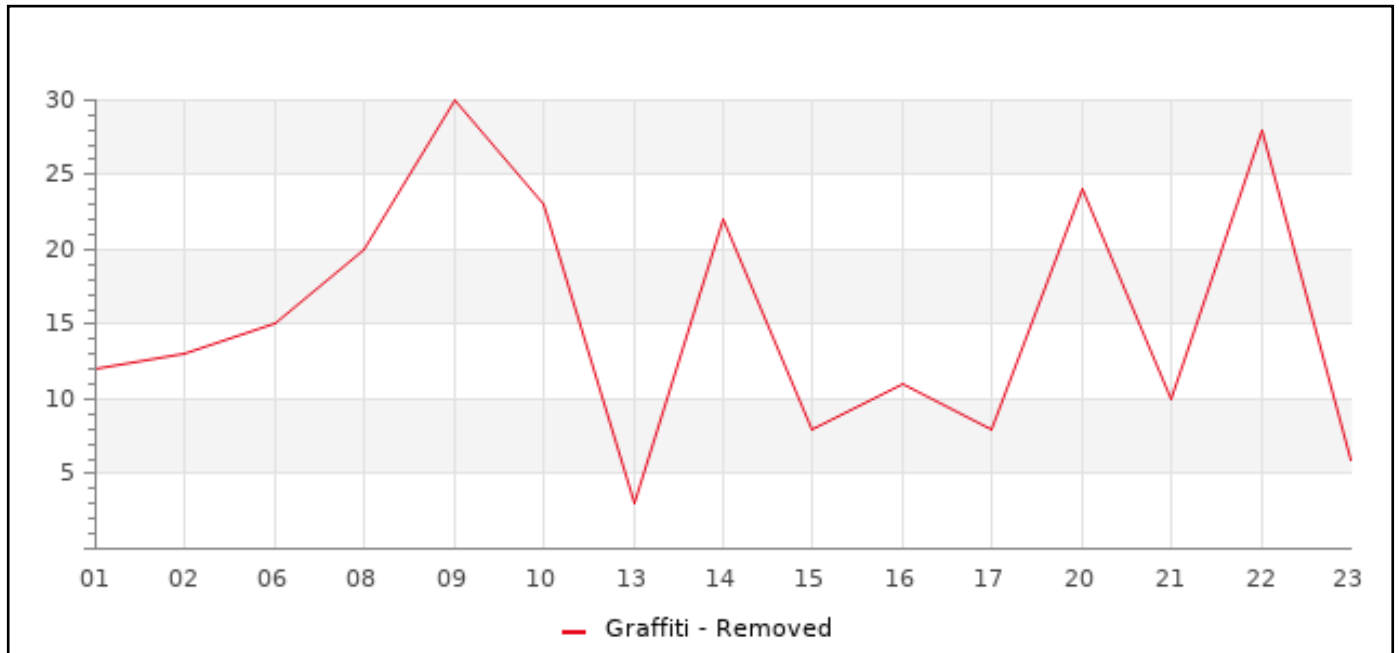
Graffiti

Even tho we cant stop the graffitti from occurring and reoccurring we do our best to report and remove graffitti in the Jack London district. Chris Jennings is our resident graffitti remover.



Cleaning Statistics

Sep 01, 2022 through Sep 23, 2022



Graffiti is not welcome Jack London district.

Cleaning Statistics

Sep 1, 2022 through Sep 23, 2022

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	TOTAL
Biohazard Clean Up	4	0	0	0	0	4	0	1	3	1	0	0	5	3	0	3	0	0	0	25	1	2	2	54
Broken Auto Glass Reported	4	8	3	0	0	3	0	3	5	3	2	1	7	1	2	10	3	0	0	3	2	7	7	74
Business Assist	3	12	1	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2	0	1	1	22
Business Contacts	39	54	37	0	0	0	12	40	29	0	0	35	54	58	49	67	37	0	26	54	16	62	67	736
Call for Service	0	0	0	0	0	0	0	1	4	0	0	0	0	0	0	0	0	25	0	1	0	3	3	37
Car Break-In	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Graffiti - Removed	12	13	0	0	0	15	0	20	30	23	0	0	3	22	8	11	8	0	0	24	10	28	6	233
Hospitality Contacts	10	29	0	25	0	0	0	15	70	35	20	2	0	0	1	31	0	0	0	1	0	12	16	267
Illegal Dumping	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2
Parking Meter Cleaned	18	5	5	5	38	32	10	13	74	66	9	9	68	32	5	38	48	0	10	66	54	49	85	739
Request for Police / Fire / EMS / Assistance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Services Contacted	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Trash (lbs)	220	155	20	100	50	260	56	273	300	140	20	100	189	192	225	210	100	180	90	205	233	110	225	3653
Trash Cans Cleaned	34	13	9	5	0	37	1	19	27	24	8	8	6	15	20	20	4	0	0	10	17	15	20	312
Weed Abatement (block faces)	0	2	0	0	0	0	0	0	4	3	0	1	0	7	1	3	0	0	0	0	0	7	1	29

Statistics go up and down left or right and you never know which way the numbers will go. Block by Block Jack London Improvement District team will continue to be that rock for the community working consistently in the best interest of the district.

Landscaping Highlights



Weeds in center divider.



Weeds removed from center divider.

Safety Statistics

January 2022 through September 2022

	22/01	22/02	22/03	22/04	22/05	22/06	22/07	22/08	22/09	TOTAL
Business Contacts	0	12	227	67	25	18	546	1112	888	2895
Escorts	1	0	84	21	2	2	1	3	5	119

We have adopted a hybrid style amongst the team. In the evening the Maintenance team has assisted the program by performing hospitality the second half of their shift in the evenings. This has greatly improved the range of coverage and contact we are able to make.



City of Alameda • California

June 2022

Ms. Tess Lengyel
Executive Director
Alameda County Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607

Re: Partnership and Support for Alameda-Oakland Estuary Water Shuttle Pilot Program

Dear Ms. Lengyel:

On behalf of our partnership of private companies, non-profit organizations and public agencies, we are excited to be working together to close one of the most critical transportation gaps in the East Bay: the lack of pedestrian and bicycle access between Downtown Oakland and West Alameda. With the help of the Alameda County Transportation Commission (ACTC), our partnership is ready to bring a free, public water shuttle pilot program to fruition in 2023. Our partnership is requesting \$500,000 per year in grant funding from the 2024 Comprehensive Investment Plan (CIP). Our partnership is committed to funding the remaining 75% of the two-year pilot program costs, totaling \$1,500,000 per year, for each of the two pilot years.

The proposed free, public Alameda-Oakland Water Shuttle Pilot Program will provide a sustainable, comfortable and enjoyable transportation link between West Alameda, Jack London Square and Downtown Oakland. Providing five days of regular service (Tuesdays through Saturdays) operating approximately every 15 minutes, the service will provide a much needed transportation option for people on foot or bike to cross the estuary without an automobile and without relying on the substandard, unpleasant and dangerous 36 inch wide, $\frac{3}{4}$ mile long pathway in the Posey Tube.

The service will increase active transportation options for Alameda residents commuting to downtown Oakland and BART, and employees to commute to jobs in Alameda; create a much needed link between the commercial facilities in Jack London Square and the residents and employees of Alameda; and add opportunities for residents of Jack London Square to access shopping, employment and recreation opportunities in Alameda, including at Target and Safeway. Based upon a travel demand study funded by ACTC and completed in 2021 for the proposed Alameda-Oakland Pedestrian and Bicycle Bridge, between Alameda Landing and Jack London Square, the water shuttle service has the potential to serve over 1000 trips per day.

Our partnership has the financial commitment, expertise and facilities to make this pilot program a success. Our partnership includes:

- *Financial commitment.* Together, our partnership commits to providing at least \$1,500,000

Alameda-Oakland Estuary Water Shuttle Pilot Program Grant Application
 June 2022
 Page 2 of 2

toward the annual operations of this pilot program, for each of two years.

- *Operations experience.* The Water Emergency Transportation Authority (WETA) will administer and oversee the service.
- *Marketing expertise.* The City of Alameda, WETA, the Alameda Transportation Management Agency and our private partners will market the service to Alameda and Oakland residents, employees, businesses and visitors.
- *Existing Docking Facilities.* The partnership has access to public docking facilities for the service at Jack London Square, Marina Village and Alameda Landing, as well as facilities for overnighting the vessel.

The timing is finally right for a water shuttle service, with many new housing units, jobs and commercial services now in place, and more to come, along the estuary; and the significant financial commitments of the private sector. To help make this service a reality, we all strongly support the City of Alameda's Alameda-Oakland Estuary Water Shuttle Pilot Program grant application, and look forward to being active partners in helping the pilot service succeed and working towards making this a permanent transportation option.

Sincerely,

City of Alameda, Interim City Manager **Dirk Brazil**

DocuSigned by:

Dirk Brazil

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Approved as to Form, City Attorney

DocuSigned by:

Celena Chen

Celena Chen, Assistant City Attorney

Alameda Transportation Management Association, President **Michael O'Hara**

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Mike O'Hara

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Blue Rise Ventures, Vice President, Development, **Eric Tecza**

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Eric Tecza

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CIM Group, General Manager/Vice President On-Site Property Management, **Jennifer Nettles**

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Jen Nettles

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Jack London Improvement District, Executive Director **Savlan Hauser**

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Savlan Hauser

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Water Emergency Transportation Authority, Executive Director **Seamus Murphy**

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Seamus Murphy

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West Alameda Transportation Management Association, President **Sean Whiskeman**

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Sean Whiskeman

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For Discussion Item 6

Board Composition:

Officers

President -
Secretary -
Treasurer -

Stakeholder Areas

Merchants -

Development -

Residents -

Political / Agency -

Lead Board Member

-

-

-

-

-

-

Advisory Members

-
-
-
-
-
-
-
-
-

Current Board Roster:

Term End	Name/ Role	Affiliation
Nov-22	Jennifer Nettles/ Secretary	CIM/ Jack London Square
Nov-22	Dan Hagerty	Seawolf Public House
Nov-23	Christopher Pastena	Chop Bar
Nov-22	Kim Cole	Kim Cole Real Estate / The Ellington
Nov-23	Ener Chiu	EBALDC
Nov-22	Melissa O Keefe	311 4th Street
Nov-23	Jonathan Fong/ Treasurer	Nonprofit/ Community Organizations
Nov-22	Taj Tashombe/ President	Canyon Oaks
Nov-22	Peter Gertler	The Bond / HNTB
Nov-22	Greg Pasquali	Carmel Partners
Nov-23	Dana Bushouse	Crooked City Cider
Nov-22	Keith Stephenson	Purple Heart
Nov-22	Michael Carilli	101 Broadway

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

As of August 30th, 2022

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$907,922	\$735,788
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$73,579
Total Budgeted Revenue	\$797,554	\$662,209
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$249,961	\$266,435
7150 & 7200 Subtotal- Port Share	\$134,053	\$123,900
7400 Maintenance Operations	\$25,474	\$23,227
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$409,488	\$413,562
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$61,325	\$85,094
7800 Special Projects	\$14,965	\$44,790
Total 7700 MED Marketing & Economic Development	\$76,290	\$129,884
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$90,009	\$91,761
8510-8580 Office Operations	\$38,245	\$37,687
Total 8000 AGCR Administration & Government/Community Relations	\$128,253	\$129,447
Total 8600 Collection Fees	\$22,867	\$18,627
Total Expenditures	\$636,897	\$691,521
Gross Difference	\$160,657	-\$29,311

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	56%
Marketing & Economic Development	18%	18%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<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.		

Jack London Improvement District
Statement of Financial Position
As of August 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	19,695.71
1105 Discretionary Spending at Bridge Bank	1,265.23
1110 Money Market at Bridge Bank	462,014.01
1120 Federal Credit Union CD	250,000.00
Total Bank Accounts	\$ 732,974.95
Total Current Assets	\$ 732,974.95
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 734,974.95
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	16,325.52
Total Accounts Payable	\$ 16,325.52
Total Current Liabilities	\$ 16,325.52
Total Liabilities	\$ 16,325.52
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	253,442.79
Total Equity	\$ 718,649.43
TOTAL LIABILITIES AND EQUITY	\$ 734,974.95
Cumulative Unpaid Caltrans Assessments	\$ 329,214.14

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

September 12th, 2022 5:00 p.m., Remotely via Zoom

Present: Taj, Jen, Jonathan, Chris, Kim, Melissa, Greg, Ener

Absent: Amy Tharpe, Peter Gertler,

Staff: Savlan Hauser

Guests: Steve Gibson, Rena Masten Leddy (UPC), Aaron Aulenta, Briana Brown (CM Fife, D3)

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 5:04 p.m.	
2. Public comment and announcements	<ul style="list-style-type: none"> • Chris P. shared his appreciation for additional communication and support around road blockage issue related to construction on 4th and Broadway. General comments on communicativeness by developers, often getting short end of the stage 	
3. Executive Update and Governance	<p>Executive Update:</p> <p>a. Mayoral forum: Goal: advocate for our district and issues One candidate's desire is for a debate and less town hall / forum. Greg: Debate is important, could be crucial, but is it our job? Ener: rules, procedures for debate are specialized and a heavy lift. Also, be careful of requirements of co-sponsors if they receive city money. Kim: Hopes for audience participation in the next forum Taj: Reflective on how to hone in, possibly using a poll's top results to choose who participates Melissa: short on time and people bandwidth</p> <p>From Savlan: BIDs in the region: hosting DA candidate forum/debate upcoming. Zoom/online.</p> <p>b. "Visit Oakland" Vodcast -- New recording studio in Jack London Square with collaboration with Taj. "See Things From Our Side" travel show about Oakland. 15 episodes. Seeking sponsorships now, might be opportunity to support Jack London, to reverse or fight negative narratives, to highlight/interview. Launching end of October. https://indd.adobe.com/view/3507a9c7-30b4-4f8a-8c4e-84bd549aec1f</p> <p>c. Advocacy in August · Support for Continuation of Flex Streets/Parklet Program for Merchants with OakDOT</p>	
6. Renewal Budget Presentation - <i>Urban Place Consulting</i>	<p>UPC presentation Presentation: 161 responded to survey</p> <p>10% commercial prop owners, lots of residents, handful that don't own in JL</p> <p>Homelessness, and generally clean and safe are high priorities and concerns of survey respondents</p> <p>-recommend more safety ambassadors and ops/public-space in-house staff, and more branding</p> <p>Q&A: Ener: is public space staff person instead of BBB manager? No</p>	

