



Jack London Improvement District Meeting of the Board of Directors

January 10th, 2022, 5:00PM (VIA ZOOM MEETING)

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

- 1. **Call to order and introductions** 5:00
- 2. **Public Comment and Announcements** 5:05
- 3. **Executive Update** 5:10
 - a. Cleaning and Safety Statistics – *Tinea Adams, Operations Manager*
 - b. Marketing & Economic Development
 - HT DEIR Comment Additional Comments (previous statements attached)

4. **2022 Priorities Discussion** 5:30

5. **2022 Board Chair Rotation**

Month	Board Member Chair	Board Member Co-Chair
January	Taj Tashombe	
February	Ener Chiu	
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

- 6. **Financial Review** 5:40
 - a. Approve Operating Budget 2022 **Action Item**
 (2021 Year End Financial Reports to be complete 2/2022)

7. **Approval of Minutes** 5:50
 December 2021 **Action Item**

8. **Adjourn** 6:00
 Next Board Meeting February 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.

JACK LONDON IMPROVEMENT DISTRICT

December 2021

Operations Manager- Tinea Adams



Statistics

January 2021 through December 2021

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contacts	'21	13	2	12	8	12	2	3	--	--	--	6	1	59
Car Break-In	'21	3	5	9	25	58	41	116	44	59	62	73	42	537
Escorts	'21	26	6	16	7	11	1	--	--	1	--	--	--	68
Graffiti - Removed	'21	14	255	61	21	85	10	--	29	25	--	193	10	703
Hospitality Contacts	'21	173	341	650	1447	498	660	1256	706	817	729	1470	1121	9868
Illegal Dumping	'21	102	67	81	23	15	103	27	17	31	69	84	29	648
Stickers/Flyers/Posters Removed	'21	221	314	247	226	190	101	126	50	101	31	398	232	2237
Trash (lbs)	'21	14070	8642	10052	7778	15044	12423	10978	12691	7259	1910	7046	2363	110256
Weed Abatement (block faces)	'21	14	56	65	226	50	20	6	17	4	75	81	176	790

Highlights

In Jack London

The holiday season came with cold weather and much needed rain. The Christmas tree lighting in Jack London was a success after the tree was lit on fire. The Ambassadors were out in full affect helping people with directions, parking and stopping cars from being hit by the railroad-crossing gate. We continued to push through the rain to make sure the streets and gutters were clean. When leaves get wet they are also slippery. We worked hard on removing leaves from the sidewalks to keep people safe.

Under Construction

This month has been difficult because we lost four of our employees while still trying to service the district to the best of our ability. We just recently hired four new team members who are excited to learn and help make a difference in Jack London. The rain came pouring down outside and decided to come inside our building too. We are thankful for all of the assistance that we have received from Nation's Maintenance Team trying hard to stop the leaks in our building. The maintenance team even made a tent on our roof!



**Jack London Improvement District Simplified View:
Operating Budget 2022**

	2021	2022 Proposed
Revenue		
Total 4000 Assessment Income	\$1,103,682	\$1,103,682
8700 Contingency allowance for uncollected assessments	-\$110,368	-\$110,368
Budgeted Revenue	\$993,314	\$993,314
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$355,686	\$355,686
7150 & 7200 Subtotal- Port Share	\$185,850	\$185,850
7400 Maintenance Operations	\$38,340	\$34,840
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$579,876	\$576,376
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$113,461	\$116,241
7800 Special Projects	\$66,779	\$67,185
Total 7700 MED Marketing & Economic Development	\$180,240	\$183,426
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$137,326	\$137,641
8510-8580 Office Operations	\$56,530	\$56,530
Total 8000 AGCR Administration & Government/Community Relations	\$193,856	\$194,171
Total 8600 Collection Fees	\$27,941	\$27,941
Total Expenditures	\$981,914	\$981,914
Gross Difference	\$0	\$0

Percentage Allocation by area of Work	Management Plan	2021	2022
Maintenance & Beautification	55%	53%	52%
Marketing & Economic Development	18%	16%	17%
Administration & Government	19%	18%	18%
Contingency & Collection	8%	13%	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
2022 Budget Overview**

	<u>2021</u>	<u>2022</u>
Revenue		
4000 Assessment Income		
4100 Port of Oakland Assessment	\$185,850	\$185,850
4200 Non Port Assessment Income	\$917,832	\$917,832
4250 Prior Year Assessment Adjustments		
Total 4000 Assessment Income	<u>\$1,103,682</u>	<u>\$1,103,682</u>
Uncategorized Revenue (Prior Year Carry-Forward)		
8700 Contingency allowance for uncollected assessments	<u>-\$110,368</u>	<u>-\$110,368</u>
9100 Bank Interest		
Total Revenue	<u>\$993,314</u>	<u>\$993,314</u>
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$355,686	\$355,686
7150 Ambassador Services-Port of Oakland Funds	\$160,324	\$160,324
7200 Services on Tidelands Trust Lands	\$25,526	\$25,526
Subtotal- Port Share	<u>\$185,850</u>	<u>\$185,850</u>
7400 Maintenance Operations	\$38,340 <small>Detail Attached</small>	\$34,840
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	<u>\$579,876</u>	<u>\$576,376</u>
7700 MED Marketing & Economic Development		
7710 District Management	\$113,461 <small>Detail Attached</small>	\$116,241
7750 Marketing Operations	\$11,400	\$11,400
7800 Special Projects	\$66,779 <small>Detail Attached</small>	\$67,185
Total 7700 MED Marketing & Economic Development	<u>\$191,640</u>	<u>\$194,826</u>
8000 AGCR Administration & Government/Community Relations		
8010 District Management	\$113,461 <small>Detail Attached</small>	\$116,241
8050 Training & Professional Development	\$8,265 <small>Detail Attached</small>	\$5,800
8110 Accounting & Taxes	\$4,500	\$4,500
8130 Computer Service & Support	\$500	\$500
8150 Consulting & Legal Expenses	\$1,500	\$1,500
8200 Fees & Permits	\$500	\$500
8410 Insurance (D&O)	\$800	\$800
8420 Insurance (General Liability & Auto)	\$3,800	\$3,800
8425 Insurance (Workers Comp)	\$2,000	\$2,000
8430 Membership Fees	\$1,500	\$1,500
8450 Special Projects Board Development	\$500	\$500
8510 Office Rent	\$42,600	\$42,600
8520 Office Improvements	\$2,500	\$2,500
8530 Office Furniture & Equipment	\$1,200	\$1,200
8540 Postage, Shipping, Delivery	\$1,400	\$1,400
8545 Local transportation	\$500	\$500
8550 Printing & Copying	\$500	\$500
8560 Supplies	\$1,800	\$1,800
8570 Telephone & Telecommunications	\$2,580	\$2,580
8580 Utilities	\$3,450	\$3,450
Total 8000 AGCR Administration & Government/Community Relations	<u>\$193,856</u>	<u>\$194,171</u>
8600 Collection Fees		
8630 Alameda County fees (1.7%)	\$18,763	\$18,762.60
8640 City of Oakland fees (1% except Port)	\$9,178	\$9,178.32
Total 8600 Collection Fees	<u>\$27,941</u>	<u>\$27,941</u>
Total Expenditures	<u>\$993,314</u>	<u>\$993,314</u>
Gross Difference Revenue Less Expenditures (Forecast)	<u>\$0</u>	<u>\$0</u>
Compound Carry-forward (Forecast)		
Reserve - Subject to Board Approval		
Adjusted Carry-forward to be allocated		

Percentage Allocation by area of Work	Management Plan	2022
Maintenance & Beautification	55%	53%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	13%

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.



Date: January 10th, 2021

To: Oakland City Council
Re: Howard Terminal A's Stadium DEIR

Dear Councilmembers,

An A's Ballpark at Howard Terminal has the potential to be an environmental and infrastructure improvement for our waterfront neighborhoods and an economic development catalyst for all of Oakland.

Some DEIR commenters suggested closing existing at grade railroad crossings in Jack London. Our neighborhood is working to overcome the existing barriers caused by non-pedestrian infrastructure. Closing existing at-grade railroad crossings in Jack London would only further divide the neighborhood and separate the Square from the rest of the City.

Rail safety is an existing District priority, and our goal would not be advanced if this project does not move forward. We are pleased that the DEIR expanded the scope of at-grade rail safety improvements-- including fencing between intersections, and quad gates and signals at crossings-- to extend all the way through the district from Market Street to Oak.

Developing the Ballpark at Howard terminal is elevating existing issues like the I-880 freeway barrier, Broadway connectivity, safe mobility, environmental quality, pedestrian access to the waterfront, and rail safety. These are chronic challenges that are long overdue in solving, and the stadium development makes some important headway in these areas.

It is impossible for any single project to solve Oakland's multifaceted infrastructure challenges. However, this once-in-a-generation project will accelerate solutions and investment to allow more people to access to quality public spaces at the waterfront.

Sincerely,

Savlan Hauser

Executive Director, Jack London Improvement District

Oakland, California to Host 2022 ULI Gerald D. Hines Student Urban Design Competition

Graduate Student Teams Challenged to Design Mixed-Income, Mixed-Use Neighborhood in Downtown Oakland

For more information, contact Brigit Wolf, 202-471-4228 ext. 104; brigit@keybridge.biz

WASHINGTON (January 4, 2022) – An area in the Old Oakland neighborhood in downtown [Oakland, California](#), will be the study site for the Urban Land Institute’s (ULI) 20th annual [ULI Gerald D. Hines Student Urban Design Competition](#). An educational initiative open to graduate-level students, the ULI Hines Student Competition is an exercise to encourage innovative ideas and cross-disciplinary collaboration and provides an opportunity to devise a comprehensive design and development program for an existing large-scale urban site.

In 2022, 97 teams representing 51 universities in the United States, Canada, China, the Netherlands, and Egypt registered to compete, including 29 teams with students from more than one university. The team with the winning proposal will receive \$50,000, of which \$5,000 goes to the university or universities the team represents. Each of the remaining three finalist teams will receive \$10,000.

The competition is a creative exercise simulating a real-world design, planning, and development scenario in the host city, and asks students to consider issues of housing affordability, equity, neighborhood services, connectivity, sustainability, and resilience. Participants will have access to relevant industry tools to complete their proposals, including ArcGIS Online, ArcGIS Business Analyst, ArcGIS StoryMaps, and ArcGIS Urban from [esri](#) and high-resolution 3D mesh of the site from [Nearmap](#).

The first round of the competition will begin on January 10 and run until January 24. During this round, participants will work in teams of five to submit one proposal per team on how to create a thriving, mixed-use development on the site. This year, the student proposals must reflect a vision for Oakland’s downtown as a dynamic regional hub that welcomes the entire community.

By late February, a jury of ULI members who are experts in real estate, land use, and design will select four finalist teams. During the second round of the competition, the four finalist teams will expand their original proposals. The teams will present their revised proposal twice: first to a panel of local experts in March, and then to the jury during the finale in April.

“We are thrilled to bring the 2022 ULI Hines Student Competition to Oakland – it’s a town with significant cultural richness and opportunity,” said Eric Tao, chair of ULI San Francisco. “I got my start in development with my first project in Uptown Oakland 20-years ago, and by looking to the future, I’m excited to see all the new ideas this competition brings to the forefront for re-energizing this area of downtown as a part of Oakland’s broader cultural and economic landscape for all to enjoy.”

“For 20 years, the ULI Hines Student Competition has helped shape aspiring city builders and inform how young people think about growing and revitalizing our communities,” said Cindy Chance, executive vice president of [ULI Learning & Product Councils](#). “This is an opportunity for students to learn from industry professionals, showcase their work, and provide a glimpse into the future of planning, design, and development. We are grateful to the many ULI members who are lending their time and years of expertise to guide and mentor this year’s teams.”

The competition encourages cooperation and teamwork—necessary talents in the planning, design, and development of great places—among future real estate professionals and the many allied professions. Teams must be multidisciplinary, consisting of five students representing at least three different disciplines, including real estate development, architecture, landscape architecture, urban planning, urban design, finance, historic preservation, engineering, and law.

The competition allows each team 15 days to create a proposal that illustrates innovative approaches to five general elements: 1) planning context and analysis, 2) a master land use plan, 3) urban design, 4) site-specific illustrations of

new development, and 5) development schedule and finances. Prior to the competition, participants receive project briefing materials, including a comprehensive statement of the challenge, background information on the site, market information, relevant existing design proposals, and site maps and photos.

The competition is funded through an endowment from [Gerald D. Hines](#), chairman and founder of the global Hines real estate organization and a recipient of the 2002 [ULI Prize for Visionaries in Urban Development](#). A legend in the real estate industry, Hines was widely known as a leader who pioneered the use of high-quality planning and architecture as a marketable feature of development in office, residential, and mixed-use projects. Since the first competition in 2003, more than 10,250 students on over 2,050 teams have participated, including 380 students who have made it to the finals.

A brief video about the competition is available [here](#). For more information on the ULI Hines Student Competition, visit uli.org/hines.

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About the Urban Land Institute

The Urban Land Institute is a nonprofit education and research institute supported by its members. Its mission is to shape the future of the built environment for transformative impact in communities worldwide. Established in 1936, the Institute has more than 45,000 members worldwide representing all aspects of land use and development disciplines. For more information on ULI, please visit uli.org or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

The Competition Site and Study Area: Downtown Oakland



The competition **Site** and **Study Area** are in downtown Oakland, California, specifically in the southwest part of downtown often referred to as Old Oakland.

The competition **Site** consists of four blocks—about 12 acres, inclusive of public rights-of-way—outlined in red in the image to the left. The Site boundaries are **7th Street to the north**, **Broadway** to the east, **6th Street** to the south and **Martin Luther King Junior Way** to the west.

The **Study Area** consists of about 93 acres, inclusive of public rights-of-way, outlined in green. The **Study Area** boundaries are **9th Street** to

Figure 4 – Site and Study Area.

the north, **Webster Street** to the east, **4th Street** to the south, **Market Street** to the west (between 4th and 7th streets), and **Castro Street** to the west (between 7th and 9th streets).



Figure 5 – Site and Study Area – Current conditions.

Jack London Improvement District - Meeting Minutes of the Board of Directors
December 13th, 2021 – 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Taj Tashombe, Greg Pasquali, Jen Nettles, Melissa O’Keefe, Kim Cole, Michael Carilli, Chris Pastena, Peter Gertler, Ener Chiu

Absent: Amy Tharpe, Dana Bushouse, Dan Hagerty, Keith Stephenson

Staff: Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

Guests: Councilmember Carroll Fife, Noah Friedman , Nick Anthis, Steve Pepple

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	<p>The Board of Directors meeting was called to order at 5:04 p.m. Taj - opened meeting as new chair; thanked Council Member Carroll Fife for joining Executive committee: Taj - Chair 1st term, Jen - Secretary 1st term, Jonathan - Treasurer 2nd term</p>	
2. Public comment and announcements	<p>Taj - any public safety concerns? Ener - currently co-chairs the City Sidewalks Committee of the newly formed CBD/BID in Chinatown, “Oakland Chinatown Improvement Council” - will be discussing Chinatown Ambassador program - by March 2022 they’ll be having contracted ambassadors on the street. They hope to have 14 ambassadors with the current funding. Kim - thanks Jen for the tree lighting. Also wanted to note an incident with an unhoused woman who was ill at my business. Called the JLID team for help and they stepped in immediately to help. I appreciated that and it would be nice for people to know there’s a number they can call in these situations Savlan - MACROS would be the ones to call but OPD Dispatch conveyed they won’t come without police CM Fife notes there might be some confusion about the MACROS program, hasn’t launched in West Oakland areas yet, and is a Fire Department program. Michael - Heluna Health is moving into the district; right now it doesn’t feel safe for employees to leave the building after 5pm. JLID ambassadors are escorting them right now but increased police presence is necessary</p>	
3. Executive Update a. Marketing & Economic Development • Holiday Marketing Programs • 2021 Direct Merchant Grant Report Back • Vibemap City exploration app - Jack London Challenge Report Back b. Cleaning and Safety Statistics	<p>Savlan - we are partnering with Oakland Indie Alliance on a holiday gift card program Noah Friedman - Vibemap challenge ran from 9/21-11/21. People used the app to discover places in Jack London, check in, and win prizes. 80 places were highlighted and 50 businesses were invited to participate. Also ran a digital marketing campaign on social media, hosted events at local breweries, and created videos of local businesses. Engagement: 655k impressions through Google ads, 6.25k clicks 400k impressions on social media, 2.6k clicks 6.5k unique visitors to Vibemap website 132 participants on Vibemap app, 1120 challenge actions completed Vibemap kept track of challenge winners and businesses with most engagement. Planning to have a party to congratulate winners and distribute prizes, will work with JLID on this. Savlan - the challenge was done at no expense to the district. Taj - would love to invite Vibemap back to another meeting to talk in more detail about how to use this type of engagement Sucharitha - we wanted to update everyone on how the mini grant winners from earlier this year were able to use the money. Many of them were able to make a range of outdoor improvements, including adding more seating, lighting, and heaters. Some used the money for indoor improvements and business promotions, e.g. Charles Blades was able to use the money for a series of concerts. Tinea - update on cleaning and safety statistics: we’re cleaning up graffiti on Broadway and replacing them with posters. Also tackling the rodent issue and weeding. We’re training the ambassadors as well as hiring more staff,</p>	

<p>4. 2022 Priorities Preview Discussion</p>	<p>Taj - want us to become more diverse in our ability to engage as board members, volunteer, etc. Starting next year I'd like a different board member to take turns being the co-chair for each meeting. I would like to understand JLID's IMPACT (I - Impact, M - Modernization, P - Public trust, A - advocacy, C - Cultural Influence, T - Transformational Leadership) in the city of Oakland Michael - when can we engage in person? Savlan & Taj - we can discuss offline; virtual platform is getting better attendance Greg - we are increasingly hearing from residents that they want to move out - and this is mostly from people who moved from other parts of Oakland. We should continue to invest in things like the small business grants that encourage people to come to the district. Challenge is to bring people in throughout the district, so there aren't patches of activity surrounded by nothing. Taj & Greg - let's discuss offline</p>	
<p>5. Financial Review and Reports a. Approve Statements of Financial Position, Budget v Actual October 2021</p>	<p>Jonathan - this month looks typical in terms of expenditures. We have a negative balance between operating accounts. We had a PPP loan that was forgiven last month but is not out of the statement for this month. We are in good shape.</p>	
<p>6. Approval of November 2021 Minutes</p>	<p>The Board reviewed the November minutes. No changes were proposed.</p>	<p>Peter moved and Chris Seconded. The motion passed unanimously.</p>
<p>7. Adjourn</p>	<p>Savlan - invited the board to a lunch with the ambassadors this Wednesday at Slainte. And to an Oakland BID leadership coffee on Friday - details TBD. Council Member Fife - thanks for letting me attend; plans to follow up with Kim Cole re: incident. Taj - asked Council Member Fife to have a member of her staff at these meetings in the future Council Member Fife - we want to see what the schedule is for all the BID board meetings and then arrange that. The meeting was adjourned at 6:04 PM. Next Board meeting will be held Monday, January 10th, 2021 at 5:00 PM virtually via Zoom.</p>	

Board Attendance Record

2020/1	Mark	Taj	Jonathan	Chris P.	Greg	Peter	Sam	Dana	Jen	Dan	Keith	Michael	Melissa	Kim
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
Feb	x	x	x	x	x	x	x				x	x		x
Mar	x	x	x	x	x		x		x	x	x	x	x	x
April	x	x	x	x	x	x			x			x		x
May	X	x	x	x	x			x	x			x	x	x
June	x	x	x	x	x	x		x	x		x	x	x	
July	x	x	x	x	x		x	x	x				x	x
Aug	x	x	x	x	x	x		x	x	x		x	x	x
Sept	x	x	x	x	x				x	x	X	x	x	x
Oct	x	x	x	x	x	x		x	x				x	
Nov	x	x	x		x				x	x		x	x	x
Dec		x	x	x	x	x			x			x	x	x