



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

Chair: Taj Tashombe/Co-Chair: Chris Pastena

### Focus on Retail Resiliency

March 14th, 2022, 4:00-5:00PM (VIA ZOOM MEETING)

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

1. **Call to order and introductions** 4:00
2. **Public Comment and Announcements** 4:00
3. **Executive Update & Governance Discussion Items –Savlan Hauser** 4:05
  - a. Cleaning and Safety Program Report – *Tinea Adams, Operations Manager*
  - b. Approval of increase of annual BBB contract billing from \$541,536 to \$585,503 to allow for a wage increase of all Ambassador positions—pricing detail attached **Action Item**
  - c. Approval of partnership with Vibemap to generate digital content including interactive map, business directory, community and special events, and original content. All work to-date with Vibemap has been pilot/pro-bono, proposal priced at \$10,000. Detail attached. **Action Item**
  - d. Renewal Task Force Report
  - e. Mayoral Candidates’ Forum Hosted by BID leadership—*Taj Tashombe*
4. **Financial Review** 4:25
  - a. January 2022 Financial Reports **Action Item**
5. **Approval of Minutes** 4:30  
February 2022 **Action Item**
6. **Local Retail Resiliency – Discussion Item** 4:40
  - a. Current Campaigns: Dining for Justice, Restaurant Week (Citywide); Jack London Welcomes First Responders, Swag Bags (Jack London)- *Chris Pastena, Maria Alderete*
  - b. Retail Vacancies and Development Pipeline
  - c. Alternative Ownership Models – *Jonathan Fong*
  - d. Other ways BIDs can support
7. **Adjourn** 5:00  
Next Board Meeting April 11th, 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](http://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](mailto: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.



**Oakland Metro Operahouse's 3 Day Music Festival @ 3<sup>rd</sup> and Castro PC: Oakland Metro Operahouse**

**Executive Update March 2022** - *Savlan Hauser, Executive Director*  
**This month's work:**

**Help us make Jack London a (Public Works-recognized illegal dumping) Hotspot!** Public Works uses data from calls and reports to 311 to establish "[hotspots](#)", [some with surveillance](#), that receive greater deployments from illegal dumping crews. [Bookmark 311](#) or call (510) 615-5566, and report illegal dumping. Our team will continue to pick it up as quickly as we can—we also want to drive more deployment to our District for support. Also this month, we were grateful to welcome dedicated and knowledgeable tree pruning volunteers led by arborist and OHA member Chris Buckley, giving a much needed canopy lift to many of our street trees to improve the pedestrian experience.

**Other resources and highlights:**

- Finalists have been selected for the [2022 ULI Hines Student Urban Design Competition](#) –site at 7<sup>th</sup> and Broadway
- For graffiti abatement 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.

**Our District In the News**

[Oakland City Council Certifies Environmental Review of A's Stadium Proposal](#)

– CBS Sports

[Top TACOS in the East Bay](#) – SF Chronicle

[S.F. Instagram darling Farmhouse Kitchen Thai is opening a ramen restaurant in Oakland](#) – San Francisco Chronicle



**This Month's Events**

- **Jack London Beat 1X NCPC meets Fourth Tuesdays.** Next Meeting 3/22/21 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 @ 4<sup>th</sup>** Continues, Developer: Smart Growth
- **"Mirador" 201 Broadway-** 48 Homes 4,000sqft retail—Entitled property listed for sale

**Entitled**

- **335 3<sup>rd</sup> Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building
- **4<sup>th</sup> and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Seismic Retrofit & Building Renovation
- **County-Owned Broadway Properties:** Development team selected: Related Companies and EBALDC

**Proposed**

- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay



# JACK LONDON IMPROVEMENT DISTRICT

February 2022

Operations Manager- Tinea Adams



# Statistics

## January 2022 through February 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Car Break-In	'22	9	21	--	--	--	--	--	--	--	--	--	--	30
Graffiti - Removed	'22	24	86	--	--	--	--	--	--	--	--	--	--	110
Hospitality Contacts	'22	1178	926	--	--	--	--	--	--	--	--	--	--	2104
Illegal Dumping	'22	12	26	--	--	--	--	--	--	--	--	--	--	38
Stickers/Flyers/Posters Removed	'22	172	252	--	--	--	--	--	--	--	--	--	--	424
Trash (lbs)	'22	2171	4864	--	--	--	--	--	--	--	--	--	--	7035
Weed Abatement (block faces)	'22	136	202	--	--	--	--	--	--	--	--	--	--	338

# Jack London

## Changes

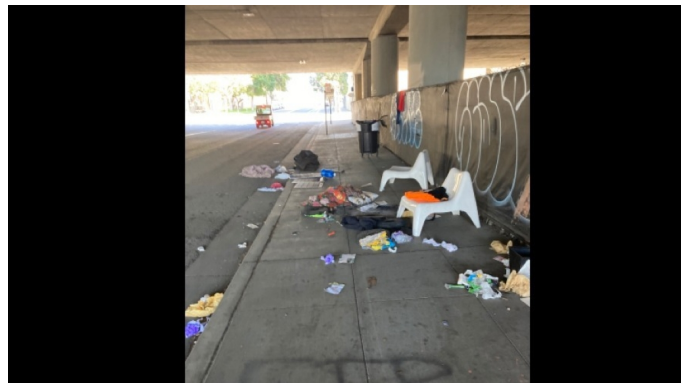
The month of February brought sunny days, less rain and some changes that were felt in the district. Our roof was finally replaced. Now on rainy days we don't have to figure out how to catch the rain so that it doesn't get all of our supplies or papers wet. The rain now stays outside of the building instead of coming inside, which is a welcome change. We entered February without our Team Leader Jerrold who had been working in the district for many years. This was a hard change for the team to go through and understand. We also lost two of our "Fellows" from the Downtown Street Team due to personal situations. The help that the Fellows provided each week working along the side of different Ambassadors was great and will be missed.

## Working hard

We have been working hard in the district. On a daily basis we are wiping down trash cans, parking meters, picking up trash and cleaning up broken glass. We are still fighting the weeds and the graffiti in the district. The graffiti vandalism is happening quicker than the weeds are growing. We have been reporting the illegal dumping to 311, weeding and working on getting the graffiti removed. The changes are happening and we are happy that we are a part of the change.



# Our District





541,536 current -  
increase of 43,967

## JLID PROPOSED BUDGET 2022 WAGE INCREASES

### Supervisor \$25PH Clean/Safe \$20PH

PRICING	Cleaning Ambassadors	Safety Ambassadors	Team Leader (Safety)	Operations Manager
<b>Pay Rate</b>	<b>\$ 20.00</b>	<b>\$ 20.00</b>	<b>\$ 25.00</b>	<b>\$ 38.46</b>
FICA	\$ 1.53	\$ 1.53	\$ 1.91	\$ 2.94
WC	\$ 1.27	\$ 1.27	\$ 1.59	\$ 2.44
Liability	\$ 0.66	\$ 0.66	\$ 0.83	\$ 1.27
Unemployment	\$ 1.59	\$ 1.59	\$ 1.98	\$ 3.05
<b>Subtotal</b>	<b>\$ 25.05</b>	<b>\$ 25.05</b>	<b>\$ 31.31</b>	<b>\$ 48.16</b>
Weekly Hours	160.00	40.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00	2,080.00
<b>Annual Billing</b>	<b>\$ 208,382.72</b>	<b>\$ 52,095.68</b>	<b>\$ 65,119.60</b>	<b>\$ 100,179.99</b>
Overhead	\$ 4.98	\$ 4.98	\$ 4.98	\$ 4.98
Benefits	\$ 3.10	\$ 3.10	\$ 3.10	\$ 3.10
Profit	\$ 2.89	\$ 2.89	\$ 2.89	\$ 2.89
<b>Bill Rate</b>	<b>\$ 36.02</b>	<b>\$ 36.02</b>	<b>\$ 42.28</b>	<b>\$ 59.13</b>
Weekly Hours	160.00	40.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00	2,080.00
<b>Annual Billing</b>	<b>\$ 299,654.17</b>	<b>\$ 74,913.54</b>	<b>\$ 87,937.46</b>	<b>\$ 122,997.85</b>
<b>ANNUAL BILLING</b>				<b>\$ 585,503.02</b>

To: Savlan Hauser, Executive Director, Jack London Improvement District  
Re: Premium Partner Package for Jack London Improvement District

Savlan,

Vibemap is proposing a paid partnership with the Jack London Improvement District (JLID). The Vibemap Premium Partner Package is \$10,000 annually. In exchange, Vibemap will provide JLID with the following services for the remainder of 2022.

### Services through 6/21/2022

- **Place Listings:** Vibemap will maintain a listing and map of places in Jack London.
- **Partner Page:** Vibemap will maintain a unique Partner Page on our website and mobile app for the Jack London neighborhood.
- **Embedded Listing & Map :** Vibemap will integrate and maintain a searchable listing and map of places in the Jack London neighborhood on the JLID website.
- **Events Feed:** Vibemap will integrate and maintain a listing and map of events in the Jack London neighborhood on the JLID website. Events will also be published on Vibemap's website and mobile app.

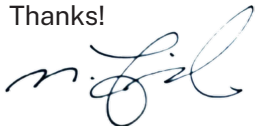
### Services between 6/21/2022 - 12/21/2022

- **Vibemap Guides:** Vibemap will publish and promote one original Guide that features special places, events, and experiences in Jack London.
- **Challenges & Badges:** Vibemap will host another Jack London Neighborhood Challenge that will run for 2 months.

The partnership between Vibemap and JLID has been extremely rewarding and value for us. We hope that you feel the same way. We are proposing that we continue this partnership through the year with this proposal .

Please, let me know if there is anything else that you may need from us in order to accept this proposal to partner with Vibemap.

Thanks!



**Noah Friedman**  
CEO & Co-founder  
noah@vibemap.com  
(510)435-9547



## Premium Partnership Package

The Premium Partnership Package includes all of the features in the Basic Partnership Package.



### Place Listings

Vibemap will create and maintain a listing and map of Place Listings in your city, neighborhood, or destination that you want people to know about on our website and mobile app.

Place Listings include photos, descriptions, vibes, categories, hours of operation, social media and website.

### Partner Page

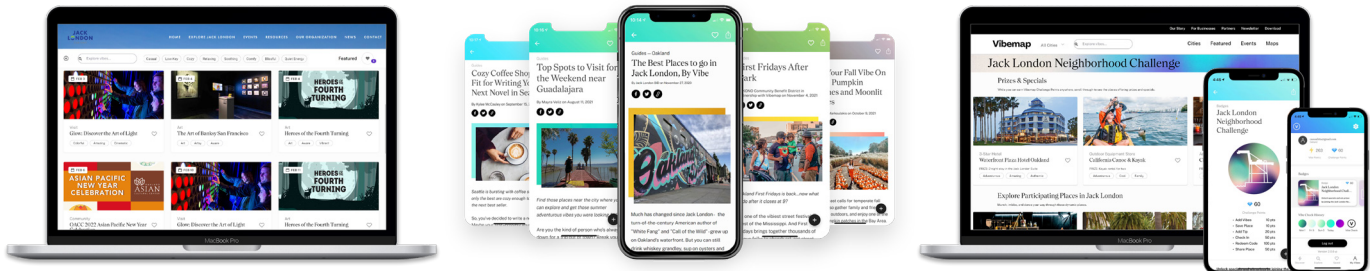
Vibemap will create and maintain a unique Partner Page on our website and mobile app that helps people explore what your city, neighborhood, place, or destination has to offer.

Partner Pages include a written description, featured photos, and links to places, events, vibes, and neighborhoods in your city.

### Embedded Vibemap

Vibemap will embed and maintain a searchable list and map of your Place Listings on your website, or mobile app within your branded environment.

Vibemap will add, enhance, and maintain your Place Listings to make sure that the information for your city, neighborhood, place, or destination is always up to date.



### Events Feed

Vibemap will add and maintain an Events Feed to make sure people know about the fun things to do in your city, neighborhood, place, or destination.

Events include a featured image, written description, date and time of event, links to social media, website and ticketing options.

### Vibemap Guides

Vibemap will write, publish, and promote Guides that feature special places, events, and experiences in your city, neighborhood, place, or destination that you want people to know about.

Guides include a written narrative, featured image, and a curated list of places categorized by vibe. Guides can also include ticketing options.

### Challenges, Badges & Passports

Vibemap will create, promote, and manage Challenges, Badges, and Passports that encourages people to have fun exploring more of your city, neighborhood, place, or destination.

Challenges, Badges, or Passports let people earn points, access discounts, and unlock badges by going to local places, or community events.

Website  
vibemap.com

Instagram  
@vibemap

Email  
info@vibemap.com

## **JLID Renewal 2023 Update - March**

### **Task Force Members:**

Volunteers: Gary Knecht, Jen Nettles, Michael Carilli, Taj Tashombe

Staff: Savlan Hauser, Sucharitha Yelimeli

### **Recap Q1 2022– Research and Strategy:**

In the last month, the members of the Task Force and Staff completed preliminary interviews of 5 prospective BID Renewal teams, as well as conversations with Economic and Workforce Development Staff to establish deadlines and deliverables. We also started conversations with BID Leadership colleagues who've recently undergone renewal or formation to learn best practices. Task force will continue to provide monthly updates to Board.

**Below is an evolving schedule of 2023 Renewal, along with upcoming anticipated Board action/participation highlighted in blue.**

### **Q2 2022--Identify & Engage Consultants**

Distribute RFQ & RFP

Board will review and approve budget and contracts exceeding \$5,000

Gather contact information for property owners (esp. email)

### **Q3 2022--Outreach & Survey**

Discuss board members role in outreach efforts

Gather and share information

Reach out to larger property owners

### **Q4 2022--Make Decisions**

Review and preliminarily approve District boundaries

Review and preliminarily approve assessment formula

Review and preliminarily approve scope of services

Continue outreach to property owners

### **Q1 2023--Circulate Renewal Petitions**

Hold public meetings for property owners

Review and approve District map, management plan, and engineers report

Prepare and distribute renewal petitions to property owners

Ensure enough signed petitions are submitted to City Council

### **Q2 2023--Renew JLID for 10 Years**

Prepare and distribute ballots to property owners

Continue outreach to property owners

Ensure enough YES votes are submitted to City Council

### **Q3 2023--Submit Assessment Rolls to Alameda County**

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

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1100 Bridge Bank Operating Account	39,535.96
1105 Discretionary Spending at Bridge Bank	297.40
1110 Money Market at Bridge Bank	558,646.08
1120 Federal Credit Union CD	250,000.00
<b>Total Bank Accounts</b>	<b>\$ 848,479.44</b>
<b>Total Current Assets</b>	<b>\$ 848,479.44</b>
<b>Other Assets</b>	
1510 Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$ 2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 850,479.44</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Total Liabilities</b>	
<b>Equity</b>	
3100 Without Donor Restriction	455,557.80
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
<b>Total 3300 With Donor Restriction</b>	<b>\$ 9,648.84</b>
<b>Net Revenue</b>	385,272.80
<b>Total Equity</b>	<b>\$ 850,479.44</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 850,479.44</b>
<b>Cumulative Unpaid Caltrans Assessments</b>	<b>\$ 295,619.57</b>

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

**As of January 31st, 2022**

	Actual YTD	Budget YTD
<b>Revenue</b>		
<b>Total 4000 Assessment Income</b>	<b>\$462,971</b>	<b>\$91,974</b>
<b>8700 Contingency allowance for uncollected assessments*</b>	<b>-\$110,368</b>	<b>-\$9,197</b>
<b>Total Budgeted Revenue</b>	<b>\$352,603</b>	<b>\$82,776</b>
<b>Expenditures</b>		
<b>7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>		
7100 Ambassador Services- Non-Port Assessment Funds	\$29,333	\$29,640
7150 & 7200 Subtotal- Port Share	\$15,795	\$15,488
7400 Maintenance Operations	\$1,400	\$2,903
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$46,528</b>	<b>\$48,031</b>
<b>7700 MED Marketing &amp; Economic Development</b>		
7710 & 7800 Management & Operations	\$8,980	\$10,637
7800 Special Projects	\$0	\$5,599
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$8,980</b>	<b>\$16,236</b>
<b>8000 AGCR Administration &amp; Government/Community Relations</b>		
8010-8450 District Management & Governance	\$9,862	\$11,470
8510-8580 Office Operations	\$5,152	\$4,711
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$15,014</b>	<b>\$16,181</b>
<b>Total 8600 Collection Fees</b>	<b>\$7,213</b>	<b>\$2,328</b>
<b>Total Expenditures</b>	<b>\$77,736</b>	<b>\$82,776</b>
<b>Gross Difference</b>	<b>\$274,868</b>	<b>\$0</b>

<b>Percentage Allocation by area of Work</b>	<b>Management Plan</b>	<b>2022</b>
Maintenance & Beautification	55%	52%
Marketing & Economic Development	18%	18%
Administration & Government	19%	18%
Contingency & Collection	8%	13%
<i><b>Budget Management.</b> 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  
February 14th, 2022 – 5:00 p.m., Remotely via Zoom

Present: Jonathan Fong, Taj Tashombe, Greg Pasquali, Jen Nettles, Chris Pastena, Kim Cole, Dana Bushouse, Peter Gertler, Ener Chiu, Shannon McIsaac (Waterfront Hotel GM - newly appointed)

Absent: Amy Tharpe, Dan Hagerty, Keith Stephenson, Melissa O’Keefe, Michael Carilli

Staff: Savlan Hauser, Sucharitha Yelimeli, Tinea Adams

Guests: Mark Seiler (Metrovation), Mitchel Halberstadt, Gary Knecht, Chris Porto, Nick Anthis, Lis Probst, community members  
*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 5:02 p.m.	
2. Public comment and announcements	Taj welcomed Shannon to the Board. Shannon McIsaac has been appointed by Taj as Board Chair. Mitchell - thanked Savlan for putting the Oaklandside piece about produce purchasing on the JLID Agenda and announcement. Gary - agreed!	
3. Executive Update a. Cleaning and Safety Statistics b. Marketing & Economic Development c. Renewal Task Force Report	<p>a. Cleaning and Safety Statistics Tinea presented the Clean and Safe program statistics update. Working on weeding and graffiti tagging. Ambassadors are each working in distinct areas and teaming up more to cover areas they couldn’t cover by themselves. Tinea also purchased a paint gun to make that work easier. Chris - what’s the building owner’s responsibility when the building gets tagged? Tinea - we’ve been getting in contact with the property owner; they gave us the paint and we took care of it, because sometimes the owner can’t. Savlan - our policy is that we paint over it if it’s in the public right-of-way. Gary - thank you for whatever got done at corner of Webster and 3rd to get the produce off the street; it’s a lot better than it ever was Savlan - we are restarting one of our programs - we’re happy to have board members come and shadow ambassadors Taj - I’d like each of the Board members to spend a part of the day with Tinea and the ambassadors. I think it’ll help us come up with more ideas and be more intentional. I’d love to see a schedule for this, maybe even in small groups. Savlan - we’re also going to be hosting a quarterly lunch with ambassadors + one of the businesses. In the past Carmel Partners and Minimo have hosted us. It’s an important way to hear how we can support and get direct feedback. Savlan - we are also ready to hang up planter baskets along Broadway in a collaboration with Ploughshares Nursery; just need to build staff capacity for watering. If you have any ideas please let us know</p> <p>b. Marketing and Economic Development Savlan - We’re quietly rolling out the First Responders Program. We have 7 merchants so far and they’ll show their participation through a window cling. T</p> <p>c. Renewal Task Force Report Savlan - We’ve done informal interviews with 5 consultant teams. Planning meetings with 10-20 top assessees. And strategy for the next decade of work. Taj - thinking about the opportunity for boundaries to expand along with Howard Terminal project would be a good thing to think about. Gary - it’s been 9-10 years since the last renewal but the difference this time is that there is a Board of Directors. And there’s a taskforce. Last time the steering committee made all the decisions, so this time I’ll encourage the task force to think about how decision-making can be split between the Board and the task-force. Mitchell - question about boundaries - does boundary extend to 5th or 6th st?</p>	

Gary - the answer is 5th, not 6th. Jack London includes the 880 freeway.

<p>4. Financial Review a. December 2021 Year-end Financial Reports</p>	<p>Savlan - we have a \$56,000 carry-forward from last year. We were more conservative last year and didn't host too many panel talks or community events. We'll bring an adjustment back to the board next month and are looking at a pay adjustment for the ambassadors to stay commensurate with what nearby districts are paying. Taj - is there a motion to approve? Chris - approved Peter - seconded</p>	<p>Taj moved to approve the financial report. Chris approved and Peter seconded the motion. The motion passed.</p>
<p>5. Approval of January 2021 minutes</p>		
<p>6. Broadway Alameda County Development Sites - Presentation by EBALDC/Ener Chiu</p>	<p>Taj - really looking to showcase each board members' expertise - this is our first attempt to do so with Ener's presentation.</p> <p>Ener - will do two project updates today.</p> <ol style="list-style-type: none"><li>1. Lake Merritt BART - cross district project between Chinatown and Jack London.</li><li>2. 401-430 Broadway</li></ol> <p>1. The site we're discussing today embodies a century of stories in Chinatown. In 2008 when BART and City of Oakland started talking about a planning process, our community attended every meeting, and got united. The Chinatown Coalition started running a parallel visioning process to figure out what we wanted. Did a survey of more than a 1000 community stakeholders. We condensed those into 9 principles that folks cared about: some of them include public safety, aff. Housing, jobs, health, community engagement and cultural preservation. In 2018 when BART re-released its RFP, we were ready to respond. The proposal that got approved was very similar in form and massing to the one we proposed. We asked for a housing mix that includes 40% of units being below market-rate, with the majority targeted at 80% AMI or below. Right now, the entrance to the station is a plaza that is in disrepair and has no signs of the historic neighborhoods surrounding it. We'll be working to fix that and rename the station to "Oakland Chinatown BART Station" Taj - how will this project gel with Laney College? How will you work with the museum and the school and your other neighbors, from a CBA perspective? Ener - Laney is tricky because their administration has not been stable. We had met with their facilities committee early on. Part of the challenge with Laney is that it was built in a way that almost made it a wall between it and the rest of the neighborhood. We'll be doing our best to reach out to them through Workforce Development Opportunities. Greg - do you know, what is the timing for the market rate buildings? Is affordable housing timing tied to them?</p> <p>Break - Taj noted the ULI grad student design competition.</p> <ol style="list-style-type: none"><li>2. Ener Chiu - EBALDC and Ann Silverberg - CEO of Related Northern California, one of the largest developers of affordable housing</li></ol>	

