

JLID Steering Committee Meeting #24
Monday, May 13, 2013, 5:30 –7:00 pm
Egghouse conference room, 229 Harrison Street

Meeting Notes (approved June 4, 2013)

Steering Committee Present: Tommaso Boggia, Michael Carilli, Gary Knecht, Sara May, Bill Stotler, Paul Thyssen. (**No quorum**).

Steering Committee Absent: Deborah Acosta, Stephen Block, Marianne Dreisbach, Ken Kantor, Vivian Kahn, Barry Pilger, Nicole Pitts, Patti Rossi, Raul Saavedra (via phone).

Consultants Present: Urban Transformation: Darlene Drapkin, Jenny Kassin.

Guests Present: City of Oakland: Aliza Gallo

1) CED Committee:

- a) Who will attend: Sara, Gary, Michael, Darlene, Deborah, [Vivian]
- b) Presentation Points
 - i) 4 speakers (2 minutes each) that hit on different points –
 - (1) Michael (small property owner across from Port, support from businesses in Jack London Square)
 - (2) Sara (large private property owner; importance of public-private partnerships; Uptown and Downtown CBD experience)
 - (3) Gary (long-time property owner; Steering Committee & neighborhood history; numbers),
 - (4) Deborah (economic development, 10th BID in Oakland, freeway defines us as a unique self-contained neighborhood, grocery store being developed as a result of our stakeholder engagement process, Business Alliance for a Local Living Economy and Visit Oakland moving to Jack London).
 - (5) [Vivian (condo owners; residential; constituents)]
 - ii) Public-Private Partnership: businesses, residents, and neighborhood leaders decided to take neighborhood developments into their own hand. Working with all stakeholders, Caltrans, Port, Tidelands Trust, to ensure full buy-in.
 - iii) Proven method of business & residential community development
 - iv) Overwhelming support from the residential stakeholders (24%, \$61,707 out of \$250,000)
 - v) With all the redevelopment, this is the final linchpin to create a complete mixed-use neighborhood
 - vi) Attracting waterfront tourism and continued waterfront development.
 - vii) Staff will make a report, and then speakers who signed up online will be called.
 - viii) A key property owner to the formation and the success of this district is the Port of Oakland; Alameda County and Caltrans are also important. We are in discussion with Port; there are unresolved issues regarding State Lands Commission that we are working through with their staff.
- c) Follow-up after e-mail
 - i) Send letter to Port Commissioners after Tuesday meeting with copy of the report & info about committee approval expressing continued willingness to work with the Port as a partner in this effort.
 - ii) Cc: all commissioners & our city council-members

2) Website updates

- a) Replace Petition Info with Balloting Info
- b) Update to reflect our commitment to improve access to the waterfront, bay trail for visitors and tourists.

3) Dealing with Tidelands Trust

- a) Get talking points to the Mayor to seek support from Port staff; find lawyers to define legal argument that allows JLID to comply with Tidelands Trust.
 - i) Why it enhances the waterfront
 - ii) How it leads the Port to be a better Tidelands Trust guardian
 - iii) How marketing, security, and cleanliness will bring more people to the waterfront

4) Next Steering Committee Meeting: Monday May 20th, Egghouse conference room, 229 Harrison Street, 5:30 PM – 7:00 PM

5) Adjourn: Meeting adjourned at 7:00 pm