

**Jack London Improvement District  
Marketing and Economic Development Committee  
Minutes of Thursday, January 15<sup>th</sup>, 2015 - 9:00 a.m.  
Jack London Office - 333 Broadway**

**Present:** Paul Thyssen, Meredith Melville, Tommy Mierzwinski

**Staff:** Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant

**Guest:** June Grant, Chadwick Spell

*Discussions held and decisions made by the Board of Directors*

<i><b>SUBJECT</b></i>	<i><b>DISCUSSION</b></i>	<i><b>ACTION ITEMS</b></i>
<b>1. Call to order and introductions</b>	The meeting was called to order at 9:03 am	
<b>2. Public comment and announcements</b>	None	
<b>3. Approval of the minutes of December 18, 2014</b>	The minutes of December 18, 2014 were presented to the committee for review.	Paul moved and Tommy seconded the motion to approve the minutes of December 18, 2014. The motion was approved unanimously.
<b>4. Update</b>	<p>Paul presented the website comps and compared them to Downtown Austin Alliance website which the committee has used as an example of a successful district website. Paul noted that the next step is to curate and develop the content. Goal is to launch the website in mid-February and suggested that the committee hold a workshop to brainstorm content ideas. Tommy agreed to take the lead on content development and Paul recommended that Savlan and he take lead on "rich content". Paul also recommended that we reach out to the volunteers.</p> <p>Paul reported that he met with Digital Realty who expressed interest in joining the committee.</p> <p>Savlan presented a few photography portfolios and noted existing images from Visit Oakland can be used for free and their photographer is available if we want him to take specific photos. Steve Barretto recommended Hasain who does a lot of portraiture.</p> <p>Savlan presented some advertising opportunities. The committee agreed that magazine advertising is costly and does not reach the best audience. Savlan noted that journalist are excited to write about Oakland and Meredith noted that it is better to have journalists generate articles than to pay for magazine or news advertisements. June noted that Oakland investors are not coming from SF or Oakland but other places.</p> <p>Savlan updated the committee on a presentation she attended from the Federal Reserve Bank of SF. She noted that there are interesting funding sources that could be of</p>	

	<p>use to the committee in the future.</p> <p>Paul presented a proposal draft from SPUR for assistance with the building art project. The proposal was written by Ben Grant. Paul discussed some potential funding sources and wanted to add the “identify funding sources and support grant applications” to the proposal.</p> <p>The committee discussed various vendors that can provide high speed fiber optic internet to the district.</p> <p>Paul noted that the committee can and should host district events and asked Meredith if she could take lead on that throughout the year. He noted that the district will hold an annual National Night Out event in August and outlined some other event possibilities.</p> <p>Savlan noted that the district has a concentration of urban wineries that are interested in marketing the district as a place to come for wine. She noted that she is meeting with Dasche, Stage West, and Someone else. There is much interest in placing signage around the district. Meredith noted that once the website is live the district can use it to spread the message. She also noted that the same can be done with an email newsletter and the marquee sign.</p> <p>Savlan noted that June has volunteered to work on a few projects including opportunity sites database which will list vacant space in the district. Paul noted that he has access to the retail space at Ellington. There was discussion of what kind of business would be most appropriate at that location.</p> <p>Savlan reported that the Train Quiet Zone Indiegogo site is live and Paul requested that if anyone is planning to contribute they do so soon.</p>	
<p><b>5. Next Regular Meeting</b></p>	<p>The next regular meeting was scheduled for February 15, 2015 at 9:00 a.m. It was noted that 9:00 a.m. does not work for all committee members’ schedules. It was decided that meeting times would alternate between 8:00 a.m. and 7:00 p.m.</p>	
<p><b>6. Adjournment</b></p>	<p>The meeting adjourned at 10:17 a.m.</p>	

Minutes taken by: Fiona Simms