



**Jack London Improvement District
Maintenance and Beautification Committee Meeting
June 18, 2015 – 9:00 a.m.
Jack London Headquarters – 333 Broadway**

Present: Sara May, Sam Nassif, Saied Karamooz

Staff: Savlan Hauser, Fiona Simms, Carlos Paz Rivera

Discussions held and decisions made by the Maintenance and Beautification Committee

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The meeting was called to order at 9:04 a.m.	
2. Public comment and announcements	<p>The committee discussed the Trash Bash event and it's impact on the community.</p> <p>There was discussion of the potential new Tourism Business Improvement District which would tax hotels in Oakland.</p>	
3. Approval of minutes a. February 18, 2015 b. March 19, 2015	The committee reviewed the minutes of February 18 and March 19, 2015.	Sam moved and Saied seconded the motion to approve the minutes of February 18, and March 19, 2015. The motion was approved unanimously.
4. Update on Ambassador team	<p>Carlos reported that his staffing has increased and the team is operating at full staffing though there is now a bank of unused hours. He also noted that in order to use the banked hours, there is an extra safety ambassador on duty during the afternoon shift and he is still looking for new staff. The committee discussed event staffing for East Real Festival and the potential Warriors' championship parade. Savlan noted that the Marketing committee can fund additional Ambassador hours if necessary.</p> <p>The committee also discussed the value of the Visit Oakland "I am Oakland; Ambassador" training and the committee agreed that the Ambassador team should attend a training session.</p>	
5. Update on projects and priorities a. Street and homeless population educational outreach pamphlet	a. Carlos reviewed the initiatives that Block by Block is developing and the day to day steps the Ambassador team is working on and noted that the team has seen an overall decrease in homeless and panhandling activity. There was discussion of	

<p>b. Master encroachment permit</p> <p>c. Scope and schedule for Underpass/Caltrans Airspace Task Force</p>	<p>the encampment on Webster Street. Saied suggested that the committee create a task force to manage the proposed projects and initiatives.</p> <p>b. Savlan outlined the projects that would be included in a Master Encroachment Permit: trash cans, banners, street tree maintenance, and painted crosswalks. Saied noted that he is in favor of banners because of their high visible impact. Sam suggested installing all of the projects at one time to maximize the impact. There was discussion of the budget which is highly limited for special projects. The committee will need to request funds from the board in order to complete these projects. It was noted that the Marketing committee could take on the banners as a marketing project. Savlan also noted that during the creation of next year's budget, a consideration will need to be made for garbage service, as the monthly expense is significant and currently being paid from 2014 carry over funds. Staff has submitted an application for donated services to Waste Management but has not yet received a determination.</p> <p>c. The committee decided that the Caltrans Task force will meet at 10 a.m. on the third Thursday of each month, just after the regular maintenance committee meetings. It was recommended that Joe DeVries be invited. The committee discussed various strategies and agreed that putting the full amount available into improving one underpass will create a baseline for what each underpass should be, and create contrast to the other underpasses. It was recommended that a condition for support of future projects be included in the agreement with Caltrans.</p>	
<p>6. Next regular meeting</p>	<p>July 16, 2015 – 9:00 a.m.</p>	
<p>7. Adjournment</p>	<p>The meeting adjourned at 10:19 a.m.</p>	

Minutes taken by: Fiona Simms