



**Jack London Improvement District
Marketing and Economic Development Committee
September 16, 2015 – 4:00 p.m. (SPECIAL TIME)
Jack London Headquarters – 333 Broadway
Agenda**

1. Call to order and introductions- Paul
2. Public comment and announcements- Paul
3. Approval of the minutes of August 20, 2015 – Savlan ***Action Item***
4. Update on projects and priorities
 - a. Banner design for light posts at high-impact sites within the district
 - b. Retail Strategy development update
5. Next regular meeting: October 15, 2015, 4:00 p.m.
6. Adjournment

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**Jack London Improvement District
Marketing and Economic Development Committee
August 20, 2015 – 4:00 p.m.
Jack London Headquarters – 333 Broadway**

Present: Paul Thyssen, Meredith Melville

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

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION ITEMS</i>
Call to order and introductions	The meeting was called to order at 4:14 pm	
Public comment and announcements	None	
Approval of the minutes of July 16, 2015	The minutes of July 16, 2015 were presented to the committee for review.	The minutes were approved by consensus.
Draft committee charter for recommendation to Board	Savlan presented a draft charter to the committee. The group reviewed the draft and made the following suggestions: <ul style="list-style-type: none">- The regulatory aspects should be housed in the bylaws and should be consistent across all committees.- The quorum requirement should be removed- Grammar edits were suggested	
Update on projects and priorities	<p>Savlan noted that staff is waiting for the landlord to approve the signage. The sign contractor sent a lien notice to the property owner, which has held up the process. Though this is a standard practice, the landlord is not comfortable and staff is working on getting this waived.</p> <p>Staff is developing new banner designs with the designer and is working on preparing the permit application for submission to the City.</p> <p>There was some discussion of the website and adding a “meetings” button to the home page as well as increasing the presence of social media on the home page. Other bugs were noted and staff reported that they would set up a meeting with the developer to address these issues.</p> <p>Savlan noted that the office would be hosting a new pop-up called Drop Mobile Espresso which will begin a trial period next week.</p>	
Next Regular Meeting	September 17, 2015 – 4:00 p.m.	
Adjournment	The meeting adjourned at 5:06 p.m.	

Minutes taken by: Fiona Simms