



**Jack London Improvement District
Marketing and Economic Development Committee
January 21, 2016 – 4:00 p.m.
Jack London Headquarters – 333 Broadway
Agenda**

1. Call to order and introductions- Chair
2. Public comment and announcements- Chair
3. Review and comment on minutes - Chair
 - a. November 19, 2015
 - b. December 15, 2015
4. Review of Portfolios Submitted for Utility Art Box Project and selection of artists for first phase
5. Update on projects and priorities:
 - a. Create description of each proposed project on roster and alignment of project with economic development goals.
6. Next regular meeting: February 18, 2016, 4:00 p.m.
7. Adjournment

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**Jack London Improvement District
Marketing and Economic Development Committee Minutes
November 19, 2015 – 4:00 p.m.
Jack London Headquarters – 333 Broadway**

Present: Paul Thyssen, Bill Stotler, Dave Fennell, Gary Knecht, Charlie Stroud

Staff: Savlan Hauser, Fiona Simms

Discussions held by MED Committee

<i>SUBJECT</i>	<i>DISCUSSION</i>
1. Call to order and introductions	The meeting was called to order at 4:00 p.m.
2. Public comment and announcements	Savlan noted that the Oakland minimum wage will be rising again in January in accordance with Measure FF.
3. Review and comment on the minutes of October 15, 2015	The minutes of October 15, 2015 were presented to the committee for review.
4. Presentation of Downtown Displays' concept for branding and signage in Jack London	Downtown Designs presented preliminary designs for a large, freeway adjacent sign that would promote Jack London as a destination.
5. Update on projects and priorities: a. Create description of each proposed project on roster and alignment of project with economic development goals. b. Retail strategy discussion: recap of ULI Retail Event, potential deliverables from Retail Strategy Consultant, and staff work to create neighborhood marketing collateral. c. Paint job finish at 333 Broadway	a. The committee reviewed a list of projects and added descriptions to each. They discussed which projects were most important for 2016 to inform the budget discussion at the next board meeting. b. This item was not discussed. c. Color accents to be added to Building week of 12/14/2015
6. Next regular meeting	December 17
7. Adjournment	The meeting adjourned at 5:08 p.m.

Minutes taken by: Fiona Simms



**Jack London Improvement District
Marketing and Economic Development Committee Meeting Minutes
December 15, 2015 – 3:30 p.m.
Jack London Headquarters – 333 Broadway**

Present: Paul Thyssen, Jennifer Koidal

Staff: Savlan Hauser, Fiona Simms

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>
1. Call to order and introductions	The meeting was called to order at 4:00 p.m.
2. Public comment and announcements	Savlan announced that the Oakland Minimum wage will again be increased in January according to Measure FF. Additionally, the City has once again instituted free holiday parking every Saturday from Thanksgiving to New Years.
3. Approval of the minutes of November 19, 2015	The minutes of November 19, 2015 were presented to the committee for review.
4. Update on projects and priorities	Savlan presented the committee with information about all JLID projects and programs and explained the process the board will undergo to select which projects and programs are funded. She asked that the committee members review the projects and select one or more to advocate for at the board meeting.
5. Next regular meeting	January 21, 2016
6. Adjournment	The meeting was adjourned at 4:50 p.m.

Minutes taken by: Fiona Simms