



**Jack London Improvement District
Marketing and Economic Development Committee Meeting Minutes
December 20, 2016 – 3:00 p.m.
Jack London Square Management Office– 472 Water Street**

Present: Paul Thyssen, Jennifer Koidal, Erin Coburn, Bill Stotler

Staff: Savlan Hauser, Courtney Rosiek

Attendees: Nick Cattaneo, Caitlin Rink

<i>SUBJECT</i>	<i>DISCUSSION</i>
1. Call to order and introductions	The meeting was called to order at 3:14 pm
2. Public comment and announcements	<p>Savlan introduced two new non-food businesses moving into the District. The first being a Toyota Design Studio, the other is an alternate energy company incubated out of UC Berkeley. These two companies will total +/- 50 new employees in the District.</p> <p>Bill welcomes new business Aima, a landscape architecture group that focuses on transitional cities/resiliency in design to the District.</p> <p>Erin requested an update on Nextdoor regarding the wellbeing of neighborhood restaurants. Other members of the committee mentioned community discussions pertaining to struggling food businesses in JL.</p>
3. Projects and Priorities 3:21 pm	<p>Retail Challenges: Savlan reported back on the progress from the City of Oakland Small Business Task Force, as well as their recommendations to City Council, which is still a working document. It was noted that during the course of time that the Small Business Task Force met, one of the members of the task force went out of business: further highlighting the timeliness of the issue.</p> <p>Erin recommended raising the visibility and connectivity of the Broadway corridor to support sales along the entire corridor.</p> <p>Paul agreed with Erin and suggested a venture with Jack London Square (CIM Group) to create a cohesive plan to connect Old Oakland down to the Square.</p> <p>Jenni cited the decreased foot traffic along Broadway as a direct correlation to the success of Uptown. Another factor to the decrease could be the influx of unsheltered residents within the District.</p> <p>Jenni then suggested creating quality events that could drive foot traffic.</p> <p>Caitlyn suggested having more First Friday events within the District, or</p>

	<p>promoting existing Frist Friday events already within the District. Jack London Improvement District hosted 3 First Friday Events in September, October, and November</p> <p>Jenni questioned the possibility of including Jack London District related news within the Square’s E-Newsletter. Nick to look into this suggestion, the Square’s marketing obligation is to focus on the tenants of the Square.</p> <p>Erin introduced the idea of a 3rd street corridor.</p> <p>Bill suggested branding and curating retail, such as West and East Jack London. He cited the lack of critical mass of retailers to support a business corridor along 3rd but retail could be curated in a way that attracts foot traffic.</p> <p>The conversation moved to an enhanced partnership with the Improvement District and the Square. The District wants to support the tenants in the Square, and invited committee members to elaborate on possible partnerships.</p> <p>Jenni thought a radio connection between Ambassador Staff and Security Staff at the Square could help bridge the gap between the supposed boundaries and allow for walking escorts to extend past 3rd Street from the Square’s perspective.</p> <p>Jenni proposed the use of A frames on Broadway to encourage visitors to explore off Broadway.</p> <p>Nick proposed quality events such as a quarterly National Night Out with various themes and businesses highlighted as the 2016 NNO was a success.</p> <p>Jenni commented that the Square will be launching the Jack’s Night Market as an event. She also stated that activation of the built out kitchen within the Square, as a pop-up kitchen venue would drive foot traffic.</p> <p>The Square is working on encouraging an office culture that spends time and money within the District.</p> <p>Savlán called for a synthesis of the discussion into possible 2017 projects, below are the discussed possible projects:</p> <ul style="list-style-type: none"> • Way-finding signage (City’s Uptown Pilot) brought to Jack London • Surveying visitors at Square Events to improve visitor attraction and retention-with assistance from retail consultant • Marketing collaboration, between the Jack London Improvement District and the Square with targeted audience of local employees, residents, and visitors. • Small Capitol Improvement Projects- A Frame Investments/Collateral
<p>4. Next regular meeting</p>	<p>January 19th 2017 at 4:00 pm</p>
<p>5. Adjournment</p>	<p>Meeting was adjourned at 4:32 pm</p>