

**Jack London Improvement Association Board of Directors Meeting  
Minutes of Monday, August 11, 2014 – 4:00 p.m.  
JLID Office – 333 Broadway**

**Present:** Bill Stotler, Sara May, Michael Carilli, Vivian Kahn, Barry Pilger, Paul Thyssen

**Absent:** Gary Knecht

**Staff:** Savlan Hauser/Executive Director, Fiona Simms/Marketing & Administrative Assistant, Carlos Paz-Rivera/Block by Block Operations Manager

**Guests:** David Fennell/Media Bay Ventures, CK Kuebel

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

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order and introductions</b>	The meeting was called to order at 4:04 p.m.	
<b>2. Public comment and announcements</b>	Carlos announced that the Ambassador team will soon be painting the green light poles and news racks in the district, in accordance with City of Oakland regulations. Bill announced that Gary Knecht has submitted his resignation to the board, effective August 12, 2014. In accordance with the Jack London Improvement District Bylaws, Article 5: Officers, Section 5, Bill appointed Barry Pilger the interim treasurer of the corporation. Barry accepted the appointment.	
<b>3. Approval of the minutes</b> <b>a. Board Meeting:</b> <b>July 14, 2014</b>	The minutes of July 14, 2014 were presented to the board for review.	<b>Sara moved and seconded the motion to approve the minutes of July 14, 2014. The motion was approved unanimously.</b>
<b>4. Executive Committee update</b> <b>a. Discussion of committee goals and priorities</b> <b>b. Update on hosting community gatherings, events, and temporary retail uses (pop-ups) at 333 Broadway</b> <b>c. Update on Discussion of policy/best practices for operations of JLID committees</b>	<b>a.</b> Bill outlined the need to determine how to grow committees and add members. He noted that no clarity is provided in the bylaws. Barry recommended looking to the City Council as a model for committee workings. Sara noted that committees are the most appropriate venue for public interaction and community input. It was decided that Barry will work with staff to develop a "Committee handbook". Barry noted that the bylaws should not be amended until the new protocols are tested. Savlan presented a draft of a spreadsheet outlining the goals of each committee. This document will serve to keep each committee and staff on track. Each committee will outline the necessary steps to reach each goal. Vivian recommended that staff add "make	

	<p>recommendations on committee composition and recruiting” as a goal for each committee and separate ongoing programs and finite projects tasks. Bill noted that in conjunction with this goals document, Savlan will prepare an Executive Director’s report that will be submitted to the board prior to each board meeting.</p> <p>b. Savlan is working with Sara to finalize the guidelines for retail uses at the JLID office. Our first potential retail vendor, Roast Co., supplies Lungomare, and Authentic Bagel. Once the guidelines are finalized, we will include this information on the website. Savlan noted that the Marketing and Economic Development committee has final say on all retail uses and each vendor must have an Oakland business license.</p>	
<p><b>5. Budget Task Force Update</b></p> <p><b>a. Approval of Proposed 2014 JLID Operating Budget</b></p> <p><b>b. Use Net Operating Revenue of \$35,000 (or more) to repay at least 50% of each Steering Committee loan</b></p>	<p>a. Sara gave an overview of the budget, and noted that the port assessment is tracked in a separate column. Bill noted that \$20,000 has to be refunded to the Port to compensate for the safety and maintenance services they provide in Jack London Square. He also explained that the Port approved the Port Share Plan at last the commission meeting, and noted that Port staff Pam and John both spoke on behalf of the districts and were very helpful throughout the process. There was discussion of the limitations on the Port’s assessment including regulations from the State Lands agreements and the Public Trust. It was pointed out that there is no budget category for Land Use, who will likely require funding to host community meetings and other functions. It was decided that once the committee has identified exactly what it requires funding for and how much it will need, a request can be submitted to the board.</p> <p>b. It was proposed that the Net Operating Revenue be used to partially repay the \$70,000 debt to the Steering Committee. Sara asked when it is appropriate to cut the check and it was decided that the first payment will not be made until the district has received and confirmed all assessment revenue.</p>	<p><b>Barry moved and Paul seconded the motion to approve the 2014 operating budget. The motion was approved unanimously.</b></p> <p><b>Sara moved and Paul seconded the motion to approve the allocation of the Net Operating Revenue to repay loans to the Steering Committee pending confirmation of receipt of assessment revenue. The motion was approved unanimously.</b></p>
<p><b>1. Land Use and Transportation Committee update – Vivian</b></p> <p><b>a. Update on meeting with Lynette- Savlan</b></p>	<p>Vivian noted that the committee is meeting to talk about what we see as our role in development in the area and as a forum for planning and development community discussions. There was discussion of the</p>	

<p><b>b. Update of 880 Underpass workshop and PAAC meeting- Savlan</b></p>	<p>Ellis Partners development in Jack London Square and the postponed decision by the City Council, Savlan gave an update on the meeting with Lynette. She reported that Lynette understood that we have a role as a community engagement venue. Savlan and Bill stated the desire to engage the community during the design process, to hold Ellis accountable to the commitments they have made, and to get a building the community wants. They reported that Lynette has already partnered with the JLDA to hold community meetings prior to the September City Council decision on the general plan amendment and the proposed changes in the development plan agreement. It was noted that there is confusion around roles of the JLID and the JLDA. Bill suggested that we consider hosting a series of workshops to educate the public on the development process.</p> <p>a. Savlan reported that she attended/hosted a walkthrough and a workshop which was also attended by members of the Public Art Commission and the artist of the unfinished work in the underpass. Savlan reported that she is coordinating with Casey Farmer, Tib Tussler, and Ain Bailey on steps to be taken should community choose a solution. She also noted that there is an ongoing online survey about the underpass, and a potential investment from a stakeholder.</p> <p>How the JLID can meaningfully contribute to the effort was discussed. Several ideas were contributed including hosting design competitions and financial contributions.</p>	
<p><b>2. Marketing and Economic Development Committee update - Paul</b></p> <p><b>a. Follow-up from Kickoff Celebration</b></p> <p><b>b. Publicity Strategy Board to authorize expenditure of up to \$25,000 for marketing initiatives including website redesign and graphic identity package</b></p>	<p>a. Paul reported that the event was a success and well received. It was attended by representatives from the fire and police departments, several city council members, and mayoral candidates. He estimated approximately 100-150 attendees, but noted that we only received 45 RSVPs. He also explained that staff will be reaching out to vendors to express our appreciation, and noted that board members should feel free to express their thanks in person. He also mentioned that this is a great</p>	<p><b>Paul moved and Barry seconds the motion to approve the allocation of up to \$25,000 for marketing initiatives including website redesign and graphic identity package development. The motion was approved</b></p>

<b>development</b>	<p>learning experience and staff requested that the board send us a message with any feedback they have.</p> <p>b. Paul explained that the committee will be discussing a publicity strategy at the next meeting. He reported that 254 have people signed up through website; 42 businesses signed up on Townsquared; and we have seventy-some likes on Facebook. Paul also mentioned the newscast on KTVU which reached 171 people on Facebook. A press release was distributed in July announcing our launch, but did not make a significant impact.</p> <p>c. Paul reported that staff is reviewing design firms for graphic identity and will be bringing two candidates to the committee. Barry noted that proposals should come to the board more details and preferably a proposed contract with a specific vendor. He also proposed a rule that requires any contract in excess of a certain amount must be approved by board.</p>	<b>unanimously.</b>
<b>Next regular meeting</b>	The next regular meeting is scheduled for September 8, 2014, but it was determined that the board will not meet quorum. It was decided that the meeting will be rescheduled for the end of September.	
<b>Adjournment</b>	The meeting adjourned at 5:27 p.m.	

Minutes taken by: Fiona Simms