

**Jack London Improvement District - Meeting of the Board of Directors Minutes
Monday, September 29, 2014 – 4:00 p.m. / JLID Office – 333 Broadway**

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

Absent: Michael Carilli

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

Guests: Ben Delaney/JLDA, John Betterton/Resident, Saied Karamooz/Resident, Dave Campbell/Bike East Bay

Discussions held and decisions made by the Board of Directors

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The meeting was called to order at 5:04 p.m.	
2. Public comment and announcements	<p>Dave Campbell of Bike East Bay gave a brief presentation on Measure BB and his organization’s support of Measure BB. He stated that the measure will extend the existing transportation sales tax of one half cent to 2042 and will increase the tax to a full cent. The measure will raise approximately \$7.8 billion over full life of the sales tax. BART and AC Transit will receive funding from this measure. The measure will also fund freeway improvements; projects improving walking and bicycle conditions; the repaving of streets in Oakland; paratransit and improved transit for seniors; the streamlining of port transit to help the movement of trucks in and out of port; the completion of the bay trail and the east bay green way from Fruitvale BART to Hayward BART. The measure also provides competitive funding for shuttle services throughout Alameda county including the Free Broadway Shuttle. He also noted that many projects that come out of the Downtown Circulation study will be eligible to be funded from measure BB.</p> <p>Bill stated that MTC has granted \$3.2 million for the design of a bridge that would connect Lake Merritt's bike and pedestrian paths to the Bay Trail path.</p> <p>Saied mentioned that the space given to the knickknack store near the waterfront hotel is reduced in rent and it a grocery pop-up could occupy that space.</p>	
3. Approval of the minutes a. Regular Board Meeting: September 8, 2014	The minutes of September 8, 2014 were presented to the board for review. Sara noted that in future when a budget or similar document is approved, it should be attached to the minutes.	Sara moved and Vivian seconded the motion to approve the minutes of September 8, 2014, contingent upon the attachment of the approved budget. The motion was approved

<p>4. Executive Committee update</p> <p>a. Discussion: Consideration and approval of staff recommendation for JLID Board of Directors Nomination and Election procedure</p> <p>b. Election of Treasurer, Barry Pilger</p> <p>c. Review of adopted Committee Statements</p>	<p>a. Bill stated that according to the bylaws the JLID can only add new directors to the board at the annual meeting in November. Bill moved and Barry seconded the motion to assign the executive committee to serve as the nominations task force which will vet all nominations received and make a recommendation to the board in November on which nominations should be approved. Vivian requested that examples of “demonstrated interest” be included in the nominations packet. John recommended that staff include specific language allowing an individual to nominate himself or herself. Bill also noted that Gary’s position can be filled at any time, and the board should consider whether they want to fill it in November, or wait until they find the best candidate. At the next meeting the board will also need to decide how many of the 15 total spots do they want to fill i.e. how big they want the board to be.</p> <p>There was discussion of skills and expertise needed on the board. Staff was directed to compile a list of desired skills from the minutes of a previous meeting, then circulate that list to the board and request feedback and additions.</p> <p>Sara clarified that all nominees will be disclosed to the board at the November meeting along with the Nominations Task Force’s recommendations. Ben Delaney agreed to publicize the nominations process through JLDA channels.</p> <p>b. Bill stated that at our last board meeting Barry was appointed interim Treasurer, and now needs to be approved as the permanent Treasurer.</p> <p>c. There was no discussion about the committee statements. Vivian recommended that they be included in the nominations packet.</p>	<p>unanimously.</p> <p>a. Bill moved and Barry seconded the motion to appoint the Executive Committee to serve as the Nominations Task Force and to direct staff to compile a list of needed skills and expertise and circulate that list to the board for edits. The motion was approved unanimously.</p> <p>b. Bill moves and Sara seconds the motion to approve Barry as Treasurer. The motion was approved unanimously.</p>
<p>5. Budget Update</p>	<p>Savlan explained that staff recently linked the bank accounts electronically to Quickbooks Online. Barry noted that the next report will be refined easier to read.</p> <p>Vivian asked if all the State of California properties are Caltrans and what our route to collection is. Staff noted that they are Caltrans properties and Gary had reached out to several other districts with Caltrans properties, including 1 district who has collected an assessment from Caltrans at one time. JLID will receive full delinquency report from city in October.</p> <p>Sara encouraged the board to spend money on its projects. She also asked staff is our insurance has been paid in full</p>	

	<p>because the line items have not been depleted. Fiona noted that she contacted the JLID insurance agent last week and confirmed that the insurance premium has been paid in full. Staff will research why the budget has not been used.</p> <p>Bill noted that each committee is expected is expected to present a 2015 proposed budget at the October meeting.</p>	
<p>6. Land Use and Transportation Committee update</p> <p>a. Decision to be fiscal sponsor of crowd-sourced fundraising campaign for Train Safe and Quiet Zone study</p>	<p>a. Vivian stated that the Land Use and Transportation Committee met on Thursday last week and there was consensus to recommend that JLID serve as the fiscal agent to complete and update the feasibility study for the Train Safe & Quiet zone. The consultant will be engaged by the district and paid with funds that will be crowd-sourced through Indiegogo and sponsored by JLID. The work will be performed under a Train Safe and Quiet Zone Study Task Force, which will report to the Land Use and Transportation Committee. The Task Force will be led by Saied. The funds are not assessment monies; so there are no requirements for an RFP. Wilbur Smith, the same consultant that performed the previous study, will be engaged to expand and update it. Sara noted that the district will not engage in a contract until all the money is raised. Saied noted that once we have full proposal from Wilbur Smith, the collection will be capped at 4 to 6 weeks. Barry recommended that a request must be made in writing to the treasurer who would direct staff to disburse funds to the consultant. He also recommended that the recommendation be amended to name Saied as chair of the Task Force.</p> <p>Vivian stated that the Land Use committee will begin a series of informational meetings for the community about development and development issues affecting the community. The first meeting will be held on November 12th. These meetings will provide an introduction and context for development issues and engage the community. Vivian recommended that part of first meeting should be what planning guidelines are currently in place and how planning decisions are being made. Savlan outlined the following 5 areas of discussion and noted that they will be posted on the website with a space for people to post questions prior to the meeting.</p> <ul style="list-style-type: none"> -Industry and cities -Future -History -Resiliency -Retail <p>She also noted that this is a joint effort between the Land Use Committee and the Marketing Committee.</p>	<p>a. Barry moved and Vivian seconded the motion to approve the staff recommendation contingent upon the stated edits. The motion was approved unanimously.</p>
<p>7. Marketing and Economic Development Committee</p>	<p>Paul reported that since the last board meeting, the committee has contracted with Barretto-Co. to develop our</p>	

<p>Update a. Update on Branding/Identity Package</p>	<p>branding and design the website. He noted that it was a good kickoff meeting, and all left with action items to work on.</p> <p>Sara asked about a timeline for completion. Savlan stated that Steve Barretto has set a 6 week timeline but it is dependent on our response time to each action item and does not include the development of the website.</p> <p>Paul also reported that the committee met to prioritize projects and outline budgets for each in preparation for presenting a draft budget in October.</p>	
<p>8. Maintenance and Beautification Committee update</p>	<p>The committee will perform a district walkthrough on the 3rd Wednesday of October. Sara discussed the Master Encroachment Permit which will encompass a range of projects including to work on the medians and improved trash/recycling receptacles.</p> <p>Sara also reported that the committee is working on communicating with negligent property owners and tracking for opportunities for public art. Bill introduced the time-sensitive idea of holiday street lighting. Vivian recommended that the district develop guidelines or a process that governs the use and installation of street lighting and furniture in the public right of way. The board recommended the project list be shared with the Land Use committee.</p> <p>Dave mentioned that there have been car break-ins on 3rd Street and that he has seen kids spray painting cars. He noted that the police chief offered to look at the neighboring building for cameras, and expressed an interest in getting the community involved in crime prevention. Sara is to reinstate the Neighborhood Crime Prevention Council for the district.</p> <p>There was discussion of Block by Block's Ambassador hours and their response to crime. It was reported that the schedule is adjusted to respond to these issues and statistics are being kept. Sara noted that the committee is considering investing in Block by Block's multi-platform technology called the SMART system that helps Ambassadors track incidents on the spot using iPod Touch devices. Block by Block is working on a new layer of the software that will allow geotagging.</p>	
<p>9. Next regular meeting</p>	<p>Monday, October 13, 2014 – 4:00 p.m.</p>	
<p>10. Adjournment</p>	<p>The meeting adjourned at 5:17 p.m.</p>	

Minutes taken by: Fiona Simms