

Jack London Improvement District - Meeting of the Board of Directors
Monday, December 8, 2014 – 4:00 p.m.
JLID Office – 333 Broadway
Agenda

1. Call to order and introductions- Bill
2. Public comment and announcements- Bill
 - a. Reaffirmation of the election of new directors: JLID: Sam Nassif, Meredith Melville, Peter Gertler, and Tom Mierzwinski
3. Approval of minutes- Sara
 - a. Board Meeting: November 17, 2014 (Attached) ***Action Item***
4. Financial Report - Savlan and Barry
 - a. Review of Budget vs Actual, December, 2014
5. Discussion of 2015 Board meeting schedule
 - a. Approval of 2015 Board meeting schedule ***Action Item***
6. Executive Committee update-Bill
 - a. Review of 2015 programs and projects- Attached
7. Maintenance and Beautification Committee update - Sara
8. Land Use and Transportation Committee update- Vivian
9. Marketing and Economic Development Committee update - Paul
10. Next regular meeting: TBD
11. Adjournment

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District at 333 Broadway, Oakland, CA 94607 or through jlid.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at info@jlid.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412

Jack London Improvement District - Meeting of the Board of Directors
Minutes of Monday, November 17, 2014 – 4:00 p.m.
JLID Office – 333 Broadway
Agenda

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

Absent: Sara May, Michael Carilli

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

Guests: Saied Karamooz/Resident, Linda Myer/Jack London Square, Jenny Koidal/Jack London Square

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The meeting was called to order at 4:02 p.m.	
2. Public comment and announcements	Bill thanked staff, Vivian and Paul for their work on the first Panel Talk which was a great success.	
3. Approval of the minutes a. Regular Board Meeting: October 13, 2014	The minutes of October 13, 2014 were presented to the board for review.	Vivian moved and Barry seconded the motion to approve the minutes of October 13, 2014. The motion was approved unanimously.
Point of Order	Barry noted that proxy voting is not mentioned in the bylaws, but that the bylaws require that meetings are held according to Robert's Rules of Order which do not preclude the use of proxy voting but do outline the occasions under which proxy voting is appropriate. The Executive Committee has reviewed both the bylaws and Robert's Rules of Order and determined that it is appropriate for the board's purposes, provided that the proxy is assigned in writing, and is vested in the hands of the person who is acting as proxy. Vivian clarified that the assignment of proxy voting is for all actions taken at a meeting and not a specific action.	Barry moved and Vivian seconded the motion to approve the use of proxy voting provided that the proxy is assigned in writing, is vested in the hands of the person who is acting as proxy, and applies to all votes cast at a meeting.
4. Financial Report - Savlan and Barry a. Consideration of closure of Summit money market bank account and transfer of funds to Torrey Pines money market bank account b. Consideration of formation loans to be paid in full in 2014. Date of check to be	Savlan presented the financial report and noted that staff is focusing on developing the 2015 budget and working with the committees to finalize 2015 project priorities in a master document. Bill noted that the Executive committee has set a goal to gather project lists from the committees and provide guidance to staff on prioritization of projects keeping in mind a global view of the organization and not just a single committee. Vivian asked when the district will receive revenue increases from the rising value of district properties. Savlan noted that the district assessment is not tied to	a. Barry moved and Vivian seconds the motion authorizing the officers of the board to close the Summit account, open a new money market account with the same interest rate at Torrey Pines, and proceed with the transfer of the funds. The motion was approved unanimously.

<p>determined by Treasurer.</p>	<p>property value but the physical properties of the building and land. Barry outlined the process by which the districts will receive increased assessments from new or modified buildings.</p> <p>Barry explained that when his predecessor opened the bank accounts for the district he chose to open 2 types of accounts with two banks, a money market account with Summit bank and a checking account with Torrey Pines.</p> <p>Savlan explained that the 2014 budget set aside approximately \$35,000 to repay half of the formation loans, but looking at the projected underspend there are enough funds to repay the formation loans in full. Barry also noted that the remaining Steering Committee funds will be transferred to the JLID and used for the repayment of the formation loans.</p>	<p>b. Barry moved and Vivian seconded the motion that the board repay the formation loans in full in the current fiscal year, and that the discretion as to when the check is written be vested in the treasurer. The motion was approved unanimously.</p>
<p>5. Board Elections</p> <p>a. Recommendation of slate of candidates from Nominations Task Force (attached)</p> <p>b. Vote by ballot and election of directors</p>	<p>Bill reviewed the elections process that was agreed upon at previous board meetings. He noted that there was a motion to grow the board to 11 seats which would leave five open for the election, but the Nominations Task Force chose to only nominate four candidates so as not to grow too quickly. The nominations were heavily based on how the candidates' experience applies to the various committees.</p> <ul style="list-style-type: none"> a. Bill reviewed the qualifications of recommended slate of candidates which included Peter Gertler, Tommy Mierzwinski, Sam Nassif, and Meredith Melville and noted what committees the Nominations Committee asked each to sit on. b. Ballots were distributed and filled out anonymously. Savlan read the results aloud. 5 board members voted in favor of electing the recommended slate of candidates. There were no votes against electing the recommended slate of candidates. <p>Bill explained that there is still one seat available on the board, and the Nominations Task Force is recommending that the board amend the bylaws to allow the election of new board members more than once per year. Bill also noted that the Nominations Task Force will continue to outreach to those applicants who are not elected to the board to encourage their participation and potentially reapplication for board membership. Lastly, Bill explained that because of an error in posting the agenda, the election results will be ratified at the next board meeting, at which time the new board members will begin their term.</p>	<p>A vote was taken by ballot. The board voted unanimously to elect the recommended slate of candidates.</p>
<p>6. Executive Committee</p>	<p>No update was given.</p>	

<p>7. Land Use and Transportation Committee update</p>	<p>Vivian reported that the committee has been focused on the initial panel talk and are now working on the second in the series which will focus on Jack London history. She mentioned some ideas for panelists and a moderator.</p> <p>Bill recommended the creation of a joint task force between the Land Use and Marketing committees because of overlap in content and outreach for this project.</p>	
<p>8. Marketing and Economic Development Committee update</p> <p>a. Presentation of Graphic Identity Package</p> <p>b. Consideration of funding contribution for Broadway Free Shuttle</p>	<p>a. Paul presented the brand identity package and the new Jack London logo. Savlan noted the connection between our colors and the colors of Jack London Square and Visit Oakland. Paul and Bill noted that there is no mention of “JLID” in the branding because the focus is on branding the area and its amenities, not the work of the district. Savlan reported that the committee has taken out advertisements in the Visit Oakland Guide and the East Bay Express Holiday Guide, and Paul outlined the various applications of the brand.</p> <p>b. Savlan explained that the City of Oakland has submitted a request for funding of the Free Broadway Shuttle. She noted that they are looking into expanding the shuttle service from 7 to 10 p.m. on weeknights, but can’t guarantee the extension with our funding. She also noted that the organization will be entitled to advertising space on the shuttle with funding. Paul reported that the committee does have the money available to fully fund the request. The board agreed that the potential increase in shuttle service is warranted given the increase in late night and weekend activity.</p>	<p>Paul moved Barry seconded the motion to approve the allocation of \$20,000 from the current years Marketing and Economic Development budget to fund the Free Broadway Shuttle. The motion was approved unanimously.</p>
<p>9. Maintenance and Beautification Committee update</p>	<p>Savlan reported that staff is working with Block by Block to configure next year’s schedule and adjustments in coverage to accommodate the decreased budget for service next year. Bill mentioned that the Marketing and Maintenance committees are working together to try and fill the budget shortfall so staff levels are not affected. She also noted that staff has chosen to give the Ambassador team Thanksgiving, Christmas Eve, and Christmas off of work.</p>	
<p>10. Next regular meeting</p>	<p>Monday, December 8, 2014 – 4:00 p.m.</p>	
<p>11. Adjournment</p>	<p>The meeting adjourned at 5:09 p.m.</p>	

Minutes taken by: Fiona Simms

Jack London Improvement District

Budget vs. Actuals: JLID Operating Budget - FY14 P&L Customers

January - November, 2014

	Total		
	Actual	Budget	Remaining
Revenue			
4000 Assessment Income			
4100 Port of Oakland Assessment	108,644.84	108,645.00	0.16
4200 State of California Assessments		26,322.00	26,322.00
4210 Tax Exempt Property Owner Assessment	39,313.27	53,146.00	13,832.73
4220 Private Property Owners Assessment	584,905.97	579,313.00	-5,592.97
Total 4000 Assessment Income	\$ 732,864.08	\$ 767,426.00	\$ 34,561.92
4500 Other Operating Income			
4510 Program Income	500.00		-500.00
Total 4500 Other Operating Income	\$ 500.00	\$ 0.00	-\$ 500.00
Total Revenue	\$ 733,364.08	\$ 767,426.00	\$ 34,061.92
Gross Profit	\$ 733,364.08	\$ 767,426.00	\$ 34,061.92
Expenditures			
7000 MBSSI Maintenance, Beautification, Safety & Streetscape			
7100 Ambassador Services	328,478.31	379,601.00	51,122.69
7200 Services on Tidelands Trust Lands		20,000.00	20,000.00
7300 Public Right of Way (PROW)		1,057.00	1,057.00
7400 PROW Maintenance	5,140.27	12,000.00	6,859.73
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$ 333,618.58	\$ 412,658.00	\$ 79,039.42
7700 MED Marketing & Economic Development			
7710 Marketing Coordination (0.25 FTE)	18,073.27	19,502.00	1,428.73
7720 Marketing Assistance (MAA 0.15 FTE)	6,702.65	5,688.00	-1,014.65
7750 Marketing / Branding / Public Relations	22,485.51	50,000.00	27,514.49
7800 Special Projects	21,564.99	50,000.00	28,435.01
Total 7700 MED Marketing & Economic Development	\$ 68,826.42	\$ 125,190.00	\$ 56,363.58
8000 AGCR Administration & Government/Community Relations			
8010 District Management (1.250 FTE)	46,080.91	45,005.00	-1,075.91
8020 District Management Assisance (MMA 0.35 FTE)	12,447.83	13,273.00	825.17
8050 Training & Professional Development	2,766.80	4,000.00	1,233.20
8080 Annual Stakeholder Meeting	1,877.79	4,500.00	2,622.21
8110 Accounting & Taxes	1,029.82	3,000.00	1,970.18
8130 Computer Service & Support	217.97	2,000.00	1,782.03
8150 Consulting & Legal Expenses		5,000.00	5,000.00
8200 Fees & Permits	246.65	250.00	3.35
8300 Formation Loan Repayment		0.00	0.00
8410 Insurance (D&O)		605.00	605.00
8420 Insurance (General Liability & Auto)	150.00	3,265.00	3,115.00
8430 Membership Fees		1,000.00	1,000.00
8450 Miscellaneous	20.00	500.00	480.00
8510 Office rent	13,500.00	13,500.00	0.00
8520 Office Improvements	8,232.98	16,500.00	8,267.02
8530 Office Furniture & Equipment	1,051.39	5,000.00	3,948.61
8540 Postage, Shipping, Delivery	51.52	1,000.00	948.48
8550 Printing & Copying	1,139.11	2,000.00	860.89
8560 Supplies	957.75	2,000.00	1,042.25
8570 Telephone & Telecommunications	1,227.94	1,500.00	272.06
8580 Utilities	1,308.70	2,250.00	941.30
8590 Utilities & Rent (offsite expenses)	1,186.17	5,300.00	4,113.83
Total 8000 AGCR Administration & Government/Community Relations	\$ 93,493.33	\$ 131,448.00	\$ 37,954.67
8600 Collection Fees & Contingency			
8610 Collection Fees		16,450.00	16,450.00
8630 Alameda County fees (1.7%)	9,884.44		-9,884.44
8640 City of Oakland fees (1% except Port)	7,229.80		-7,229.80
Total 8610 Collection Fees	\$ 17,114.24	\$ 16,450.00	-\$ 664.24
8680 Contingency allowance for uncollected assessments		44,944.00	44,944.00
Total 8600 Collection Fees & Contingency	\$ 17,114.24	\$ 61,394.00	\$ 44,279.76
Total Expenditures	\$ 513,052.57	\$ 730,690.00	\$ 217,637.43
Net Operating Revenue	\$ 220,311.51	\$ 36,736.00	-\$ 183,575.51
Other Revenue			
9100 Bank Interest	578.09		-578.09
Total Other Revenue	\$ 578.09	\$ 0.00	-\$ 578.09
Net Other Revenue	\$ 578.09	\$ 0.00	-\$ 578.09
Net Revenue	\$ 220,889.60	\$ 36,736.00	-\$ 184,153.60

JLID Budget Summary By Category- December 2014

Jack London Improvement District YTD Cash Available Summary November 2014

Cash Available	Actual	Annual Budget	Variance	Notes
Assessment Income	\$732,864.08	\$767,426.00	-\$34,561.92	
Less Contingency	\$0.00	\$44,944.00	\$44,944.00	
Less Collection Fees	\$17,114.24	\$16,450.00	-\$664.24	
Other Income	\$1,078.09	\$0.00	\$1,078.09	Bank interest and donations
Total Cash Available	\$716,827.93	\$706,032.00	\$10,795.93	
Expenses	Actual	Annual Budget	Remaining	Notes
Maintenance and Beautification	\$333,618.58	\$412,658.00	\$79,039.42	
Marketing and Economic Development	\$68,826.42	\$125,190.00	\$56,363.58	
Administration and Gov't/Community	\$93,493.33	\$131,448.00	\$37,954.67	
Total Expenses	\$495,938.33	\$669,296.00	\$173,357.67	
Cash Remaining	\$220,889.60	\$36,736.00		\$70,000 to be used for formation loans repayments

Maintenance and Beautification

Notes

Total Remaining	\$79,039.42	
Anticipated Expenses		
Remaining Ambassador Services	\$51,123.17	
Services on Tideland Trust	\$20,000.00	
Waste Management	\$1,402.08	
Special Ambassador Services		
Utility Box Art Wraps	\$6,000.00	
Ambassador SMART System	\$800.00	
Generator and Tools	\$3,200.00	
Total Projects	\$82,525.25	
Projected 2014 Underspend	-\$3,485.83	

Marketing and Economic Development

Notes

Total Remaining	\$95,979.89	
Projects		
Special Ambassador Services		
Utility Box Art Wraps	\$8,400.00	
Holiday Lighting	\$10,000.00	
Website Development	\$15,000.00	
Social Media	\$1,500.00	
Holiday Party	\$1,500.00	
2 Signs for Office Exterior	\$10,000.00	
Art Curator	\$10,000.00	
Kiva Zip Loans	\$1,500.00	
Total Projects	\$57,900.00	
Projected 2014 Underspend	\$38,079.89	

Administration & Government/Community

Notes

Total Remaining	\$131,448.00	
Projects		
Accounting & Taxes	\$200.00	Financial review and preparation for fiscal year end
Office Rent	\$2,250.00	
Office Improvements	\$2,000.00	Plumbing, bar demo, and painting (logo)
Office Computer Station	\$1,000.00	
Printing and Copying	\$100.00	Estimate
Telephone and Telecommunication	\$100.00	Office phone and internet, staff cell phones
Utilities	\$545.78	
Quickbooks	\$20.00	
Formation Loan Repayment	\$70,000.00	
Total Projects		
Projected 2014 Underspend		



2014 - 2015
Review of Projects and Goals

Overview- Jack London Projects and Priorities

	Land Use & Transportation	Marketing & Economic Development	Maintenance & Beautification	Executive Committee	Staff
1	Monitor current and prospective development projects in district	Brand and Graphic Identity	Determine and ensure delivery of baseline city services	Establish plan for Board composition and new Member recruiting	Implement all programs, projects of the JLID
2	Design Review feedback for Jack London Square residential developments	Website Redux	Monitor Property Neglegence	Establish "job description" for members of Board of Directors	Establish District Procedures
3	Design Guidelines for PROW elements	Coordinate Building Art Program (Joint MED + MAB Project)	Coordinate Building Art Program (Joint MED + MAB Project)	Establish volunteer outreach plan	Open a new District Office
4	Master Encroachment Permit	Support Business Community	880 Underpass Improvement	Oversee revision of bylaws	Apply district identity in all communications and interactions
5	Forums on economic and land development (Joint MED + LUT project)	Forums on economic and land development issues (Joint MED + LUT project)	Map and Monitor District Security Cameras	Quarterly Review of staff and Progress towards Goals	Complete community needs assesment to inform priorities of committees and staff
6	Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)	Establishment of Neighborhood Crime Prevention Council	Oversee development of Strategic Plan	Develop a Strategic Plan
7		Publicize project milestones through special events and press	Removal of nonfunctional, hazardous street fixtures		Operate Board, Committee meetings on regular schedule & work towards long term goals
8		Sponsorship/Funding	Train Quiet & Safe Zone		Be public face of Jack London Improvement District
9		Coordinate Utility Box Art Program (Joint MED + MAB Project)	Coordinate Utility Box Art Program (Joint MED + MAB Project)		
10			Monitor data collection through ambassadors		

Land Use and Transportation

Land Use and Transportation Committee- 4th Thursday @4:00 PM

"The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London."

Project	Lead	Tasks/Status	Budget	Deadline
1 Monitor current and prospective development projects in district				
	Vivian/Savlan	a Form statement for Ellis Partners		1-Jul
		b Monthly report on open application within district		in progress
2 Design Review feedback for Jack London Square residential developments				
	Vivian/Savlan	a Establish format with Ellis Partners, City of Oakland		1-Dec
		b Oversee community steering committee		1-Feb
		c Coordinate with city staff		1-Feb
3 Design Guidelines for PROW elements				
	Vivian/Michael	a Gather city design guidelines for PROW elements		1-Feb
		b Outreach to Property owners		1-Feb
4 Master Encroachment Permit				
	Savlan/Vivian	a Plot streetscape improvements to be included in PROW		1-Dec
		b develop estimate for implementation of PROW installations	5,000	1-Dec
		c Coordinate with city staff		in progress
		d Installation of Banners, Big Belly trash compactors, Cycle Aid stations, Bicycle parking		1-Mar
5 Forums on economic and land development (Joint MED + LUT project)				
	Savlan/Vivian	a Define topics of interest	\$1,500/event	Bimonthly
	Savlan/Paul	b Outreach to panelists		in progress
		c Generate content with community input, experts, and panelists		in progress
		d Publicize, market, outreach		in progress
		e Document (audio and video) and archive (upload on Website)		in progress
6 Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)				
	Savlan/Vivian	a Send correspondence to all commercial property owners informing them of service and inviting participation	1,000	1-Dec
		Create web portal to be monitored by staff, property owners and seekers to populate their		
	Derrick (Web)	b own listing	2,000	Feb-15
		Create focused email list and host bimonthly meeting program with brokers, owners,		
		c prospective tenants		in progress

Marketing and Economic Development

Marketing and Economic Development Committee-3rd Thursday @5:00 PM

“Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.”

Project	Lead	Tasks/Status	Budget	Deadline
1 Brand and Graphic Identity				
		a Review proposals and select Graphic designer		Completed 07/14
		b Create graphic identity for all visual material	\$5,500.00	11/14
		c Signage for 333 Broadway (awning and corner post - marquee?)	\$10,000.00	01/15
2 Website Redux				
		a Review proposals of web developers, select contractor for web development	\$14,000.00	01/15
		b Create information architecture		01/15
		c Create/curate content		Ongoing
3 Coordinate Building Art Program (Joint MED + MAB Project)			\$10,000.00	
	Savlan, Paul, Sara, SPARK Apprentice, Curator consultant	a Identification of potential sites, outreach, and promotion in coordination with Health through Art, SPARK Apprenticeship, Crabtree Murals		in progress
		b develop and approve curator/jury plan and concept		01/15
		c Develop sponsorship plan		in progress
		d Identify sites with visibility from Freeway/ BART		01/15
		e Recruit and evaluate prospective artists for inclusion in art program		
4 Support Business Community			\$8,400.00	
	Savlan, David,	a Create welcome guide/direction for resources for new businesses		03/15
		b Coordinate with		
		c Advocate for high-speed internet		
		d		
5 Forums on economic and land development issues (Joint MED + LUT project)				
	Savlan, Paul	a Define topics of interest	\$1,500/ea	Bimonthly
	Vivian	b Outreach to panelists		in progress
		c Generate content with community input, experts, and panelists		in progress
		d Publicize, market, outreach		in progress
		e Document (audio and video) and archive (upload on Website and publicize)		in progress

Marketing and Economic Development

7 Inventory of opportunity sites, buildings, prospective tenants (Joint MED + LUT project)			
	Send correspondence to all commercial property owners informing them of service and		
a	inviting participation	\$2,000	41974
	Create web portal to be monitored by staff, property owners and seekers to populate their		
b	own listing		42036
	Create focused email list and host bimonthly meeting program with brokers, owners,		
c	prospective tenants		in progress
8 Publicize project milestones through special events and press			
a	Kickoff Celebration/ Steering Committee Recognition	\$5,000.00	Completed 08/14
b	KTVU Press of initiation of operations		08/14
c	Cultivate relationships with members of the press, City marketing department		In Progress
9 Sponsorship/Funding			
a	Free B shuttle	\$20,000.00	Completed 11/14
b	KIVA Zip business sponsorship	\$2,000.00	In Progress
c	Event/ Forums/ Mixers/ Workshops	\$8,000.00	In Progress
d	Fundraising		In Progress
10 Coordinate Utility Box Art Program (Joint MED + MAB Project)			
		\$2,000-	
a	Map high-impact Utility Boxes as art opportunities	\$3,500/box	Completed 10/14
b	Recruit and evaluate prospective artists for inclusion in art program		In Progress
c	Select artists for identified utility boxes		02/14



Maintenance and Beautification

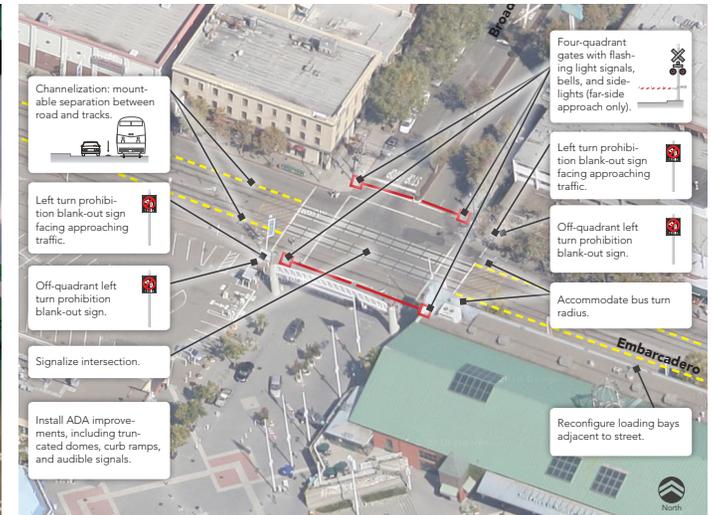
Maintenance and Beautification Committee - 3rd Wednesday @4:00PM

"This committee coordinates JLID contract services and actively engages District stakeholders with a goal of creating safe, clean, beautiful streets sidewalks and public spaces."

Project	Lead	Tasks/Status	Budget	Deadline
1 Determine and ensure delivery of baseline city services				
		a Identify baseline services (baseline services agreement from City)		completed 08/14
		b Track level of services currently being provided for comparison to baseline		in process
		c Identify deficiencies and request increase in service or revised baseline agreement		in process
2 Monitor Property Neglegence				
	Savlan	a Create inventory/map of blighted properties and neglegent property owners		in process
		b Organize clean up day to rally neighbors of blighted properties		Q1 2015
		c File reports with the City for gross violators, Report to Public Works via SeeClickFix		in process
3 Coordinate Building Art Program (Joint MED + MAB Project)				
	Savlan	a Identification of potential sites, outreach, and promotion		In process
		b Secure funding sources, curator/jury plan and concept		Jan-15
		c Develop maintenance plan for building art		Jan-15
		d Post mural application for property owners and artists on website		Feb-15
4 880 Underpass Improvement				
	Savlan	a Ongoing workshops with stakeholders and coordination with City Administrator's office		Bimonthly
		b Ongoing outreach to businesses to contribute to underpass solutions		In process
		c Apply for ULI Technical Assistance Grant for Underpass improvements		Completed 11/14
5 Map and Monitor District Security Cameras				
		a Board to send in list of cameras on their buildings and other known camera sites		in process
		b Ambassadors to do walking audit of visisble cameras and camera/survellience signs		Jan-15
		c Identify owners/managers of all cameras		Jan-15
		d Post recommended camera specs on website		Jan-15
6 Establishment of Neighborhood Crime Prevention Council				
		a Gauge community interest through systematic HOA meetings		in process
		b Identify and meet with appropriate OPD neighborhood officer		in process
		c Host proactive meetings		Feb-15

Maintenance and Beautification

7 Removal of nonfunctional, hazardous street fixtures			
	a	Coordinate with Bay area news group and Chronicle	In process
	b	Remove remainder of stands	In process
8 Train Quiet & Safe Zone			
Saied Karamooz Staff	a	Coordinate quiet zone study 2014 update with consultant engineer	Feb-15
	b	Serve as fiduciary for funds raised via crowdsourced funding	In process
	c	Publicize findings to relevant agencies	upon study completion
	d	Develop a plan for implementation	completion
9 Coordinate Utility Box Art Program (Joint MED + MAB Project)			
Savlan	a	Map high-impact Utility Boxes as art opportunities	\$6,000.00 Completed 10/14
Streets Alive Committee	b	Recruit and evaluate prospective artists for inclusion in art program	In Progress
	c	Select artists for identified utility boxes	In Progress



Executive Committee

Project	Lead	Tasks/Status	Budget	Deadline
1	Establish plan for Board composition and new Member recruiting			
	Staff, Exec Committee	Establish outreach plan for new committee members. Stakeholders and prospective directors will demonstrate interest by participation at the committee level as primary path to Board		
		a Membership		Completed 11/14
		b Maintain outreach to potential task force members, committee attendees, and board members		in progress
2	Establish "job description" for members of Board of Directors			
	Exec Committee	a		To be Completed 02/15
3	Establish volunteer outreach plan			
	Exec Committee	a		To be Completed 01/15
4	Oversee revision of bylaws			
	Staff, Barry	a Summarize of proposed revisions/areas in need of clarification		To be Completed 01/15
		b Seek legal counsel when revisions are been drafted as necessary		In progress
5	Quarterly Review of staff and Progress towards Goals			
	Exec Committee			Quarterly
6	Oversee development of Strategic Plan			
	Exec Committee	a Staff to develop in coordination with Executive Committee and present to Board for adoption	-	To be Completed 01/15
		b Hold facilitated meetings that help align our committee priorities with our overall district strategic mission	-	In Progress
		c Create district mission, vision, and value statements	-	Completed 07/15
		d Through the facilitated meeting forum, identify the districts largest building, zoning, crime, blight and marketing issues and create a timeline for addressing them	-	In Progress



Staff- OVM

Staff- Monday through Friday, 9-5pm

Highlighted tasks are in addition to those proposed in OVM's "Rollout" document submitted at initiation of contract.

Project	Lead	Tasks/Status	Budget	Deadline
1 Implement all programs, projects of the JLID				
	Savlan & Fiona	a Coordinate with Board, Stakeholders, and local agencies to implement all goals of the organization.		In Progress
2 Establish District Procedures				
	Savlan & Fiona	a Create a committee structure and begin regular meetings	-	Initiated 07/14
		b Finalize our first annual budget	-	Completed 08/14
		c Commence first board election	-	Completed 11/14
		d Develop committee statements to establish scope of work for each committee	-	Completed 09/14
3 Open a new District Office				
	Savlan & Fiona	a Identify a location in the district and sign a lease	-	Initiated 05/14
		b Open an office and equip the space with the necessary tools and technology	-	In Progress
		c Establish regular staff hours, providing stakeholders with a reliable point of contact		Initiated 05/14
		d Establish program for incubating/hosting popup retail, negotiate with landlord for subletting and recruit 3 potential businesses.	-	Initiated 10/14
4 Apply district identity in all communications and interactions				
	Savlan & Paul	a Oversee graphic identity development with branding consultants	-	Completed 10/14
		b Implement application of graphic identity on Headquarters, Ambassadors' uniforms, public spaces, website, publications and communications	-	In Progress
5 Complete community needs assesment to inform priorities of committees and staff				
	Savlan	a Our stakeholder engagement will become a valuable tool for how our team prioritizes their projects	-	In Progress
		b Utilizing the "Townsquared.org" platform we will work on issues that affect business community	-	In Progress
		c Evaluation of other technologies and platforms to connect and support business community-- Localwise, Kiva Zip,	-	In Progress
		d Tap into Nextdoor, facebook, twitter and other social media platforms to stay informed of and respond to stakeholder needs	-	In Progress
6 Develop a Strategic Plan				
	Savlan	a Staff to develop in coordination with Executive Committee and present to Board for adoption	-	To be Completed 01/15
		b Hold facilitated meetings that help align our committee priorities with our overall district strategic mission	-	In Progress

Staff- Savlan Hauser, Fiona Simms; OVM

	c	Create district mission, vision, and value statements	-	Completed 07/15
		Through the facilitated meeting forum, identify the districts largest building, zoning, crime,		In Progress (This
	d	blight and marketing issues and create a timeline for addressing them	-	Document)
7 Operate Board, Committee meetings on regular schedule & work towards long term goals				
Savlan, Fiona	a	Operate all JLID actions, Board and Committee Meetings according to Strategic Plan	-	In Progress
8 Be public face of Jack London Improvement District				
Savlan & Carlos	a	Presence at local events relevant to JLID interests, networking and trade opportunities, such as events hosted by, Chamber of Commerce, City, Visit Oakland, Urban Land Institute, Jobs and Housing, SPUR, etc		In Progress
	b	Host monthly public safety meetings w district security and problem solving officer		
Savlan & Carlos	c	Present JLID services at HOA meetings to increase exposure of JLID to stakeholders and begin to develop crime prevention group		In Progress

