

Jack London Improvement District - Meeting of the Board of Directors Minutes
Monday, October 13, 2014 – 4:00 p.m.
JLID Office – 333 Broadway

Present: Bill Stotler, Sara May, Vivian Kahn, Barry Pilger (by phone)

Absent: Michael Carilli, Paul Thyssen

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

Guests: Dave Fennell/Media Bay Ventures, John Betterton/resident, Saied Karamooz/resident

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 4:44 p.m.	
2. Public comment and announcements	No public comments or announcements were made	
3. Approval of the minutes a. Regular Board Meeting: September 29, 2014	The minutes of September 29, 2014 were presented to the board for review.	Sara moved and Bill seconded the motion to approve the minutes of September 29, 2014. The motion was approved unanimously.
4. Financial Report a. Review and approval of proposed 2015 Operating Budget	Savlan presented the proposed 2015 operating budget and noted that a board approved budget is required for our annual report. This budget only includes allocations for the major budget categories as outlined in the Management Plan and that the committees will have proposed line item budgets at the November meeting. Bill noted that the Maintenance and Beautification committee and the Marketing and Economic Development committee should meet and discuss the decreased funding for Ambassador services in 2015.	Vivian moved and Sara seconded the motion to approve proposed 2015 operating budget for inclusion in annual report to the City of Oakland. The motion was approved unanimously.
5. Review of Annual Report to the City of Oakland	Savlan presented the draft 2014 Annual Report to the City of Oakland. The board had no comments.	
6. Executive Committee Update a. Review of revised nominations process b. Determine number of new board positions to be filled in 2014 and approach for filling vacant board position c. Consideration of endorsement for	a. Bill noted that the process has been changed from a nominations based process to an application and recommendation based process. The Nominations Task Force will review all applicants and nominate the recommended candidates to the board at the November meeting. All applicants will be presented for the board's consideration. John suggested that the JLID remove the possibility that one person might recommend another and complete the form on behalf of that person. He also noted that the form does not request very much information. Bill responded that the Nominations Task Force will follow up with all applications to gather additional information. Bill suggested that we require a signature on the form. Vivian recommended that the	b. Bill moved and Barry seconded the motion to grown the board up to 11 members in the 2014 elections. The motion was approved the unanimously. c. Bill moved and Vivian seconded the motion to endorse Measure BB. The motion was approved unanimously.

<p>Measure BB</p>	<p>regular meeting schedule of the board be included and that links be provided to the documents listed.</p> <p>b. Bill noted that the bylaws allow the board of directors to grow to 15. He recommended that the board consider growing to 11, and fill 4 seats at the November election, and 1 vacant seat to be filled by appointment at any time.</p> <p>c. Sara clarified that by endorsing Measure BB, the district is contributing no money and will simply allow the other supporting organizations to name us as supportive.</p>	
<p>7. Land Use and Transportation Committee update a. Review of 2015 projects</p>	<p>Saied confirmed that he has everything he needs from the JLID at this stage of the Train Safe and Quiet Zone campaign.</p>	
<p>8. Marketing and Economic Development Update a. Review of 2014 Expenditure Plan and projects</p>	<p>a. Savlan reviewed some projects and their estimates costs. Bill noted that the committee currently has \$19,000 allocated for projects but expressed that it may not be enough and that waiting until the next board meeting to request new allocations may not provide enough time for the execution of projects before the end of the year. Bill proposed that the board allocate an additional \$25,000 to the committee, but require that the committee get approval from the executive committee to expend the funds.</p>	<p>Bill moved and Sara seconded the motion to allocate \$25,000 from account 7800: Special Projects for use by Marketing & Economic Development Committee, at discretion of Executive Committee. Motion approved unanimously.</p>
<p>9. Maintenance & Beautification Committee update a. Review of 2015 projects</p>	<p>Sara reported that the committee is performing walkthrough of the district to reevaluate projects and priorities which will inform both the focus for the remainder of the year and the preparation of the proposed 2015 budget.</p>	
<p>10. Amend bylaws to set new date for Annual Meeting to be National Night Out</p>	<p>Bill explained that the bylaws dictate the annual meeting to happen on the first Monday in November, though the board regularly meets on the second Monday of the month. He proposed rescheduling the 2014 meeting to November 17th, and that the bylaws be amended to have the annual meeting on National Night Out. Barry recommended that the meeting be in the month of August instead of a specific date to give some flexibility.</p>	<p>Barry moved and Sara seconded the motion to amend the bylaws to state “the annual meeting in 2014 shall be held during the month of November and the annual meeting commencing in 2015 and thereafter be held in August.” The motion was approved unanimously.</p>
<p>11. Next regular meeting</p>	<p>Monday, November 17, 2014– 4:00 p.m.</p>	
<p>12. Adjournment</p>	<p>The meeting adjourned at 5:26 p.m.</p>	

Minutes taken by: Fiona Simms