

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 Karamooy/Resident, Linda Myer/Jack London Square, Jenny Koidal/Jack London Square

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 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 Mierzynski, 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>	

7. Land Use and Transportation Committee update	<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>	
8. Marketing and Economic Development Committee update a. Presentation of Graphic Identity Package b. Consideration of funding contribution for Broadway Free Shuttle	<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>
9. Maintenance and Beautification Committee update	<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>	
10. Next regular meeting	Monday, December 8, 2014 – 4:00 p.m.	
11. Adjournment	The meeting adjourned at 5:09 p.m.	

Minutes taken by: Fiona Simms