

2014 DEC 30 PM 1:45



CITY OF OAKLAND

AGENDA REPORT

TO: HENRY L. GARDNER
INTERIM CITY ADMINISTRATOR

FROM: Rachel Flynn

SUBJECT: Laurel BID FY 2013-2014 Annual Report

DATE: November 24, 2014

City Administrator
Approval

A handwritten signature in black ink, appearing to be 'HG', written over a horizontal line.

Date 12-30-14

COUNCIL DISTRICT: #4

RECOMMENDATION

Staff recommends that the City Council adopt a:

Resolution Approving The Fiscal Year 2013-2014 Annual Report Of The Laurel Property Business Improvement District Of 2005 Advisory Board; And Confirming The Continuing Annual Assessment For The District For Fiscal Year 2014-2015.

EXECUTIVE SUMMARY

Pursuant to local enabling legislation (Ord. No. 12190 C.M.S., 1999), City Council-appointed advisory boards for each property-based business improvement district (BID) in the City of Oakland must submit an annual report to the City for review and approval. The reports are required to include any proposed changes to the boundaries of the district, a description of improvements and activities to be provided in the upcoming fiscal year, an estimate of the cost of providing the improvements and activities, the method and basis of levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year, and any contribution to be made from sources other than the levied assessment. Adoption of the attached resolution would approve the Fiscal Year 2013-2014 annual report for the Laurel BID (*Exhibit A* to the attached resolution); and confirm the continuing annual assessment for the district for fiscal year 2014-2015, at the same amount as Fiscal Year 2013-2014. In FY 2014-2015 the Laurel BID will generate an estimated \$169,853 of BID special assessment revenues.

Funds generated will be used to pay for special benefit services outlined in the district's Management Plan (on file with the Office of the City Clerk) and annual report (*Exhibit A*). Services include, but are not limited to, private security services, sidewalk cleaning, public right

Item: _____
CED Committee
January 13, 2015

of way beautification and marketing and promotions, including sponsorship of seasonal special events.

The Fiscal Year 2013-2014 annual report does not seek to change the boundaries of the district or to the original method and basis of levying the assessments.

OUTCOME

Adoption of the attached resolution would approve the annual report for the Laurel BID, and confirm the continuing annual assessment for the district for fiscal year 2014-2015 at the same amount as fiscal year 2013-2014.

BACKGROUND/LEGISLATIVE HISTORY

In 1999, the City Council approved the City of Oakland Business Improvement Management District Ordinance (Ord. No. 12190, C.M.S.) which allows for the formation of property-based assessment districts to undertake a range of services within the assessment area, independent from government, to further the economic viability of affected commercial neighborhoods.

That same year the Oakland City Council also authorized initiation of the Neighborhood Business Improvement District (NBID) Program (resolution No. 75323 C.M.S.) to assist neighborhood representatives in their attempts to form business and property-based assessment districts.

Pursuant to the above legislative actions, the Laurel Property Business Improvement District of 2005 was formed on July 19, 2005 pursuant to Resolution No. 79380 C.M.S. for a 10 year term.

ANALYSIS

There is no anticipated adverse impact associated with the approval of the proposed resolution. Adoption of the attached resolution will enable the affected special assessment district to continue providing enhanced services such as private security, maintenance, marketing and promotional activities. These services are intended to improve the conditions and image of the affected business corridors and to stimulate ongoing economic revitalization within the surrounding commercial neighborhood.

Because BIDs are self-initiated, self-funded, and self-administered entities, there are no anticipated fiscal impacts for the City associated with continuance of the above-referenced BID.

Item: _____
CED Committee
January 13, 2015

PUBLIC OUTREACH/INTEREST

For the City Council to adopt the attached resolution, enabling legislation does not require City staff to conduct public outreach other than the required open meeting notification conducted by the City Clerk's office. District stakeholders, however, did perform outreach necessary to secure advisory board consensus sufficient to generate the attached annual report and proposed FY 2014-2015 district budget (*Exhibit A* to the attached resolution).

COORDINATION

The City Budget Office and Office of the City Attorney were consulted in the preparation of this report and/or its attachments and exhibits.

COST SUMMARY/IMPLICATIONS

There are no City properties located within the Laurel BID upon which assessments will be due and there is no direct fiscal impact anticipated with the passage of the attached resolution; however, there are indirect costs associated with the general administration of the citywide BID program by City staff which include, but are not limited to, activities such as compliance with legislative reporting requirements, technical assistance to existing districts, coordination of proposed new district formations, coordination of annual levy approvals, public hearings, and required legal noticing. Such indirect costs are covered in the budget for the Economic and Workforce Development Department. The Laurel BID will pay its own operating and administrative costs, including costs for assessment collections and disbursements.

The County of Alameda has added the assessment as a line item to the annual property tax bill of each affected property owner and remit the amount collected less the County's collection fee (approximately 1.7% of total assessment) to the City. The City, in turn, will disburse the funds to the districts, pursuant to written agreements between the City and the districts' non-profit management corporations, less the City's costs of related administration and processing of the disbursements.

Until disbursed, BID assessments will be held in special trust funds established by the City's Treasury Division. The funding codes are: Miscellaneous Trusts Fund (7999)/Treasury Operations Unit Organization (08721)/Pass Thru Assessments Account (24224)/Undetermined Project (0000000)/Laurel BID Program (BIDL).

SUSTAINABLE OPPORTUNITIES

Economic: BID assessments will fund activities which are intended to support the eventual increase of property, sales, and business tax revenues, as well as, increased job opportunities and on-going economic development of the affected commercial districts.

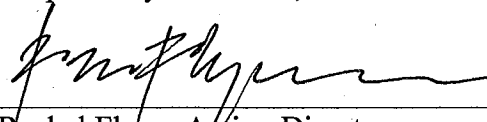
Item: _____
CED Committee
January 13, 2015

Environmental: Receipt of ongoing special assessment revenue streams will enable applicable districts to continue efforts to strengthen and beautify the physical image of the affected commercial neighborhoods by providing special benefit services such as litter pickup, sidewalk steam cleaning, landscaping, public art, directional signage and public safety capital improvements.

Social Equity: The concerned special assessment districts will incorporate members of the affected commercial neighborhood into a productive and proactive entity representing the interests of that community. Stakeholders themselves will continue to be responsible for administering revenues generated by the district which contributes to community self-empowerment and the furtherance of an additional social equity model.

For questions regarding this report, please contact Maria Rocha, BID Program Coordinator, at 510-238-6176.

Respectfully submitted,



Rachel Flynn, Acting Director
Economic and Workforce Development Department

Reviewed by:
Aliza Gallo, Economic Development Manager

Prepared by:
Maria Rocha, BID Program Administrator

Item: _____
CED Committee
January 13, 2015



LAUREL DISTRICT ASSOCIATION (PBID)
ANNUAL REPORT TO CITY COUNCIL FY 13-14

I. Proposed Changes in the Boundaries of the BID or in any Benefits Zones Within the District:

No changes.

II. Improvements and Services Provided to to Businesses and Property owners in FY 13-14

VACANCY RATES

- **Attracting and Supporting New Businesses, Vacancies Cut in Half** - Prior to 2013, the Laurel's vacancy rate averaged 16-18% annually. In 2013, 8 new businesses entered the district, dropping the vacancy rate to 9%. This puts the district well below the average CBID vacancy rate of 12.6%, and the outside-CBID rate of 17.5%. Many businesses credit the LDA's activities as a reason they were attracted to the district. The LDA provides individualized assistance to each incoming business, ranging from marketing, storefront design, merchant and community relations, assistance with City applications, and involvement in public events. This reputation for small-business support has resulted in filling many long-term vacancies, some spaces previously vacant for over a decade.

DISTRICT IDENTITY

PUBLIC EVENTS

- **Public Events and Strategic Marketing** - We produced and promoted 10 public events for the year, each event designed as the catalyst for its own online marketing initiative. Each event was designed to attract shoppers from 5 different demographic groups. In a strategic change, we partnered with and supported local merchants to produce each event. This not only resulted in cost-savings for the LDA, but also active participation and sponsorship from 37 Laurel businesses. Utilizing targeted outreach strategies, we estimate an increase in overall public attendance of 30% from the average of the previous 2 years.
- **Traffic to LDA Website** - Our focus on online advertising and public events helped continue a substantial increase in visits to the LDA website. After our online marketing push of 2012, in 2013 the number of visits, pages viewed and overall hits continued to grow. Compared with averages from 2007-2011, in 2013 our number of visits nearly doubled (16,500), pages viewed nearly tripled (48,300) and hits quadrupled (220,000). This corresponds with a steady stream of visits to our Vacancies page, which remains our top page visited (average 150 new visits each month). July and August remain our busiest months, as we focus our online efforts on the Laurel Street Fair.

LAUREL STREET FAIR

- **Continued Success** - The Laurel Street Fair continues to grow in attendance, participation and reputation. Approximately 10,000+ people attended the event (a 20% increase from the previous year), and 2 mainstream media outlets advertised and reported on our event at no cost to the LDA. We continue to produce the event with a grassroots, neighborhood base-building and marketing strategy, and leveraged the attention from our 11 public events to attract attendees and bring additional attention to the district. The Street Fair also creates jobs for neighborhood adults and youth, who comprise the majority of our staff every year. 21 neighborhood adults were employed by the LDA, and we partnered with youth employment agency Lao Family Corporation to

employ 18 youth to promote and staff the event. Our partnership was a summer-long project that intensively trained local youth in all aspects of event production: planning, marketing and production.

FACEBOOK MARKETING AND NEW LDA WEBSITE FEATURES

- **Cost Efficiency** - The LDA continues to focus on low to no cost online presence as our primary marketing vehicle for the short and long term.
- **Increased Audience and Activity** - In 2013, the LDA's facebook presence grew by 17%, with a current total of 1500 Friends and 230 Likes. Weekly postings and over 900 pictures of merchants, events and specials contribute to a very active Facebook presence and viewership, represented by an average of 130% more "likes" and "shares" per post.
- **Merchant Online Engagement** - The LDA's Facebook presence has been coupled with a focused online effort to engage and promote our merchants. In 2012 we were able to link, share and promote the online posts of 23 Laurel merchants.
- **Local Listserves** - Utilizing our event marketing, we posted pictures and updates bi-monthly to 4 of our neighborhood listserves, with an audience of approximately 5000 residents living in neighborhoods adjacent to the commercial corridor.
- **Website Vacancies Listings** - Our "Laurel Vacancies" page received approximately 1800 page views in a year (compared to 1450 page views in 2012), and was noted by numerous business owners as the online "starting point" for their vacancy searches.

PRINT ADVERTISING

- **Targeted Local Focus** - In addition to our focus on online advertising, we also printed approximately 2600 posters and 8000 flyers advertising our events and efforts. Our print advertising is now strategically concentrated to a 5-mile radius of the commercial corridor, and leverages our relationships to 5 local schools, 2 recreational centers, our 100+ businesses and 60 businesses outside our geographic boundaries. We also paid for quarterly advertising space in the MacArthur Metro, with a readership of 7,000.

STREET BANNERS

- **Rotating Displays** - We continue to rotate 2 different sets of 36 street banners each for the corridor in 2013. It is seen by approximately 15,000 drivers a day. Original artwork is also reused in ongoing online promotions for the district. In 2014 we are planning production of another set of new banners.

PUBLIC ART IN VACANCIES

- **Bringing Visibility to Vacancies** - Additionally printed street banners were installed in a window display of a prominent vacancy. The LDA was contacted several times by prospective business owners who noted the art pieces attracted their attention to the vacancy.

LAUREL STREET TEAM

- **A Strong Neighborhood Network** - The Laurel Street Team, currently comprised of 6 neighborhood youth and adults, have continued to be the on-the-ground communications network between the LDA, the 100+ merchants, and the public. Our Street Team members have not only maintained weekly communications with merchants and promote our efforts, but also assisted in coordinating and promoting all of the 11 public events.

PUBLIC RIGHTS OF WAY (PROW)

Security

- **Creation of a Crime Analysis and Security Prioritization System**- in 2013 we created a system that facilitates in-depth analysis of crime trends in the district. Using a ratings system that overlays location, time and severity of crimes with boulevard security coverage, priorities and safety initiatives, we are now able to enact more informed security efforts in areas and times of greatest need.
- **Security Cameras** -In 2013 our Laurel Ambassador Program began a effort to monitor "weak spots" where camera coverage is insufficient, assessing areas that are more

vulnerable to criminal activity, and begun working with 6 identified businesses and our Laurel NCPC to increase surveillance in those areas in 2014.

- **Crime Reporting** – The LDA worked with 14 merchants who have camera systems to facilitate their crime reporting and sharing of video captures of crimes. This assisted in communications between merchants when a crime did occur, promoted quick delivery of footage to OPD, and resulted in several arrests of repeat perpetrators. We identified key areas of criminal activity, and conducted private meetings and discussions with business and property owners in these areas to enact proactive security measures.
- **Additional Security Shifts** – In the winter of 2013, when crime commonly increases in shopping districts, we made strategic changes to regular security shifts to address crime patterns. Extra shifts and randomized daily and evening shifts were implemented.
- **Community Building** – Our Laurel Security Ambassadors continue strengthen vital connections between merchants, shoppers and neighborhood residents. They play important roles in pro-active, community building events that further strengthened their visibility and promoted our community-building goals. The Ambassadors were active planners and supporters of all of the 11 public events we produced and/or promoted, and work in close conjunction with the Laurel Street Team.

MAINTENANCE AND LANDSCAPING

- **Keeping the Streets Clean** - Our street maintenance crew from Peralta Services Corporation abated 35 incidents of graffiti tagging, collected 783 bags of garbage, which equates to 15,660 lbs or 7.8 Tons of trash, and watered all the planters along the commercial corridor 60 times. They did a full steam cleaning of the boulevard, coordinated cleanup of the Laurel Street Fair, and did spot cleaning of target areas such as bus stops.
- **Keeping Planters Beautiful** - We continue to maintain and improve plant displays for all of our planters. Our maintenance gardener works to trim and arrange new plants in conjunction with our local Ace Hardware store, which has contributed greatly to the visual appearance of MacArthur Blvd.

CAPITAL IMPROVEMENTS

- **Design Guidelines Distribution** –In 2013 we made the Laurel Design Guidelines available to all our businesses and property owners via our website, and provided them to all property owners with vacancies to present to prospective business owners.
- **Tenant-Funded Improvements** - All of the 9 incoming businesses in 2013 invested heavily in tenant and façade improvements, engaging in mid to full-scale interior and exterior remodels. We estimate the total amount of tenant-funded improvements to be \$350,000 in 2013. The LDA provided all incoming businesses/property owners with access to our City-funded Design Guidelines document. We will continue to assist businesses with this, and also provide information and access to façade improvement funding opportunities.

ORGANIZATION

MERCHANT TRAININGS AND COMMUNICATIONS

- **Quarterly Merchant Meetings** - We conduct quarterly merchant meetings, consisting of news updates, event scheduling and planning, security trainings, and specialized online marketing training. Attendance consistently averages 20+ merchants per meeting.

ACCOUNTING

- **Additional Support** - We continue to work with a contracted accountant, who helps analyze and report our expenditures and income.

COMMUNITY ENGAGEMENT

- **Handling Community Concerns** – The LDA acted as community liaisons on two extended occasions where the general public voiced widespread concern over incoming

businesses and existing problem situations. In these cases we coordinated and facilitated communications and agreements between residents, merchants, property owners, and City Council representatives.

- **Community Collaborations** – We continue to work with Laurel Village Association, Allendale Rec Center, 3 neighborhood schools, as well as the NCPCs from Allendale and Laurel to help boost recognition and attendance at all our public events and efforts.

III. **FY 14 -15 Priority Services and Improvements for the Business Improvement District**

DISTRICT IDENTITY

Facebook Marketing and Website

- Revamp website to encourage more merchant updates and advertising.
- Integrate website updates with Facebook postings and distribution to online media outlets.
- Enhance vacancy listings on our website. Encourage property owner participation.
- Continue Online Engagement – maintain 2 Facebook accounts, updating with photos, features and discussions. Enlist more merchants to utilize the Facebook accounts as a direct-marketing tool.
- Tie Facebook and listserve marketing to business attraction strategies.

Print Advertising

- Work with City marketing efforts to expand visibility of district events and efforts.
- Maintain current print advertising output.

Business Directories

- Distribute new Laurel business directories locally and throughout greater Oakland.

Street Banners

- Create a new banner set.
- Maintain rotation of recently created banner sets.

Public Events

- Continue the annual Laurel Street Fair, Halloween, Lunar New Year Lion Dancing, Laurel Outdoor Movie Event Series.
- Increase the attendance at the Laurel Street Fair through expanded and targeting marketing efforts.

Laurel Street Team

- Maintain the Street Team Program.

PUBLIC RIGHTS OF WAY (PROW)

Maintenance and Landscaping

- Maintain the Maintenance and Landscaping Program

Capital Improvements

- Initiate pilot project for the Patterson/MacArthur intersection. Installation of cameras, façade improvements and public art.
- Replace placards in all planters on boulevard.
- Leveraging City Resources – Seek ways for existing efforts (Laurel Design Guidelines, Litter Studies, Business Attraction Studies etc) to be implemented and supported by the City in zoning and business attraction efforts.
- Continue to share Design Guidelines with prospective and existing business and property owners.

Security

- Maintain the Laurel Security Ambassador Program, and maintain security hours and efforts.

- Work with property owners and merchants to enhance existing security camera coverage in high-crime areas (i.e. Patterson/MacArthur Pilot Project).

ORGANIZATION

Merchant Trainings and Communications

- Conduct quarterly merchant meetings, consisting of news updates, event scheduling and planning, security trainings, and specialized online marketing training.

Accounting

- Continue to contract.

Community Engagement

- Activating Volunteers for Business Attraction – Work with resident volunteers on developing a business attraction process for public participation in outreach to potential incoming businesses.
- Continue relationships and projects with Laurel Village Association, Allendale Rec Center, as well as the NCPCs from Allendale, Maxwell Park and Laurel to help boost recognition and attendance at all our public events and efforts.

BID Renewal

- Initiate BID Renewal process

IV. An Estimate of the Cost of Providing the Improvements and the Activities for FY 14-15.

See attached budget for details.

V. Method and Basis of Levying the Assessment

The method of levying the assessment has not changed from the adoption of the original ordinance.

VI. Surplus or Deficit for 2014-2015

See attached budget for details.

VII. Contributions from other sources.

See attached budget for details.

Laurel Business Improvement District FY 2014-15 Proposed Budget		
* Projections from July 2014 - December 31, 2015 per City's request		
	FY 14-15 July 1, 2014 - June 30, 2015	July 1, 2015 - Dec 31, 2015
Revenue*		
Projected Assessments 2014-15:	\$ 169,853	
Approx. 3% delinquency reserve	\$ (4,853)	
FY 13-14 Special Events Income Carryforward (1)	\$ 44,923	
FY 13-14 BID Assessment Carryforward	\$ 65,577	
Total BID Funds Available	\$ 275,500	
EXPENSES		
Organization		
LDA Manager	\$ 24,750	\$ 12,375
BID Renewal Services (2)	\$ 40,000	
Payroll Expenses		
Telephone & Fax	\$ 1,200	\$ 600
Internet	\$ 140	\$ 70
Insurance	\$ 3,500	\$ 1,750
Accounting & Taxes	\$ 2,500	\$ 1,250
Annual Dinner/Merchant Meetings/Memberships	\$ 1,000	\$ 417
Office Supplies	\$ 500	\$ 250
Postage	\$ 300	\$ 150
Printing	\$ 3,500	\$ 1,750
Subtotal	\$ 77,390	\$ 18,612
DISI General		
Website & Graphic Design	\$ 3,000	
Directory	\$ 2,000	
Signage/Banners/Artwork/Decorations*	\$ 11,500	
Merchant Social Media	\$ 2,750	\$ 1,375
Special Events & Marketing	\$ 9,000	\$ 4,000
Street Festival	\$ 4,000	\$ 4,000
Advertising	\$ 2,000	\$ 1,000
Subtotal	\$ 34,250	\$ 10,375
PROWSO		
Maintenance and Landscaping	\$ 43,000	\$ 21,500
Capital Improvements (3)	\$ 4,000	
Laurel Ambassador Security Team	\$ 38,500	\$ 20,485
Subtotal	\$ 85,500	\$ 41,985
OTHER		
County Fee (1.7%)	\$ 2,888	\$ -
City Fee	\$ 500	\$ -
City Loan Payment	\$ 4,000	\$ -
Subtotal	\$ 7,388	\$ -
Total Expenses	\$ 204,528	\$ 70,972
Contingency/Reserves	\$ 70,972	\$ -
Total Balance	\$ 275,500	\$ 00.00
(1) Special events income was \$24,987.69 in 2013 and \$19,935.55 in 2014		
(2) BID Renewal Services will be funded by FY 13-14 Special Events Income Carryforward		
(3) The capital improvement line item is for activities such as repainting, upkeep and purchasing new planters for the boulevard. It may also include design and manufacture of new placards which affix to the planters as many old placards are faded or missing.		

Approved as to form and legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION APPROVING THE FISCAL YEAR 2013-2014 ANNUAL REPORT OF THE LAUREL PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2005 ADVISORY BOARD; AND CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR THE DISTRICT FOR FISCAL YEAR 2014-2015.

WHEREAS, the City of Oakland Business Improvement Management District (BIMD) Ordinance allows for the formation of business improvement management districts (Chapter 4.48, Ordinance 12190. 1999); and

WHEREAS, affected property owners petitioned to form the Laurel Property Business Improvement District of 2005 (the "District") under said legislation to undertake the Management Plan for the District ("Plan") which is on file with the City Clerk; and

WHEREAS, the Plan provides for enhanced services such as crime prevention, beautification, sidewalk sweeping, special events and marketing activities with the intent of creating a positive atmosphere in the District area (as more specifically identified in the Plan); and

WHEREAS, the Plan was prepared in accord with the provisions of the law overseeing the formation of the District as referenced above, and have been filed with the City; and

WHEREAS, pursuant to the requirements of the law the District was established on July 19, 2005 pursuant to Resolution No. 79380 C.M.S.; and

WHEREAS, the Fiscal Year 2013-2014 Annual Report (attached in *Exhibit A*) has been prepared by the District Advisory Board and filed with the City Clerk; and

WHEREAS, the City Council desires to approve and confirm the FY2013-2014 Report, and the continuing annual assessment for the District for fiscal year 2014-2015; and

WHEREAS, until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the District in Miscellaneous Trusts Fund (7999)/Treasury Operations (08721)/Pass Thru Assessments Account (24224)/Undetermined Project (0000000)/Laurel BID Program (BIDL) **now therefore be it**

RESOLVED that the City of Oakland does hereby find that the Advisory Board for the Laurel BID was duly appointed by Resolution of the City Council and has filed its Annual Report for the 2013-2014 fiscal year as required by law; and be it

FURTHER RESOLVED that the Annual Report and the continuing annual assessment for the Laurel BID for the 2014-2015 fiscal year is hereby approved, adopted, and confirmed in the same amount as in Fiscal Year 2013-2014 (\$169,853.00) and the City Council does hereby levy and direct the collection of the assessments for the 2014-2015 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED that the proposed method and basis of levying the assessments to be levied against each property in the District has not been changed, increased, or modified and are those specified in the Plan and Annual Report on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law; and be it

FURTHER RESOLVED that the assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plan, through a special municipal billing; and be it

FURTHER RESOLVED that the boundaries of the District shall remain the same as specified in the Plan on file with the City Clerk and there are no changes to the boundaries or benefit zones; and be it

FURTHER RESOLVED that the types of improvements and activities proposed to be funded by the levy of assessments on property in the BID are those described in the Plan and the Annual Report on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts; and be it

FURTHER RESOLVED that the 2014-2015 fiscal year assessments for the District are as follows:

- Approximately \$169,853 for the Laurel BID and be it

FURTHER RESOLVED that the amount chargeable to each parcel in the District shall be as determined by the Plan and Annual Report on file in the Office of the City Clerk; and be it

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into annual contracts and related amendments with any nonprofit corporation comprised of the assesses themselves designated by the owners through the Advisory Board for the District for the security, marketing, maintenance, or other activities and improvements for the District, or at the request of the owners through the Advisory Board to conduct or contract for such services and improvements as provided for in the BIMD Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2014

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, GALLO, GIBSON McELHANEY, KALB, KAPLAN, REID, SCHAAF AND PRESIDENT KERNIGHAN

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California