



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

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www.CastroCBD.org

Minutes of the Regularly Scheduled Board of Directors Meeting on April 12, 2007 at Eureka Valley Recreation Center, 100 Collingwood Street, San Francisco

The Meeting was called to order at 6:00pm by president Herb Cohn. A quorum was present and maintained throughout the meeting.

Directors present: Herb Cohn (President, Chair); Gustavo Serina (Vice President), Steve Desdier (Treasurer), Kimberley Daniels, Paul Moffett, Tim Patriarca, Dennis Richards, Pat Sahagun, Ken Stram, Kenneth Wingard.

Directors absent: Excused: Dominic Campodonico (Secretary), Taylor Lembi.
Not excused: Pauline Scholten, David Weiss.

Guests: Sup. Bevan Dufty; Ms. Sidney Dufty; Audree Desdier; Bryan McCue, Mary McCue (MJM Management); Officer Jane Warner (SFPSP); Andrea Aiello (grantwriter); Brad Villers (business owner); Richard Magary (taking Minutes)

Herb is following up with Taylor Lembi, regarding nomination of a Director to replace TL, and who could continue support to create a Castro CBD website, etc. There also is one additional vacancy on the Board. All Directors were encouraged to seek nominees.

Herb will remind Directors who have recently had unexcused absences that they are subject to removal from the Board after three (3) unexcused absences. Any Director who is unable to attend a meeting should contact the president before or immediately after the meeting whenever possible.

Approval of Minutes from March 8, 2007

After a correction to reflect Paul Moffet's excused absence, the Minutes of the Board's meeting on March 8, 2007 were *approved unanimously* (M-TP, 2nd-PM).

Formation of Executive Committee

Formation of an Executive Committee pursuant to a ByLaws amendment approved at the January 11 meeting is deferred until the May meeting.

Finance Committee

Treasurer Steve Desdier reported cash balances at 3/31/2007 of \$191 in checking and \$278,977 in savings. Interest earnings to date are about \$2,000.

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Maintenance Report

Bryan McCue summarized MJM Management's March 2007 Maintenance Report dated April 9, 2007, which was emailed to Directors earlier in the week.

MJM is working with the City's new 311 Customer Service Center to coordinate Dispatch Calls. The new equipment storage area works well. MJM has assigned extra staff to the 100 block of Church Street for cleaning and graffiti abatement. Continued problems at Market-Sanchez-15th Streets and on 16th Street behind Bagdad Café were discussed.

Castro Business Attraction Campaign

Sup. Dufty described a proposed project that would support marketing of vacant commercial/retail spaces in the area, and help develop ways to improve the area's appearance and image with locals and visitors. The Campaign would be staffed by The LGBT Center's Economic Development Dept., headed by Ken Stram. Sup. Dufty and Ken described Campaign elements such as a vacancy database, contacts with landlords, streetscape improvements, ways to expedite City permit reviews and approvals, etc. How the Campaign would be funded, staffed, monitored and measured for results was discussed. Draft outlines of the proposed Campaign dated March 27 and April 5 were distributed and reviewed. Sup. Dufty will facilitate additional meetings, to include CBD representatives, to explore further specific ideas for the Campaign.

Reports from the Development Committee and the Greening Committee were incorporated into this discussion.

After extensive discussion, a Motion was *approved* (M-GS, 2nd-DR, Ken Stram abstained) that the CBD will commit \$15,000 from its current-year Marketing Budget for the Campaign, subject to approval of matching funds of \$25,000 by the S.F. Mayor's Office of Economic and Workforce Development (proposal due by April 30), and \$10,000 by Merchants of Upper Market & Castro (MUMC).

Safety Report

Jane Warner presented the SF Patrol Special Police Report for March, which was discussed, including "hot spots" behind Beck's/Thai House and near Maitri Hospice.

Greening Committee

The Greening Committee's Report was incorporated in the discussion of the Business Attraction Program (see above). Efforts such as sidewalk improvements on Castro, up-lighting Market Street palms, light pole flower baskets, public art, etc. are being explored. The differences (and reasons) in streetscape appearance between Market from Castro-Sanchez (good) vs. Castro from Market-19th Street (less attractive) were discussed. The City's new "Better Streets" program and an introductory community meeting about it at EVRC on April 19 were noted.

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Development Committee

See also (above) the earlier discussion of the Castro Business Attraction Campaign.

Dennis Richards asked to part of the Interview Panel for The Center's additional employee who will be hired for the proposed Business Attraction Campaign and related efforts.

Grantwriter Andrea Aiello distributed her March 10 Grant Writing Activities Report, which was discussed.

Upper Market Alliance

Dennis Richards (who attends UMA for DTNA) reported in Dominic's absence. UMA's discussion topics at its last meeting included anticipated approval of the Market-Octavia Plan in May, the S.F. Planning Dept.'s proposed Upper Market Workshops (now in pre-RFP stage), and a revised renovation-expansion proposal by The Café.

Citywide CBD Coalition

Herb has volunteered that the Castro CBD will host the group's next (May) meeting at a venue TBD in our neighborhood. Directors were asked to suggest locations and program topics, and to volunteer their help for the event.

Castro CBD Boundaries

A map and list of address ranges for properties in the District was distributed. It shows Assessor's Block and Lot numbers. To verify detailed CBD boundaries, use the Block/Lot Information to look up the map of that parcel on the Assessor's website reached thru www.sfgov.org to the specific link at <http://gispubweb.sfgov.org/website/sfparcel/index.htm>.

Fees for CBD Services Outside the Boundaries

MJM continues to receive requests for its services outside the CBD's boundaries. Dennis Richards volunteered to work with MJM, to draft a Fee Policy and Schedule for Board approval, to address the issue.

Adjournment

The meeting was adjourned at 7:45pm.

Minutes taken and prepared by Richard Magary

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