



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

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Castro/Upper Market Community Benefits District

Minutes of the Regularly Scheduled

Board of Directors Meeting on July 12, 2007

at Eureka Valley Recreation Center, 100 Collingwood Street, San Francisco

The Meeting was called to order at 6:05pm by President and Chair Herb Cohn.

Directors present: Herb Cohn, Kimberley Daniels, Steve Desdier, Dennis Richards, Pauline Scholten, Gustavo Serina, Ken Stram, Kenneth Wingard.

Directors absent and excused: Dominic Campodonico, Taylor Lembi, Paul Moffett, Tim Patriarca, Pat Sahagun, David Weiss

Guests: Brian McCue (MJM Management); Richard Magary taking Minutes.

HerbC reported that he is following up with Taylor Lembi, regarding nomination of a Director to replace TL; and with David Weiss regarding his continued availability to serve on the Board. There also is one additional vacancy on the Board. All Directors were encouraged to seek qualified nominees.

Approval of Minutes from May 10, 2007 and June 14, 2007 Meetings

After noting corrections and clarifications (which have been incorporated into final versions in the Minutes files), it was *unanimously approved* (M-SD, 2-GS) to approve the Minutes of the May 10, 2007 Meeting; and *unanimously approved* (M-GS, 2-DR) to accept the "Minutes" of the informal Meeting on June 14, 2007. SteveD abstained from the June 14 vote, since he had not attended that Meeting.

Maintenace Report

Brian McCue discussed MJM's June Maintenance Report dated July 3 which was emailed to all Board Members. June was a relatively "routine" month. Specific issues outside the rear of Bagdad Café will be followed up through direct contact by DennisR and BrianMcC with that business.

HerbC asked MJM to prepare an outline operating plan and budget estimate for routine watering and related maintenance for street trees and utility pole flower baskets.

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Development Committee, Greening Committee Joint Reports

Church Street Focus Group

KimberleyD and KennethW reported on recent activity. A Street Tree Planting has been organized with Friends of the Urban Forest (FUF). Unfortunately, only Safeway responded to the outreach – 9 trees will be planted along its property on Church on July 26. “Lessons learned” regarding outreach, communications and efforts to obtain Property Owners’ “buy in” for such projects were discussed, and agreed will be incorporated in similar future projects.

Business Attraction Campaign

Ken Stram reported that formal confirmation from MOEWD of the Business Attraction Campaign project is expected early in the City’s new fiscal year which begins July 1. Meanwhile his office at The LGBT Center has started work in advance. A Brokers’ Marketing Package is being developed. A draft Job Description for the new staff member is being circulated internally at the Center, then will be shared with CBD representatives. Research continues on needed information and ways to communicate between landlords and developers, brokers and other constituents, including networking with other CBDs and neighborhood merchant groups.

District-wide Streetscape Development

California Transit Authority is an unlikely funding source for our plans. Urban Ecology is a more likely partner to match our needs and goals. Discussions will continue with them, aimed at developing a specific proposal.

Website

Herb Cohn will ask Paul Moffett to investigate recent work by the Noe Valley CBD.

Annual Report

HerbC and GustavoS will meet to outline and begin drafting the Annual Report, they hope before the next Board meeting.

Finance Committee

Executive Committee Responsibilities; Policy & Procedures Manual; Check Request Forms

SteveD discussed proposals introduced at earlier meetings regarding these topics. It was agreed that a Committee consisting of HerbC, GustavoS and SteveD will review the proposals and report back to the Board.

Financial Reports

SteveD distributed Financial Reports including a Statement of Financial Position at June 30, 2007; Statement of Activities for June and January-June, 2007; Statement of Cash Flows for January-June 2007; and a Report of Budget vs. Actuals for January-June 2007 (quarterly and 6 months).

Investment of Excess Cash

After retaining sufficient balances in the Wells Fargo Bank operating account to offset Service Charges, it was agreed that remaining cash should be placed in reasonable-term Certificate(s) of Deposits to maximize interest earnings, until needed for operations. Further research will be done to identify local banks which offer competitive rates and support the neighborhood.

Safety Report

Jane Warner was unable to attend and did not submit a Monthly Report.

Upper Market Alliance

No Report.

Adjournment

The meeting adjourned at 7:25pm

Minutes taken and prepared by Richard Magary
RM: CastroCBDMinutesBoard071207