



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114

415/621-6637 www.CastroCBD.org

Castro/Upper Market Community Benefits District Minutes of the Regularly Scheduled Board of Directors Meeting on August 9, 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, Tim Patriarca, Dennis Richards, Pat Sahagun, Pauline Scholten, Gustavo Serina

Directors absent and excused: Dominic Campodonico, Taylor Lembi, Paul Moffett, Ken Stram, David Weiss, Kenneth Wingard

Guests: Andrea Aiello (consultant); Brian McCue, Mary McCue, Karin Flood Eklund (MJM Management); Officer Jane Warner (SFPSP); Richard Magary taking Minutes.

Herb and Richard will review the Property Owner list to identify additional Board candidates, to fill up to three current and anticipated Director vacancies. All Directors also are encouraged to seek qualified Property Owner nominees.

Approval of Minutes of the July 12, 2007 Meeting

After noting corrections and clarifications (which have been incorporated into the final version in the Minutes file), it was *unanimously approved* (M-SD, 2-GS) to approve the Minutes of the July 12, 2007 Meeting.

Increase Property Owners' Assessment

Herb noted that it is time to set the Castro CBD Assessment Rate for the coming City Tax Year. He noted, for reference, that most other SF CBD's have increased their Assessments, and that the Castro CBD did NOT increase last year. He and Steve reported that the Finance Committee recommends a 3.4% increase, the maximum allowed under applicable Cost-of-Living formulas. During a detailed discussion of the topic, Property Owner representatives on the Board asked to review what value is being received for current assessments paid, and for what purpose(s) any proposed increase would be used. The scope and benefits of current services, with emphasis on Maintenance (MJM) and Safety (SFPSP) were reviewed. It was noted that an increased Assessment would allow continuation of the current scope of services (including amounts reserved for projects being developed), with the addition of a part-time paid Administrator. Such added staff could help the CBD maintain its desired pace of projects, and more effectively research and apply for additional funding (grants, etc.) to leverage Assessment revenues. Following further discussion it was

... continued

**Castro/Upper Market Community Benefits District
Minutes - Board of Directors Meeting, August 9, 2007**

Page 2

Increase Property Owners' Assessment, *continued*

unanimously approved (M-SD, no 2nd required-from Committee) to increase the Castro/Upper Market Community Benefit District Assessment rate on all Property in the District by 3.4% for the Fiscal Year beginning July 1, 2007, for which Property Tax Bills will be issued in October 2007. Herb and Richard were authorized to communicate the information to City staff promptly.

Administrative Director Position

(Andrea Aiello was excused during discussion of this item, as she may be a candidate for the position which was discussed).

Many other CBDs in San Francisco have hired staff to assist with management and development tasks, which require timely and consistent effort that often is beyond the time availability and expertise of volunteer Board members. After discussion it was *approved* (M-GS, 2-TP, all voting yes, except one no) to develop a Job Description, Recruitment and Hiring process for a half-time Administrator, with an annual compensation budget not to exceed \$40,000, \$15,000 of which would come from the current Development budget. Herb and KenS will act as an ad-hoc Committee for this purpose; other Directors are invited to join the Committee, if interested.

Development Committee

Andrea reported on behalf of Ken Stram, on status of The Center's Business Attraction Campaign, to which the Castro CBD has committed partial funding. The hiring process for added staff is moving forward. The City funding contract has been slowed by procedural issues, but is approved in principle. The Castro CBD is asked to fund its commitment at this time. SteveD will coordinate that with KenS.

Andrea reported on continued research regarding grants and other funding, including SF's Community Challenge Grant program.

Andrea will inquire of MOEWD regarding the Castro CBD's ability to re-sell its services (e.g. maintenance) to property owners outside our geographic boundaries.

Discussions continue with Urban Ecology, a potential vendor for urban planning assistance, including a meeting today with representatives from UE, the CBD, and City Departments including Planning, MOEWD and DPW. While some applicable information may come from the upcoming Upper Market Workshops, the Castro CBD also needs its own plan to fully address our goals and geographic boundaries, with respect to planning scope and direction.

It was agreed that the Castro CBD will mail notices about the Upper Market Workshops (the first of which is set for September 11). The mailer(s) will alert all District Property Owners about the Workshop process, and encourage their active involvement.

Maintenance Report

Mary and Brian McCue discussed MJM's July Maintenance Report dated August 7, 2007 which was emailed to all Board Members.

Karin Eklund reported on MJM's receipt of a \$2,500 Keep American Beautiful grant, directed at anti-litter of smoking materials. It will fund publicity, sidewalk and pocket ashtrays, etc.

MJM will contact the publisher of the Bay Times newspaper, regarding their "drops" of papers in undesignated locations, which have led to significant litter.

... *continued*

**Castro/Upper Market Community Benefits District
Minutes - Board of Directors Meeting, August 9, 2007**

Page 3

Safety Report

Officer Warner reported that the SF Police Commission is considering authorizing added powers for PSP officers. Several Directors indicated they will send messages of support.

The problem of Quality of Life violators simply moving from one area to another was discussed. There also was discussion about "hot spots" in the District between SFPSP and MJM representatives, to help further coordinate their respective efforts.

Website

Herb is following with Paul Moffett to investigate recent website work by a contactor for the Noe Valley CBD.

Annual Report

PaulineS volunteered to assist Herb and Gustavo with drafting the Report.

Finance Committee

SteveD presented Financial Reports as of July 31, 2007.

ByLaws Change Regarding Executive Committee

SteveD presented a proposed "Motion for Executive Committee," a copy of which is attached to these Minutes. After discussion it was *approved unanimously* (M-SD, 2-GS) to approve that ByLaws change.

Motions Regarding Deposit Accounts

SteveD presented (with recommendation for approval from Finance Committee) two "Finance Committee Motions," copies of which are attached to these Minutes. They concern maximum amount(s) to be held in District bank accounts, and the distribution of such excess funds out of Wells Fargo Bank (including selection of financial institutions and authorized signatures on the accounts). Upon said Motions from Finance Committee (which do not require a Second), each of the Motions was *approved unanimously*.

Halloween Cost Support

Herb noted that the City did not invoice the CBD for safety costs related to a \$10,000 contribution received by the CBD for Halloween 2006. He is working with City representatives to apply those funds to costs for Halloween 2007.

Upper Market Alliance

No Report.

Adjournment

The meeting adjourned at 7:40pm.

Minutes taken and prepared by Richard Magary
Approved as corrected herein 9/13/2007

RM: CastroCBDMinutesBoard080907Logo