



## **CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT**

**584 Castro Street #336; San Francisco CA 94114**

**415/621-6637      [www.CastroCBD.org](http://www.CastroCBD.org)**

### **Castro/Upper Market Community Benefits District Minutes of the Regularly Scheduled Board of Directors Meeting on September 13, 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, Tim Patriarca, Dave Sahagun, Ken Stram,  
Pauline Scholten, Gustavo Serina

Directors absent and excused: Dominic Campodonico, Kimberley Daniels, Steve Desdier, Paul Moffett,  
Dennis Richards, and Kenneth Wingard;  
Taylor Lembi and David Weiss (see resignations, below)

Guests: Brian McCue, Marcelo Aviles (MJM Management);  
Officer John Barry (SFPSP); Richard Magary taking Minutes.

Herb announced the resignations of Directors Taylor Lembi and David Weiss, whose schedules no longer permit their regular participation. Herb and Richard will review the Property Owner list to identify additional Board candidates, to fill the three current Director vacancies. All Directors also are encouraged to seek qualified Property Owner nominees.

#### **Approval of Minutes of the August 9, 2007 Meeting**

After noting a correction (which has been incorporated into the final version in the Minutes file), it was *unanimously approved* (M-TP, 2-GS) to approve the Minutes of the August 9, 2007 Meeting.

#### **Executive Director Position**

Herb reported that he and Ken Stram completed the work for this item which was approved in principle at the August 9 meeting. Following interviews with various candidates, Andrea Aiello was offered and has agreed to be the CBD's Executive Director as an Independent Contractor, for compensation of \$36,000 per year and a commitment of 15 hours per week. A full Job Description is being developed with her input and from one concurrently being developed by the Noe Valley CBD. It was *approved unanimously* (M-GS, 2-TP) to hire Andrea Aiello as described herein.

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**Castro Street Fair Booth**

After discussion of the positive public relations, outreach, and property owner exposure benefits, it was *approved unanimously* (M-GS, 2-PS) to have a Castro CBD booth at the October 7 Castro Street Fair, at a total cost not to exceed \$1,000 (including \$225 booth fee, the cost of a CBD Logo banner also to be used in the future, and incidental display materials). The cost is provided for in the Marketing budget. Andrea will coordinate the project; all Directors are asked to assist, especially with booth staffing on the Fair day.

**Annual Report**

It was agreed to complete and publish the 2007 Annual Report in time for the Castro Street Fair. The Report will include a letter from the Board, articles about the Business Attraction Program (KenS) and thanks to the Jeffrey family for MJM equipment storage space, among others. Andrea will coordinate, Pauline will help with editing, and Richard will process the mailings.

**Finance Committee**

In SteveD's absence, Herb presented the Financial Report as of August 31, 2007, which was reviewed.

**Development Committee**

Herb, Andrea and others have continued to meet with Winston Dong and his colleagues at *Urban Ecology*, including today, regarding the scope of a comprehensive streetscape plan for the District. Topics include project scope, geographic coverage, timing, coordination with SF Planning Department's current Upper Market Workshops, priorities, implementation strategy, identifying sources of funding leverage, property owner involvement and other outreach. The preliminary cost projection is \$40,000-\$55,000, the cost of which is part of currently-budgeted expenses. *Urban Ecology's* proposal should be ready for the District's October 11 Board meeting.

Formation of the Business Attraction Program continues, while awaiting final contract documents (which have been negotiated) and funding from the City. Dennis has been sitting in to represent the CBD, on candidate interviews with KenS. A number of well-qualified prospects have emerged, and a hiring decision is expected in 2-3 weeks. Meanwhile, the Program already has successfully assisted at least 3-4 businesses and is working with others.

A proposal is being advanced by some, for a ban on Formula Retail businesses in part of the District. Herb will alert all Board members about the topic, which will be on next month's Board Agenda.

The first of S.F. Planning Dept.'s Upper Market Workshops on September 11 was very well attended, including several District and property owner representatives. We will continue to publicize the Workshops and urge our property owners to participate.

**Maintenance Report**

Brian and Marcelo discussed MJM's August Maintenance Report dated September 7, 2007 which was emailed to all Board Members and distributed at the meeting.

August was a routine, busy month. Specific high-maintenance and "hot spot" areas were discussed. Details of the anti-cigarette program continue to be developed.

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**Safety Report**

Officer Barry reported on Officer Jane Warner's behalf. Activity along the Duboce Bikeway has quieted down, but much of that population is just moving to other areas, including Market Street in front of Safeway by the Decaux toilet. Overall quality of life issues are negatively affected by recent Golden Gate Park enforcement. Problems dealing with prevention and enforcement following breakins and heavy graffiti at the former Tom Fong Shell Gas Station site (2198 Market) were discussed.

**Greening Committee**

No separate report, but see information above for the Development Committee.

**Mayor's Certificate**

Herb showed the Mayor's Certificate of Honor presented to the District at City Hall on "CBD Thank You Day," September 11. It will be filed in the Minutes Book.

**CBD Consortium**

Meetings of this citywide group continue to be very informative. Andrea will attend on September 26, since Herb will be away.

**Upper Market Alliance**

No report.

**Announcements**

A new "Castro Network" consortium of non-profit providers of services to youth, children, and families has been formed through SF DYCF. Richard is attending on behalf of his neighborhood group and will keep Herb and Andrea informed.

The City's Dept. of Public Works has expanded its "100 Streets" program to "200 Streets" and will make a presentation about it at the next MUMC Members' Meeting on October 4. Applicable details from that presentation will be shared at the next CBD Board meeting.

**Adjournment**

The meeting adjourned at 7:35pm.

Minutes taken and prepared by Richard Magary

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