



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114

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Castro/Upper Market Community Benefits District Minutes of the Regularly Scheduled Board of Directors Meeting on November 8, 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: Dominic Campodonico, Herb Cohn, Kimberley Daniels, Steve Desdier, Paul Moffett, Tim Patriarca, Dennis Richards, Pat Sahagun, Pauline Scholten, Gustavo Serina;

Directors absent and excused: Ken Stram , Kenneth Wingard;

Staff, Contractors, Guests: Executive Director, Andrea Aiello; Brian McCue (MJM Management); Hans Pfeifer (Eros, MUMC Board); Officer Jane Warner (SFPSP); Tracey Williams (SF LGBT Center); Richard Magary taking Minutes.

Approval of Minutes of the October 11, 2007 Meeting

The Minutes of the October 11, 2007 Meeting were *unanimously approved* (M-GS, 2-PM).

Finance Committee

Financial Statements as of October 31, 2007 were presented.

SteveD distributed a proposed Bylaws Amendment recommended by the Finance Committee, to be considered at the next (December) meeting. It would change the District's Fiscal Year to conform with that of the City & County of San Francisco.

Board Elections, New Board Member Recruiting

Andrea distributed a list of current Directors, showing whether they currently are serving one or two year terms. One year terms will expire December 31, 2007. There will be elections at the December meeting for those seats, and for Officers for the coming year.

Andrea and Gustavo are contacting Property Owners identified during Herb and Richard's review of that list, seeking their interest in serving on the Board.

Holiday Decorations

MUMC currently sponsors year-end Holiday decorations in the area, including a 25' Tree at 18th & Castro and bows on palm trees in the Market Street median. This year, "candy cane" stripes are being added to parking meters in the "heart of Castro" area. The desirability of extending the parking meter stripes to the rest of the District's area, and with the District's participation was discussed.

The District currently budgets \$1,000 for such a purpose.

After further discussion, it was *approved* (M-SD, 2-GS, 1 no vote) to fund up to a total of \$4,000 for added parking meter stripes on Upper Market Street from Castro to Octavia Blvd., and on adjacent commercial side

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Holiday Decorations, *continued*

streets, in addition to the District's previously approved and budgeted \$1,000 participation in MUMC's 2007 Holiday Promotion (maximum Holiday budget, \$5,000) . It was noted that this financial participation should not be viewed as setting a precedent to replace MUMC's longstanding major effort and primary role in sponsoring year-end Holiday decorations.

Tenderloin CBD Event Support

Andrea reported on the Tenderloin CBD's plans for a "Santa Sightings" community promotion event on December 15. She asked that any Directors who can assist please contact her, in an effort to promote mutual support among CBDs.

Halloween Followup

It was *unanimously approved* (M-GS, 2-DR) that the Executive Director prepare and send a letter of thanks to Supervisor Dufty and other City Officials, to participating local businesses, and to the press, regarding the successful "non-event" in the area for Halloween 2007.

Development Committee

Upper Market Workshops

Andrea and Urban Ecology representatives attended the second Upper Market Workshop on October 27. It focused on specific details of streetscape improvements and design. A Developer Fee to fund such work is being proposed by Supervisor Mirkarimi. The third and final UMWorkshop is scheduled for Monday, December 10, 6:00pm at Harvey Milk School. Concerns and the need to continue close coordination between the UMWorkshops, the District's streetscape planning project with Urban Ecology, the Market-Octavia Plan, and other City and private group planning on the general topic was discussed. [See also "Contractor Reports," below]

Contractors' Reports

Urban Ecology

UE has requested a work session with all Board members to discuss goals for the District and UE's current project for the CBD. Andrea will followup for scheduling.

SF LGBT Center - Business Attraction Plan

Ken Stram and Tracey Williams presented an updated outline of the Business Attraction Plan dated November 5, 2007. There was detailed discussion of a dedicated, interactive website focused on vacant retail/commercial properties, priorities for attracting tenants, etc. Issues regarding website cost (development, ongoing operations), its fit within the BAPlan's \$50,000 budget, and related topics will be discussed further by Andrea, Ken and Tracey.

MJM Management

MJM's Report dated November 1 for October 2007 was distributed. The lower-key Halloween event this year generated less trash and graffiti than in past years.

Brian McCue reported that he has met with Andrea and DPW's Liz Lerma, to review proposed details and coordination for DPW's "200 blocks" efforts on Church Street from Duboce to 18th Street.

After Brian left the meeting, DominicC raised the issue of cigarette butt litter. Andrea will follow with MJM and report at the next meeting, on the status of the anti-smoking-litter grant that MJM has received.

SF Patrol Special Police

Officer Jane Warner reported that SFPSP had 15 officers on duty on Halloween night. There were 31 reported incidents this year, vs. 116 on Halloween 2006. [SFPSP's logs detailing both years' incidents were emailed to all Board Members on November 19.]

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Contractors' Reports

SF Patrol Special Police, continued

SFPSP is working with DPW to obtain the authority to issue citations for littering, improperly-maintained trash receptacles, etc.

Executive Director's Report

* The District needs a Board Retreat to explore and set goals and priorities for the coming year(s). 4+ hours on a weekend is suggested. General support for the concept was expressed and Andrea was asked to work on scheduling.

* Andrea continues to seek affordable and appropriate quotes for establishing and maintaining a District website. She distributed an outline of "Website Objectives."

* Required Annual Report materials are being filed this month with SF's MOEWD.

Announcements

World AIDS Day, December 1.

Under One Roof's "Home for the Holidays" retail store in the former Tower Records space, starting after Thanksgiving and through the Holidays.

Adjournment

The meeting was adjourned at 7:40pm

Minutes taken and prepared by Richard Magary

RM: CastroCBDMinutesBoard110807Logo