



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114

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Castro/Upper Market Community Benefit District Minutes of the Regularly Scheduled

Board of Directors Meeting on April 10, 2008

at Eureka Valley Recreation Center (EVRC), 100 Collingwood Street, San Francisco

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

Directors present: Dominic Campodonico, Herb Cohn, Brian Greene, Pat Sahagun, Pauline Scholten, Gustavo Serina, Ken Stram, Kenneth Wingard;

Directors absent and excused: Kimberley Daniels, Steve Desdier, Tim Patriarca

Staff, Contractors, Guests: Andrea Aiello (Executive Director), Brian McCue (MJM Management), Winston Dong (Urban Ecology), Officer Jane Warner (SFPSP); Richard Magary (taking Minutes).

Approval of Minutes

Minutes of the Board's March 13, 2008 meeting were *unanimously approved* (M-PaulineS, 2nd-PatS).

Castro Street Fair Booth

The benefits and costs of having a booth at this fall's *Castro Street Fair* were discussed. Last year's booth was a successful outreach effort. After discussion, it was *unanimously approved* (M-GS, 2-KW) to again sponsor and staff a *Castro Street Fair* booth, and to budget up to \$1,000.00 for the fee (\$225.00), tent rental, and other incidental costs. Board Members will be asked to help staff the booth.

Finance Committee

Treasure Steve Desdier was absent. The Finance Committee Report for March was deferred until next month.

Contractor Reports

MJM Management

Brian McCue summarized MJM's written Report for March 2008, dated April 1, 2008, which had been emailed to all Board Members. He noted that a Power Washing Schedule is being developed (the logistics are complex), along with an information flyer about the project for local businesses. Extra sidewalk cleaning crews are being scheduled in the District when available.

Brian showed samples of the Pocket Ashtray with the Castro CBD's logo. There are about 1,000 units available for distribution. KenW agreed to take a carton of several hundred units, for distribution at area bars and restaurants. MJM staff still is researching the free-standing ash trays for possible placement outside bars, etc.

SF Patrol Special Police

Officer Jane Warner reported on recent robberies and routine operations under SFPSP's contract with the District.

Urban Ecology

Winston Dong reported that the March 18 and April 9 Streetscape Community Workshops were successful. They yielded significant input from participants, which will be included in UE's draft Report for the Project. UE's 2-page "Proposed Church Street Improvements to Be Submitted to MTA" was distributed and reviewed. It is based on a walk through the area in March by UE and several CBD representatives and constituents, and other input. After discussion, it was *unanimously approved* (M-GS, 2-KW) to submit the material to the S.F. Municipal Transportation Agency (SFMTA).

Business Attraction Program

KenS distributed copies (which also had been emailed to Board Members) and summarized his April 8 "Update" Memo, a "Comparison of Activities..." and "Summary Results" of the Program's recent "Business Vision Survey," all dated April 8, 2008. Renewals of the contracts for this Program are due soon. It is unlikely that MUMC will be able to participate again for budget reasons, and alternate funding sources are being explored.

Website

Work continues by SFMediaWorks, PaulineS, and AA on design and writing the content. It's hoped that a beta or draft version of the site will be available by the District's next Board Meeting.

Board of Directors Business

Walgreens Specialty Pharmacy Proposal

The proposal for expansion of this existing business at 4129-18th Street into an adjacent space at 4127-18th Street was summarized and discussed. After discussion, it was *approved* (M-GS, 2-PatS, 2 "no" votes) that the District supports the proposed expansion, as presented at various local community group meetings in late March and April. AA was asked to send an appropriate letter regarding the support to Walgreens.

UMA Report

AA reported on discussions at the March UMA Meeting, regarding the proposed Walgreens expansion (see above), Muni's Transit Effectiveness Project (TEP), Levi's proposal to open a retail store at 525 Castro, and the proposed expansion of Jet Bar at 2348 Market into adjacent space at 2344 Market. Greg Bronstein, who owns and operates four bars in the area is proposing a new "Castro at Night" group which may be organized as a part of MUMC, or separately.

New Board Members

Board Members were asked to continue outreach to identify additional qualified and interested District Board Members.

Castro CBD Mission Statement

A draft Mission Statement, developed during the Board's recent Retreat and distributed at the March 13 Board Meeting, was discussed. Following discussion, a final version was *unanimously approved* (M-GS, 2-PatS). A copy of the final version is filed with these Minutes.

Executive Directors Report

Pedestrian Safety Grant

AA's report about this Project for February 15-March 31, 2008 was distributed and reviewed.

Pride Weekend/Pink Saturday

Supervisor Dufty has asked for AA's assistance with helping coordinate this major event. She will report further to the Board.

Executive Directors Report,

S.F. Convention & Visitors Bureau

AA is meeting with representatives from this key group. She will report further to the Board.

Mayor's Office of Greening

AA recently met with and conducted a walk through the District with the Mayor's new Greening Director, Astrid Haryati. AA gave AH a draft of the District's "Top Priorities" outline. That draft also was distributed to Board Members at this Meeting, for discussion at the next Board Meeting.

Market-Octavia Plan

The Plan has received final Board of Supervisors approval. AA will follow the next, initial implementation steps, and report further.

Spring Newsletter and Survey

AA will work on a semi-annual, mid-year Report or Newsletter to Property Owners. A Survey may be included.

Board Member Items

KenW suggested that the District include a Marketing Campaign in its work. He will discuss the concept further with AA.

Public Comment

None

Adjournment

The meeting was adjourned at 7:45pm

Minutes taken and prepared by Richard Magary
RM: CastroCBDMinutesBoard041008Web