



## **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 June 12, 2008 Castro Community Room, 501 Castro Street, San Francisco**

The meeting was called to order by President Herb Cohn at 6:05 with a quorum present.

**Directors present:** Herb Cohn, Steve Desdier, Tim Patriarca, Pauline Scholten, Gustavo Serina, Ken Stram, Ken Wingard;

**Directors absent and excused:** Dominic Campodonico, Kimberly Daniels, Brian Greene, Pat Sahagun;

**Staff, Contractors, Guests:** Andrea Aiello (Executive Director), Don Neuwirth and Linda Roberson (Urban Ecology), Brian McCue (MJM Management), Richard Magary (taking Minutes).

#### **Approval of Minutes**

Minutes of the Board's May 8, 2008 meeting were approved (M-KenW, 2<sup>nd</sup>GS; all "yes," except HC, SD who abstained-did not attend May 8).

#### **Treasurer's Report**

May 2008 Financial Statements and support information were distributed.

The Review Report of Sterck, Kulik & O'Neil Accounting Group, Inc. for the six months ended June 30, 2007 was distributed. The Report has been sent to the S.F. Mayor's Office of Economic and Workforce Development, as required by the CBD's contract with the City.

#### **Maintenance Report**

Brian McCue of MJM Management noted that MJM's Report for May 2008 had previously been emailed to Directors. He commented on plans for additional coverage during Pink Saturday and other Pride Month events. An additional crew shift has been added, at no additional Contract cost to the CBD. Crew schedules have been revised to experiment with early-morning coverage several days per week, in response to community comments. A new Power Washing Work Schedule is being developed, dividing the CBD area into four (4) sections, with weekly and monthly goals for each. The Schedule will be posted on the CBD's website, with a caveat that unforeseen circumstances may sometimes require last-minute re-direction of the scheduled resources. A Power Washing Information Sheet also is being developed, to help respond to community comments.

#### **Safety Report**

Jane Warner of S.F. Patrol Special Police was unable to attend the Meeting. Andrea will follow up with her, including a request for additional detail of services provided on SFPSP's Invoices.

### **Greening Committee – Hanging Baskets Concept**

Committee Chair, Ken Wingard, distributed a printed summary, “Hanging Baskets Proposal.” He noted that “greening” is projected to be about 12% of the CBD’s budget – about \$88,000 currently is available after allowing for Urban Ecology’s contract work on the issue. Additional funding could be available from individual Property Owners/businesses and other sources, but has not yet been identified. Ken explained the basic Hanging Baskets concept, cost estimates, and related issues, including other greening options available. Concerns were expressed regarding the limited visual impact and scope of coverage area that can be achieved with available funds by Hanging Baskets, daily maintenance and water conservation issues, and other considerations. After extensive discussion, a “straw poll” of Board Members present indicated 4 in favor of some effort, but not at this time; 2 opposed; and one not voting. It was agreed to keep the topic “on hold” until Urban Ecology’s overall Streetscape Improvement Planning Report is finished this summer. It will include information relevant to this topic.

### **CBD Streetscape Improvement Plan**

Don Neuwirth and Linda Roberson of Urban Ecology reviewed the current status of the CBD’s Streetscape Improvement Project. A July 18 deadline for the Pedestrian Safety Grant Element will be met, then the overall Project Report is expected by mid-summer 2008.

There have been very productive recent meetings with several relevant City Agencies and their senior representatives, including Muni, DPW, Parking & Traffic, MTA, CTA, and the Mayor’s Office, to help coordinate and obtain agencies’ input and “buy-in” for details of the Plan.

Updated, preliminary concept drawings of several Project areas were reviewed; they are based on input from the Streetscape Community Workshops and other outreach and study. Drawings were reviewed for the Castro/Market Gateway intersection, Castro Street (Market-19<sup>th</sup> Streets), a 17<sup>th</sup>/Market Pedestrian Plaza, Church Street (including MTA’s Duboce Trackway Replacement project there), the 16<sup>th</sup>/Noe/Market Streets intersection, and a Market-Octavia Gateway. Additional, specific details of potential streetlight and other improvements on Church Street (Duboce-Market) also were reviewed.

After detailed review of the concept drawings and other information and following extensive discussion, it was *unanimously approved* (M-GS, 2-KS) to endorse the concepts as presented. Urban Ecology was asked to continue refining and finalizing the Project Report for presentation and a further vote for approval at the August CBD Board Meeting. The Report will include not only broad concepts and long-term planning, but also recommendations for more immediate projects that meet effective cost-benefit criteria.

### **Business Attraction Campaign**

Another of the Project’s well-received Broker Tours is scheduled for June 30. Board Members are invited to attend; contact Ken Stram.

Plans for the Project’s 2008-2009 Program and Budget are being developed. The CBD’s budgeted participation is included. Because of its funding limits, MUMC will not participate in the coming year, but alternative sources are being explored.

### **Website**

Andrea especially thanked Pauline for her extensive work on historical information for the website, and also Richard for additional support as the site is being developed further.

### **Executive Director Compensation**

The Finance Committee’s recommendation, which was polled by email to all Board Members on about May 22, 2008, was reviewed for formal confirmation. After discussion, it was *agreed unanimously* (M-GS, 2-PS) to extend and increase Andrea Aiello’s contract as the CBD’s Executive Director for the twelve (12) months beginning June 1, 2008 as an Independent Contractor (NOT an employee), at an average of approximately 30 hours per week at a rate of \$46.00 per hour, to a maximum of \$75,000 for the twelve (12) months ending May 31, 2009.

### **Insurance Coverage**

Given the nature of its operations and to satisfy requirements of some contracts, the CBD needs Liability Insurance coverage. Andrea presented the Proposal of Cohen Reid Insurance Brokers to provide \$2 million of auto and general liability insurance coverage through Hartford Insurance Company for one year at a cost of \$750.00. The quote is competitive in scope and cost. After discussion, it was *unanimously approved* (M-KS, 2-PS) to approve the coverage; the Executive Director was authorized to obtain it.

It was agreed that consideration of Directors and Officers Liability coverage will be deferred at this time.

### **Change in Property Assessment Rate**

It was agreed to defer and discuss this topic at the Board's July 10 Meeting.

### **Community Challenge Grant**

A major funding opportunity is available through the City's Community Challenge Grant Program, which has a July 9 submission deadline (prior to the next Board Meeting). There was consensus of those CBD Directors present that Andrea will work with Urban Ecology and other resources to develop a grant concept and Proposal and to submit a timely Proposal. It then will be formally reviewed at the next Board Meeting (July 10). Andrea will keep Board Members informed as the Proposal is developed.

**Public Comment:** No public comment.

**Adjournment:** Meeting was adjourned at 8:05 p.m.

Minutes taken and prepared by Richard Magary.

Approved July 10, 2008