

**Minutes of the Regularly Scheduled  
Board of Directors Meeting on October 9, 2008  
Castro Community Room, 501 Castro Street, San Francisco**

The meeting was informally called to order by President Herb Cohn at 6:13pm. A quorum was achieved at 6:20pm, at which time the formal Meeting began.

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

**Directors absent and excused:** Dominic Campodonico, Kimberley Daniels, Brian Greene, Pat Sahagun, Gustavo Serina, Ken Stram;

**Staff, Contractors, Guests:** Andrea Aiello (Executive Director); Officer Jane Warner (*SFPSP*); Richard Magary (taking Minutes); and five (5) members of the public.

Those present introduced themselves to the group. A sign-in sheet was provided for members of the public who attended.

An Agenda was distributed for use at the Meeting. Several items previously emailed to Board Members were attached for reference, along with one new document (Survey Analysis).

**Castro Community on Patrol (CCOP) Safety Forum**

Scott Wiener of CCOP made a brief presentation regarding a Safety Forum being sponsored by the group on November 6, 7:00 to 9:00pm at EVRC. It was *unanimously approved* (M-PSch, 2-KW) that the Castro CBD be added as a co-sponsor of the event. Information about the Forum will be posted on the CBD's website.

**Finance Committee Report**

Treasurer Steve Desdier reviewed the financial Reports as of September 30, 2008 which previously were emailed to Board members. He said that transactions during the period were "routine," and as anticipated by the Budget. He noted that Cash as of 9/30/2008 was reduced by several payments of accrued liabilities in early October, using cash from reserve accounts, as expected. Additional in-coming Cash is expected in December, when the first installment of the District's 2008-2009 Property Tax Assessments should be received from the City.

**Quorum**

A Quorum of Directors present was established at this point, and the formal Meeting was called to order at 6:20pm.

**Approval of Minutes**

After noting on one correction, Minutes of the Board's September 11, 2008 Meeting were *unanimously approved* (M-KW, 2-PSch), except that S. Desdier abstained (he did not attend the 9/11/2008 Meeting).

**Maintenance Report**

*MJM Management's* written Report for September 2008 was previously emailed to all Board Members. It was presented by Andrea Aiello, since an MJM representative was not scheduled to attend this Meeting. She noted that MJM provided additional street cleaning staff during the Castro Street Fair, at MJM's own internal cost. There are problems in some areas of the District, obtaining water for sidewalk steam cleaning and power washing. Some City fire hydrants can be tapped, others not. Some Property Owners have been willing to allow use of their private water sources, but then some have withdrawn permission after receiving significantly-increased water bills. It was the consensus of those Board Members present, that the CBD should no longer reimburse Property Owners for water (as has been done previously on a limited basis), and that the Maintenance Contractor (MJM) should determine how to obtain and pay for water needed for cleaning tasks. AA will follow with MJM to clarify this policy.

**Safety Report**

Andrea Aiello joined Officer Jane Warner of *SF Patrol Special Police* during a recent work shift, and thanked Jane for the information obtained then.

Jane provided copies of the Operations Plan from last weekend's Castro Street Fair, to illustrate how the event was organized. Many observers felt that attendance was down, while revenue from voluntary Gate donations and beverages sales reportedly were up from last year. There were no significant law enforcement issues, although Jane felt that there could have been better coordination between SFPD and SFPSP.

### **Survey**

AA distributed and discussed a draft Analysis of the District's "Cleaning/Maintenance & Public Safety Survey" which was conducted during the past month. Over 100 responses were returned from the 665 Surveys mailed to Property Owners and businesses in the District – an excellent 15% response rate. AA will send "thank you" postcards to respondents, and write a brief summary/recap of Survey Results for possible inclusion in the Annual Report and/or on the Website. Input from the Survey was used to finalize the RFP for Cleaning & Maintenance Services (see next item) and will similarly be used later for the Safety RFP.

### **Cleaning & Maintenance Services RFP**

The draft RFP was emailed in advance of the Meeting to Board Members. AA discussed the draft. Some corrections and clarifications were noted. After further discussion, the form of the RFP was *unanimously approved* (M-SD, 2-KW). AA will move the process forward, by sending the RFP to potential bidders.

### **Hanging Flower Baskets**

Herb Cohn reported that US Bank has confirmed its \$1,000 donation pledge for this project. Committee Member Brian Greene was unable to attend this Meeting, so further discussion was deferred until next month's Meeting.

### **Development Committee**

Tim Patriarca and AA continue to meet and discuss this topic. Potential funding sources and priorities are being developed using various resources, including the final Streetscape Report. Local funders are first being contacted to discuss relatively smaller grant amounts, as a lower-risk strategy to "test the market" and to refine our approach.

### **Board Development Committee**

One application from a Market Street Property Owner was received from the flyer distributed with the recent Survey. PaulineS will contact the applicant for further discussion.

### **Board Development Committee, continued**

Steve Desdier announced during the Meeting that his physician has advised that he cut back some activities, and that he will resign as Treasurer and from the Board, probably by late October. He is working with AA and HC on the transition. Those present thanked Steve for his many valuable contributions to and hard work on behalf of the District ever since its formation. They wished him the very best for improved health soon. He and those present agreed that his further work and support for the District will be welcome any time in the future when his health permits.

### **Business Attraction Campaign**

Ken Stram was unable to attend this Meeting. AA will find out when the next Broker Tour is planned, and will email the information to all Board Members. The Broker Tours have resulted in several direct leads between Property Owners and their Agents with potential tenants.

### **Executive Director's Report**

AA reported that the District's Castro Street Fair booth on October 5 achieved our outreach goals. AA thanked Board Members who helped with the booth.

The Annual Report is written, but waiting for the outside CPA's Review of Financial Statements to be completed, before they are included in the document.

Much of AA's time during the past month was focused on preparing for the Fair, on administering and analyzing the Survey, and on finalizing the Maintenance RFP document which was approved at this Meeting. The date still has not been finalized for the next Board Retreat, though Saturday, December 6 (all day at AA's home) still seems to work for the largest number of those who will attend. AA will re-poll the Board,

attempting to finalize the date. Budget limits also have hampered a final decision on the Facilitator for the Retreat; AA continues to seek an appropriate match.

### **Holiday Promotion**

Ken Wingard presented a proposal to spend about \$3,000 from already-budgeted Holiday Promotion funds, for a “Shop Locally for the Holidays” campaign to benefit retailers in the District. He noted that the year’s budget for this item is \$5,000, of which \$1,550 already has been committed to support MUMC’s 2008 Holiday Promotion, including the Holiday Tree and Parking Meter “candy cane” stripes on Upper Market and adjacent side streets. Ken said that the benefits of additional spending from the budget for this purpose outweigh the alternative of returning unspent budgeted funds to reduce the current year deficit.

Ken proposed that the project include window posters and a shopping map. The project would help improve the CBD’s visibility and branding identity among local businesses and shoppers, and show that we are working on behalf of local businesses in the current difficult economic times. It can be coordinated with, complement, and should not directly compete with MUMC’s Holiday Promotion. Ken has obtained preliminary quotes indicating that the project can be achieved and on the street by mid November for about \$2,000 for design and graphics (“lower case productions”), and about \$1,000 for printing (“Clubcard”).

After extensive discussion it was *approved* (M-KW, 2-SD, 4-yes, 1-no) to spend up to \$3,000 on the “Holiday Shopping/Shop Locally Campaign” as described above. A Committee including KenW, AA and any other interested Board Members will handle details.

### **Budget Deficit – Possible Solution(s)**

KenW suggested that Board Members consider a temporary reduction of some currently-contracted services or other current-year budgeted expenditures, as a way of addressing the current-year deficit, previously reported as \$27,333. He asked that the topic be placed on the next Board Meeting Agenda.

### **Public Comment**

This section of the Agenda was called at its posted time, 7:25pm. Three journalism students from San Francisco State University asked brief questions which were answered, and thanked the Board for the opportunity to observe. Ms. Nutting thanked the Board and District for its work. Mr. Bronstein, a local business owner, also had thanked the Board and District for their work, before he had to leave earlier in the meeting.

**Adjournment:** The Meeting was adjourned at 7:30pm (M-PSch, 2-SD)

Minutes taken and prepared by Richard Magary.

**Approved** November 13, 2008