

**Castro/Upper Market Community Benefit District
Minutes of the Regularly Scheduled
Board of Directors Meeting on November 13, 2008
Castro Community Room, 501 Castro Street, San Francisco**

The meeting was informally called to order by Vice President Gustavo Serina at 6:05pm. A quorum was achieved at 6:15pm, at which time the formal Meeting began. Gustavo announced that (pursuant to the ByLaws) he would serve as Chair of the Meeting, since President Cohn was at a City Hall event on behalf of the CBD.

Directors present: Dominic Campodonico (by speakerphone), Kimberley Daniels, Brian Greene, Pauline Scholten, Gustavo Serina, Ken Stram, Ken Wingard;

Directors absent and excused: Herb Cohn, Tim Patriarca, Pat Sahagun;

Staff, Contractors, Guests: Andrea Aiello (Executive Director); Richard Magary (taking Minutes); and four (4) members of the public.

Those present introduced themselves to the group.

An Agenda with supporting materials was distributed to Board Members for use at the Meeting.

Director Resignation, Finance Committee Report

Chair Serina confirmed that Director and Treasurer Steve Desdier had completed his resignation and transition of his Treasurer files to Herb Cohn, as announced at the October 9, 2008 Meeting. Herb is serving as Acting Treasurer until annual elections in December 2008. Since Acting Treasurer Cohn was unable to attend the Meeting, a Finance Committee Report was not presented.

Approval of Minutes of October 9, 2008 Board Meeting

Minutes of the Board's regular Monthly Meeting on October 9, 2008 were *approved unanimously*.

Maintenance Report

Executive Director Aiello led a review of *MJM Management's* written Report for October 2008 which previously had been emailed to all Board Members. She confirmed that MJM is not hauling away extra trash found on streets, but calls DPW for pickup, and is monitoring the response times. Recurring problems include *Bay Times* newspapers not properly placed in racks, and illegal flyers on City poles. AA and MJM are following to address both issues.

AA reported that she and MJM will continue to track DPW's removal of some public trash containers from the area. When additional, unwanted littering has followed, DPW has been responsive.

Safety Report

AA reported that SFPSP's Officer Jane Warner is on a 45 day suspension, following S.F. Police Commission Hearings on an administrative issue. Other SFPSP officers are covering her beat while she is away, and CastroCBD contract services are not being affected.

Holiday Promotion

KenW reported that the Castro CBD's "Give a Gift - Shop the Castro" poster and map packages will be ready for distribution (which he will coordinate) by about November 21. The project is under budget. The Board discussed the scope of this year's project (focusing on about 88 retail merchants) and agreed that such projects in the future should receive more advance planning and full Board discussion,

Security/Safety RFP

As part of her work to gather information for this RFP, due in early 2009, AA is meeting with Greg Bronstein, owner/operator of several bar and restaurant businesses in the CBD's area, to review how he uses SFPSP and other safety/security services. They also will discuss plans for a meeting of "late night" business constituents (restaurants, bars, etc.) to discuss the best ways to deploy the Castro CBD's Safety Resources. After further discussion, it was *approved unanimously* (M-BG, 2nd-KD) that the CastroCBD will sponsor and host such a meeting.

It was agreed that the current RFP Committee will be re-constituted as the Board's "Maintenance and Security Services Committee" so that it can monitor these important activities on an ongoing basis. The Board Chair will continue to appoint Members of the Committee and seeks volunteers.

Budget Review

KenW distributed a "Management Plan vs Budget Analysis and Proposal" together with pages 9, 10 from the CBD's Management Plan. He then discussed the Report's content, noting how various spending allocations could be revised to address the District's previously-presented current-year budget deficit of \$27,333. After discussion, it was agreed to defer further discussion until the next Meeting when the Acting Treasurer and other Board Members hopefully can be present to participate. Meanwhile DominicC agreed to review how the Management Plan is applied to annual budgets.

Board Development Committee

Andrea reminded Board Members that annual elections are scheduled for the December Board Meeting. To help assure transparency in recruiting Nominees, a process has been established (Application Form and Statement of Qualifications, open invitation to attend and observe at a Board Meeting(s), Board Committee to screen and recommend nominees). After Board discussion, there was no Public Comment on this matter when called. It then was *unanimously approved* (M-KW, 2-BG) to ratify the process as outlined, and to confirm that to be eligible and qualified a Candidate for Board Membership should be a Property or Business Owner in the District, an active member of a community organization focused on the District (but not that group's current president or similar senior officer), or be someone with a demonstrated history of community commitment. It was agreed that those otherwise eligible may not nominate a "proxy" to represent them. Copies of "Guidelines: Community Benefit District Meetings and Brown Act Compliance" were distributed, and have been emailed to all Board Members. It is important that the CastroCBD follow these Guidelines.

Public Comment

This Agenda item was called at its appointed time. Two members from the public noted their support for the CBD concept and the work it is doing.

Community Challenge Grant

Andrea announced that the City has awarded a \$58,167 Community Challenge Grant to the CastroCBD effective January 1, 2009, in response to our recent \$100,000 application for work at Harvey Milk Plaza. There was no Public Comment on the matter when called. It was *approved unanimously* (M-KS, 2nd-PS) to accept the grant. Andrea will work with interested Board Members and others to adjust the project's scope to match the reduced funding level.

Streetscape Development Committee

AA noted that sometimes there are potential grant opportunities for which the CBD can apply, but when there is not enough time for formal Board review before the filing date. Usually, any such Applications submitted can be reviewed at a subsequent Board Meeting before the deadline (and withdrawn if the Board so wishes), and/or any Grant Awards must subsequently be formally approved by the Board. She recommended that the Executive Director be given authority to submit appropriate Grant and similar funding Applications in such cases prior to formal Board approval. There was no Public Comment on the matter when called. It was *unanimously approved* (M-PS, 2nd-KS) to grant such authority to the Executive Director.

Board Retreat, Streetscape Committee Meetings

The Board Retreat tentatively scheduled for December 6 will be postponed until after the new 2009 Board is elected in December. Meanwhile, a Streetscape Committee meeting may be scheduled, to review implementing details of the Community Challenge Grant for Harvey Milk Plaza.

The Streetscape Committee met recently with Sup. Dufty, representatives from DTNA and the S.F. County Transit Authority regarding the CBD's proposed Neighborhood Beautification and Safety Plan, including the Duboce Trackway work. The DTNA/CBD recommendations for the Duboce Trackway work seem feasible with a \$2.8million budget. Separately, AA and other CBD Board Members attended a meeting led by Sup.

Dufty regarding Quality of Life issues in the Church Street, Duboce, Market, 14th Street area. A working group has been formed to explore solutions. AA will be the Castro CBD's representative and invites interested Board members to join her.

Proposed AT&T Equipment Boxes

Richard Magary, representing the Buena Vista Neighborhood Association (BVNA), outlined a proposal by AT&T to install up to 850 large, new equipment boxes throughout San Francisco to supplement their equipment already in place on sidewalks and other public rights of way. Some elements in AT&T's proposal could be counter-productive to the CBD's Streetscape plans and other objectives. No formal action was taken on the issue.

Business Attraction Campaign

Ken Stram reviewed his November 11, 2008 Report which had previously been emailed to Board Members, and distributed copies of a new flyer that the Campaign is using. The next Broker Tour is November 24; Board Members are welcome to attend. Having successfully developed its referral and Broker Tour components, the Campaign now is expanding to focus on outreach to the types of businesses desired by residents who responded to the Campaign's earlier Survey.

Executive Director's Report

AA briefly reviewed her "Executive Director's Report October 2008" which previously was emailed to all Board Members.

AA reported on behalf of Director Pat Sahagun (who could not attend) that his Castro Street Chevron Service station currently is closed for minor renovations and will re-open in December or January.

Adjournment: The Meeting was adjourned at 7:55pm (M-KW, 2nd-BG)

Minutes taken and prepared by Richard Magary.

Approved December 11, 2008