

**Castro/Upper Market Community Benefit District
Minutes of the Regularly Scheduled
Board of Directors Meeting on January 8, 2009
Castro Community Room, 501 Castro Street, San Francisco**

The Meeting was called to order by President Dominic Campodonico at 6:10pm. A quorum was present and maintained throughout the Meeting.

Directors present: Greg Bronstein, Dominic Campodonico, Herb Cohn, Kimberley Daniels, DeJauna Joseph, Tim Patriarca, Pauline Scholten, Gustavo Serina, Richard Sollitto, and Ken Wingard;

Directors absent and excused: Brian Greene, Pat Sahagun, Ken Stram,

Staff, Contractors, Guests: Andrea Aiello (Executive Director); Brian McCue (*MJM Management*); Richard Magary (taking Minutes); and one (1) member of the public, the business columnist from the Bay Area Reporter newspaper.

Guests were invited to use the sign-in sheet provided. Board Members, and guests who wished to do so, introduced themselves.

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

Brown Act Notice

DominicC summarized California's Brown Act, as its rules apply to the District's Board Meetings. They include provisions that Meetings are open to the public, for Public Comment on that specific item before any vote is taken, and for general Public Comment scheduled for 7:25 on this evening's Agenda.

Approval of Minutes from December 11, 2008

Minutes of the Board's Meeting on December 11, 2008 were *approved unanimously* (M-GS, 2-HC).

Finance Committee Report

HerbC said that he has nearly completed transition of accounting records from those maintained by the District's late Treasurer, Steve Desdier. Herb expects to have a report available by the next Board Meeting.

Maintenance Services

Brian McCue from *MJM Management* summarized his firm's Monthly Report for December 2008 and dated January 6, 2009, which previously was emailed to Board Members. Brian said that senior managers and several MAC street workers from *MJM* plan to be at the District's January 13 Annual Meeting. MAC workers recently assisted in apprehending a credit card abuser who had victimized one or more local retailers. This and other efforts are further improving public relations for the street maintenance efforts.

An extended discussion of the District's maintenance efforts was held to help orient new Board Members attending. There is more major trash being left on sidewalks. Businesses and property owners need to take responsibility by calling 311 and DPW. Graffiti has increased in the eastern end of the District. David, *MJM's* primary MAC worker in the heart of the Castro, is developing a relationship with SFPD. They have been more responsive to his calls, particularly around "quality of life" issues. There also have been improved SFPD and HOT Team responses in and around the 100 block of Church Street, especially since the recent "quality of life" meeting with

Sup. Dufty. MAC workers continue to find many used syringes in the Duboce Bikeway area and on Castro. It was agreed that the District should continue to ask Needle Exchange workers to educate and urge their clients to use safe needle disposal practices.

Business Attraction Campaign

KenS was unable to attend this Meeting. AndreaA gave a general outline of the project, for the benefit of new Board Members. It was suggested that some commercial leasing brokers could be approached for help funding the project. TimP, chair of the District's Development Committee, said that there is a need to find additional funding to support this project; it is an issue that needs further Board discussion. Tim said that the Development Committee will be meeting to identify some fundraising possibilities.

Development Committee

Committee Chair, TimP, thanked RichardS, who has joined the Committee.

The Committee is working with KenS at The Center to seek additional funding sources for the Business Attraction Campaign. See additional comments in the section above for that program.

The Development Committee also needs Board input to set priorities regarding the District's projects (e.g. capital improvement, Business Attraction, etc.), so searches for funding can be coordinated with those priorities.

Annual Public Meeting

DominicC and AndreaA reported on final arrangements for the January 13 event. *Home Restaurant* was thanked for hosting. 40 RSVPs have been received to date. All Board Members were encouraged to attend, if at all possible.

Board Development Committee

DominicC reminded Board Members that there are two Board vacancies, each for a two year seat. Board Members were urged to contact Dominic regarding any suggested candidates.

Streetscape Committee

AndreaA reported on a December 17 meeting with Sup. Dufty and the S.F. County Transportation Authority. The group reviewed the District's Streetscape Plan and how to implement specific elements of it. Many City departments were involved and sent representatives, including DPW, PUC, MTA, Planning Department, Art Commission, etc. Many experienced department representatives were impressed with the Plan.

What can be accomplished at Harvey Milk Plaza in 2009 with the District's \$58,000 Community Challenge Grant is being reviewed. SFCTA also is helping with the issue. Meetings are being held to identify a pro-bono or low-cost architect to assist – City staff architects have a high hourly billing cost.

Security and Safety Services

DominicC noted the letter enclosed in the District's Fall 2008 Annual Report (mailed to all constituents in December), and which reported suspension of the District's funding for Security Services while they are re-evaluated. The CBD convened a meeting on January 7 between District representatives, several late night merchants (bars, restaurants, etc.), MUMC, and CCOP. The group reviewed how SFPSP services were intended to work, though many said that actual results were unclear. Several were unaware that additional Security had been funded by the District. It was noted that SFPSP is the only private contractor that can provide both on-

site/inside security for individual businesses and roving patrols on streets of the District. SFPD's "10b" program can also do this, but at a higher cost. Officer Jane Warner from SFPSP was unable to attend the January 7 meeting due to health issues, but the group will meet with SFPSP, to review the best way that it can provide effective, incremental security services. GustavoS suggested that a meeting similar to that on January 7 be held with daytime business operators, since their "quality of life" and security issues are different in many respects from those of "late night" constituents.

AndreaA was asked to continue moving this issue forward, and to seek Board and Committee assistance when and as needed.

Public Comment

This Agenda item was called at 7:25pm. The one member of the public attending did not wish to make comments, and said he was observing as a media representative.

Budget Update

AndreaA distributed an "Updated Outlook January 2009" for the District's current annual budget. It shows a new projected surplus of \$5,347, vs. the previously-forecast deficit of \$27,333, due mainly to suspension of Security Services, along with some other, relatively small adjustments.

New Board Committees – Assessments Committee, Mentoring Committee

DominicC asked that interested Board Members volunteer for the new Assessments Committee. It is charged with reviewing District Boundaries and current assessments; identifying new and substantially-remodelled buildings, then alerting the S.F. Assessor; etc.

The Finance Committee will continue to be responsible for an annual review of District Assessment Rates, and recommending an Annual Rate to the full Board annually, before the Assessor's yearly deadline.

Dominic also asked experienced Board Members to volunteer as one-to-one mentors for the recently-elected new Board Members. HerbC volunteered to work with GregB, KenW with DeJaunaJ, and GustavoS with RichardS.

Castro Theatre Marquee

AndreaA reported that she is working with City Departments and the *Castro Theatre*, to finalize feasible plans for a sidewalk bulbout that will help protect the *Theatre's* marquee from further, repeated damage by large trucks. Initial design and construction will be paid for by the City and the *Theatre*. The CBD is being asked to assume responsibility for ongoing maintenance, as part of the contract currently performed by *MJM Management*.

Adjournment: The Meeting was adjourned at 7:40pm (M-PS, 2nd-RS)

Minutes taken and prepared by Richard Magary.

Approved February 12, 2009