

**Castro/Upper Market Community Benefit District  
Minutes of the Regularly Scheduled  
Board of Directors Meeting on March 12, 2009  
Castro Community Room, 501 Castro Street, San Francisco**

The meeting was called to order by President Dominic Campodonico at 6:07pm. A quorum was present and was maintained throughout the Meeting.

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

**Directors absent:** Greg Bronstein, Brian Greene;

**Staff, Contractors, Guests:** Andrea Aiello (Executive Director); Brian McCue (*MJM Management*), Richard Magary (taking Minutes). No members of the public attended the meeting

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 CBD'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 February 12, 2009**

Minutes of the Board's meeting on February 12, 2009 were *approved* (M-RS, 2-KD, GustavoS abstained, since he did not attend the February 12 meeting).

**Finance Committee Report**

Treasurer HerbC distributed financial reports for the fiscal year through February 28, 2009. He said that entries during February were routine items. After discussion it was *approved unanimously* (M-RS, 2-DC) to accept the February financial reports.

**Maintenance Services**

Brian McCue from *MJM Management* summarized their report for February 2009, which previously was emailed to Board members. He noted that the first quarterly sidewalk steam cleaning (per the new contract) was just completed – it took about 5 weeks. The ongoing goal will be to complete this task in 4 weeks. Some MAC workers (especially David in the heart of the Castro) have integrated “quality of life” efforts into their cleaning duties without significant additional time or distraction from their base duties. DominicC asked MJM to track the time it takes DPW to respond to calls for trash pickup, etc. “Hot spots” in the 400 block of Castro Street were discussed. Andrea will contact one property manager who handles several buildings, to enlist his cooperation with encouraging his tenants to conform to rules about trash disposal.

AndreaA reported that the new MJM contract is about ready to be signed, and that MJM already is providing services pursuant to that new agreement.

**Security Services**

DominicC and AndreaA reported that they met this week with Serge White and Jane Warner from *S.F. Patrol Special Police*, to discuss concerns raised at the February CBD Board meeting. A brief report from SFPSP was distributed; it summarized services under its CBD contract in January. Compliments about the quality of SFPSP's services were relayed during the meeting with them, along with the need for changes in defining the scope of services and regular reporting requirements. SFPSP was informed that the CBD's Services Committee is studying the security needs in the neighborhood and will keep SFPSP informed of developments.

**Website**

PaulineS reported that she and AndreaA are reviewing website sections and features that could be improved, along with ways to improve hits to the website from search engines. Other Directors were invited to join in the review – please contact Andrea.

### **Services Committee**

KimD reported that she, DominicC and GregB, and AndreaA met recently with Sgt. Limbert, street patrol supervisor from SFPD's Mission Station. They discussed public safety/security issues in the CBD, including quality of life issues on streets in the CBD's area, and the resources available to the CBD, and the need for increased patrolling in the CBD. He also provided additional information about SFPD's "10b" program which could be one method to provide CBD security services. The high concentration of problems in the Church/Market Street area was discussed, along with the fact that police services there are impacted by three separate SFPD Districts having adjoining boundaries at that location. DominicC will follow through to schedule a meeting with the SFPD commanders at Mission, Park and Northern Stations. Meanwhile, Sgt. Limbert said he would discuss issues in the area with his shift commanders, to help assure that as much coverage as possible is provided.

### **Development Committee**

This item was moved up in the agenda to accommodate scheduling needs.

TimP reported that he, RichardS and AndreaA met to further plan the CBD's fundraising efforts.

The Committee is considering whether to sponsor a major fundraising event. It has requested preliminary suggestions from experienced event planners, which traditionally are hired for such projects. It is too late to schedule a major event for Fall 2009. Major events can require as much as \$30,000 "up front" investment and may take 2-3 years before the effort breaks even. Significant Board member involvement always is a key. The Board instructed the Committee to provide further major fundraising event information at an upcoming meeting. Board is particularly interested in costs of event, possible venues, pros and cons.

Currently, most likely sources for grants funding are being inventoried. Further input from the full CBD Board is needed to set project and fundraising priorities.

The Committee is developing a brief, concise "elevator pitch" for use by all Directors when they contact or encounter potential funding opportunities.

Until broader priorities are set by the Board, the Committee also will pursue individual opportunities which present themselves. For example, Andrea is working on re-submittal of the *USBank* grant application for the Business Attraction Campaign; and Dominic or Andrea will contact the *Sisters of Perpetual Indulgence* to determine if the CBD is eligible for some of their grants from Pink Saturday, etc.

DominicC noted that these development activities need to be considered within the context of the next fiscal year budget (7/1/2009 to 6/30/2010).

### **Streetscape Committee**

KenW reported for the Streetscape Committee as follows: 1) The committee considered the issue of using the CCG funds to make improvements to protect the Castro Theatre Marquee. Even with the grant funding the project is short \$70K and after much debate is recommending to the Board that the CCG funds remain at HM Plaza and we use the funding to make landscape and possibly lighting improvements at Harvey Milk Plaza. Andrea reported that CMG Landscape Architect is willing to develop, pro bono, some sketches for this landscaping project and to work with Andrea on putting together a budget. 2) The closure at 17<sup>th</sup> Street is moving ahead, there still are not a lot of details. 3) Andrea walked the neighborhood with a staff person from the Art Commission and they are considering temporary art at either Harvey Milk Plaza or the 17<sup>th</sup> Street plaza, sculptural seating (not too comfortable) for the northern bus stop on Church St....this seating would compliment train stop seating on the north side of Duboce. A third permanent art project would be at the gateway at the mini-plaza down by the Central Freeway onramp at Market/Octavia Blvd. This art would be funded using PUC funds. 4) The Streetscape Committee is recommending to the Board to be part of the summer Market Street Concert Series. This would be in fiscal year 2009-10 and would be cost about \$3000. The Board agreed that this should be in presented in the fiscal year '09-'10 budget.

Due to time constraints, the Rainbow Honor Walk agenda item was not discussed.

### **President's Report**

DominicC informed the Board that he has asked Andrea and Richard to develop a running "to do" list from our Board meetings.

Dominic echoed the importance of the Board to meet and develop a priority list of action items to assist with upcoming budget discussions and Development issues. Board eligibility issues were also discussed in light of a recent request for Board membership from an out-of-state person who owns property in the District. It was generally decided that Board members should personally attend monthly Board meetings and also personally participate in committee meetings. He also discussed committees in which Board members participate and encouraged further participation. The issue of "CBD border expansion" was discussed in response to ongoing requests for the CBD to either expand its borders or contract with different neighborhood associations/street groups to provide some CBD services."

**Public Comment**

This Agenda item was called at its scheduled time, 7:25pm. No members of the public attended the meeting.

**Executive Director's Report**

AndreaA referred Board members to the Executive Director's report. She then reminded Board members that the CBD together with MUMC and EVPA are getting volunteers to help beautify the neighborhood on Sunday April 18<sup>th</sup> and their presence is needed. She has also received a request from the Sanchez St. neighbors to possibly consider contracting with them to clean their sidewalks. Board requested that they attend the next meeting to present their issues and concerns to the Board.

**Adjournment:** The Meeting was adjourned at 7:43pm without objection.

Minutes taken and prepared by Richard Magary and Andrea Aiello

**Approved** April 9, 2009