



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

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Minutes of the Regular Monthly Board of Directors Meeting on April 8, 2010 Chase Bank, Community Room; 2112-15th Street; San Francisco California

The Meeting was called to order by Vice President Gustavo Serina at 6:02pm. He said he would act as the Meeting's chair, since President Dominic Campodonico was called unexpectedly to a business meeting.

A quorum was present and was maintained throughout the meeting.

Directors present: Joel Bubeck, Herb Cohn, DeJauna Joseph, Jim Laufenberg, Tim Patriarca, Pat Sahagun, Gustavo Serina, Pauline Scholten, Blake Smith, Richard Sollitto;

Directors absent: Greg Bronstein, Dominic Campodonico, Ken Wingard

Staff, Guests: Richard Magary (taking Minutes); four (4) members of the public.

An agenda was distributed to Board members and guests, along with supporting materials to Board members for use at the meeting. A Friday Packet of Board materials and then supplements had been emailed to Board members on about April 2, et seq. Guests were invited (but not required) to sign in.

Brown Act Notice

Gustavo summarized California's Brown Act, as its rules apply to the CBD's Board meetings. They include provisions that meetings are publicly noticed in advance; are open to the public; for public comment on that specific item before any vote is taken; and for general public comment, scheduled as the next-to-last item of business (Item VII) on the Agenda for this meeting.

Minutes from March 11, 2010

There were two corrections to the draft Minutes of the Board's meeting on March 11, 2010, after which they were *approved*, by general consent.

Treasurer's Report

Finance Committee Report

Herb presented the Treasurer's Report for February 2010:

Beginning of month cash balances were \$364,090.01

During the month of February 2010, the CBD earned interest of \$224.00.

Expenses for the month were \$28,791.01 for our maintenance contract, community guide, and administration costs.

End of the month cash balances were \$335,523.00

Herb also distributed financial statements for the month of February 2010, and for the seven months year-to-date ending February 28, 2010, including Balance Sheet, monthly and cumulative Profit & Loss for the year-to-date. He said that proceeds from a maturing CD were re-invested in a Money Market Fund at the same bank, in order to get a higher interest rate and to have flexibility for future reinvestment of the funds.

After discussion, the Treasurer's Report was accepted as presented.

Neighborhood Liaison Reports

MUMC

Herb outlined recent and current activity led by *MUMC*. It includes plans for Small Business Week (May 15-22) including a May 15 Sidewalk Sale, and a Mayor's Reception on Monday May 17 at *Metreon's* Cityview Room (contact Richard for RSVP information); for the first State holiday celebrating Harvey Milk Day on May 22; for a new edition of *MUMC's Castro Guide* visitor and information booklet; and for a new interactive website. Three *MUMC* Board Members have expressed interest in attending CBD Board and some Committee Meetings (Petyr Kane, Tina Roberts, Hans Pfeifer). Richard will provide their contact information to Andrea so those individuals can be notified of meetings.

UMA

Gustavo said that a proposed "Community Hero Award" developed through *CCOP's* membership in *UMA* has been discussed. The CBD's involvement has been referred to the Services Committee for review and a recommendation to the full Board. (See also, "New Business" below.)

Streetscape Committee

Gustavo reported on behalf of the Committee.

Harvey Milk Plaza

New landscaping and bench installation are being coordinated for completion in time for Pride Week in late June.

17th Street Plaza

Renovation work is starting this week, with completion being coordinated in time for Pride Week in late June.

Harvey Milk Plaque

The CBD is contributing \$5,000. The balance of approximately \$3,500-\$5,000 will be advanced by the CBD in order to have the completed Plaque by the scheduled installation on May 22, and outside funds raised for that balance.

At its recent meeting the Committee worked on its budget for the next Fiscal Year, to be included in the CBD's overall budget for that period.

Services Committee

Gustavo referred Board members to Dominic's April 2 Memo about the Services Committee meeting, which was included in the Friday Packet. He also said that the Committee is working on its budget for the next Fiscal Year, to be included in the CBD's overall budget for that period.

MJM's Report for March was emailed as part of subsequent Friday Packet materials.

After discussion, the Reports were accepted.

See additional Services Committee material under "New Business."

Executive Director's Report

Andrea is on vacation and did not submit a Report. She will submit one covering March and April for the May Board meeting.

NEW BUSINESS

A Streetscape Committee Motion re Outdoor Furniture at 17th Street Plaza was taken off the agenda until the next meeting, since KenW did not attend this meeting to present it.

Blake made a Motion on behalf of the Services Committee (which does not require a second) to extend the contract with *MJM Management* for the Community Guide program for an additional two months (for May and June 2010) at a cost of about \$2,400 per month, which is within budgeted funds. During Board discussion, Gustavo reported that the initial Community Guide, David Lewis, recently resigned and is being succeeded by another appropriate *MJM* employee. While many Board members feel the Community Guide program is a success, how to objectively quantify and define "success" still are topics of discussion. The Committee will continue to seek criteria metrics that reflect all factors of the program. Tim asked for more information about what percentage of the Guides' time is spent directly working with the target population and issues, vs. other tasks such as debris removal which should more appropriately be done by *MJM's* MAC team workers.

Gustavo called for public comment on the item before a Board vote. Comments included a suggestion for more collaboration with other service providers such as *CCOP*; a suggestion to get input from Mr. Lewis on his successful techniques; and an inquiry why the CBD is spending its money on these services, which should be provided by the City. While not responding to that public comment, Gustavo noted the principle in the CBD's Management Plan of supplementing baseline services provided by the City, not substituting for them. After discussion and comment was completed, the vote was *unanimous* to approve the Motion, and to extend the contract for two months. Andrea was asked to implement the Motion with *MJM*.

A Motion regarding the CBD's participation in *CCOP*'s "Community Hero Award" program was referred to the Services Committee for review and recommendation to the full Board. Ken Craig of *CCOP* offered to provide his contact information to Dominic and Andrea, so he can be invited to the Services Committee meeting(s) where the proposed Awards will be discussed.

Public Comment

General public comment was called for at this point. There was none.

Adjournment

The meeting was adjourned at 6:40pm.

Minutes taken and prepared by Richard Magary.

Approved May 13, 2010