



## **CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT**

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### **Minutes of the Regular Monthly Board of Directors Meeting on May 13, 2010 Chase Bank, Community Room; 2112-15<sup>th</sup> Street; San Francisco California**

The Meeting was called to order by President Dominic Campodonico at 6:05pm. He chaired the meeting, except as otherwise noted below.

A quorum was present and was maintained throughout the meeting.

**Directors present:** Joel Bubeck, Greg Bronstein, Dominic Campodonico, DeJauna Joseph, Jim Laufenberg, Pauline Scholten, Blake Smith, Richard Sollitto;

**Directors absent:** Herb Cohn, Tim Patriarca, Pat Sahagun, Gustavo Serina, Ken Wingard

**Staff, Guests:** Andrea Aiello (Executive Director); Richard Magary (taking Minutes); five (5) 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 prior to the meeting. Guests were invited (but not required) to sign in.

#### **Brown Act Notice**

Dominic 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 and are open to the public; for public comment on all agenda items, and 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).

#### **Passing of SFPSP Officer Jane Warner**

Dominic noted the recent passing of *San Francisco Patrol Special Police Officer Jane Warner*, a highly respected and valued member of the community. He called for a moment of silence in her memory.

#### **Minutes from April 8 and April 16, 2010**

There were no changes to the draft Minutes distributed to Board members. Each set of Minutes was adopted by general consent.

#### **Treasurer's Report**

##### **Finance Committee Report**

Jim summarized the Treasurer's Report for March 2010 in Herb's absence:

Beginning of month cash balances were \$335,523.00

During the month of March 2010, the CBD earned interest of \$119.51.

Expenses for the month were \$54,834.22 for our maintenance contract, community guide contract, administration costs, and the initial payment on the benches for Harvey Milk Plaza.

End of the month cash balances were \$280,808.29

Jim also distributed financial statements for the month of March 2010, and for the nine months year-to-date ending March 31, 2010, including Balance Sheet, monthly and cumulative Profit & Loss for the year-to-date. Jim and Andrea reported on the Finance Committee's current work to develop the 2010-2011 Budget. The current draft showing a \$71,460 surplus was distributed.

During recent meetings regarding annual renewal of the CBD's contract with the City, City staff recommended that reserves be established, to cover the CBD's last 6 months of operating costs, since no assessment revenue will be generated during that time. The CBD already has \$100,000 in a reserve. There was discussion regarding use of the \$71,460 surplus to add to the reserve, or to use some or all of the surplus for other 2010-2011 purposes. Finance Committee will further consider points from the discussion as it continues to draft next year's budget.

The Committee also is considering whether to recommend a change in the CBD's assessment rate for the coming year. The Committee was asked to provide a list (and using a graph) of the CBD's MJM costs from inception to date. The budget will not include any assumption for grant income, since such revenue (and any time frames, conditions of grant, etc.) is not counted until awarded. It also was discussed whether to carry the Executive Director's compensation as a single line item or to allocate it to the CBD's major projects according to time spent on each.

Why the CBD still has such relatively substantial reserves was questioned. It was explained that the CBD has been able to fundraise through grants to do much of the capital improvements in the district, and therefore, despite all the capital improvements accomplished so far, the CBD still has Streetscape Reserve funds to use on future projects.

## **COMMITTEE AND RELATED REPORTS**

### Business Attraction Campaign

Ken Stram from *The LGBT Center* distributed and discussed his program's update dated May 13, 2010. He noted that the program's first year funding (from the City, *MUMC* and CBD) was \$50,000; \$40,000 the next year from the City and CBD; \$20,000 for the current year from the CBD and *Wells Fargo*; and an estimated budget of \$15,000 for the coming year. There was discussion about using some of the CBD's projected 2010-2011 surplus to help fund the Business Attraction Campaign next year, specifically how it might be used, whether there would be proportionate benefits, etc.

### Streetscape Committee

The Committee's Notes from its April 23, 2010 meeting had been distributed in the "Friday Packet."

Andrea reported that the new Harvey Milk Plaza landscaping is done and has been well-received. The CBD's cost of the bench will come in lower than expected, but there are additional charges for extra soil, plants, etc. Andrea reported she needs flexibility to allocate money that has already been approved for the bench at Harvey Milk Plaza to other Harvey Milk Plaza improvements. She is working to have the new benches installed by Pride Week (June 20-26).

The 17<sup>th</sup> Street Plaza renovations should be done by Harvey Milk Day, May 22, when there will be a re-dedication ceremony. Public response to the renovations is very positive. A process for community input or a contest to re-name the Plaza may be developed, after it is clarified which City agency has jurisdiction over the naming of the public space.

A photograph of the new Harvey Milk Plaque to be installed at 575 Castro was shown, with very positive response.

Pauline assumed the Chair while Dominic presented the Services Committee and President's reports.

### Services Committee

*MJM Management's* Report for April 2010 was previously distributed to Board members. There were no questions.

Dominic reported that the CBD's ongoing survey responses show some decrease in Quality of Life concerns. It is unclear if this is directly attributed to the Community Guide program. Informed experts say that QoL issues in the CBDs' area differ from those in other neighborhoods – more of ours involve younger, more transient people who are less likely to accept services when offered. The Committee is considering what and how to budget for QoL issues for the 2010-2011 year. There have been conversations with the Director of the Mayor's Office on Homelessness, which is seeking additional humane ways to help get this population off the streets.

“The Panhandling Project” is an educational campaign developed last year by the Mayor’s office, but never implemented. The overall goal of the Panhandling Project is to educate the public about existing social services for the homeless and the negative impact (in the long run) of giving to panhandlers. A Johns Hopkins study found that 70% of the money given to panhandlers is used to support their substance abuse habits. The Mayor is aware the Castro CBD is considering implementing this project and has approved the use of the campaign by the CBD. An outline of the project was shown, its process reviewed, and the pros and cons of it discussed. The Committee plans to research and to consider it further, and especially whether it can reasonably be expected to have the desired effect of helping the area’s homeless population positively. The committee also will further consider whether the funds could be used more effectively for direct support to one or more agency(ies) which work with the target population.

### **President’s Report**

Dominic urged focus, but flexibility in the 2010-2011 CBD budget, so that specific goals are identified, but the budget does not lock spending into specific projects that cannot be fully planned in detail at this early stage. Because several Board members will be out of town on the next regular monthly Board meeting date (June 10), it was agreed to move the meeting to Thursday, June 3 at 6:00pm. Andrea will advise the meeting location soon.

Dominic re-assumed the meeting Chair at this point.

### **NEW BUSINESS**

Greg made a Motion (2<sup>nd</sup>-BS) that the CBD support the proposed move of the GLBT Historical Society to a new location at 4127-18<sup>th</sup> Street. After Board discussion and a call for public comment on the item (there was none), the Motion *passed unanimously*. Andrea was asked to send a letter regarding the support to the GLBT Historical Society and to the Planning Department and Commission.

Blake made a Motion (2<sup>nd</sup>-JL) to amend the Board’s previous approval of \$5,000 for partial funding of the new Harvey Milk Plaque at 575 Castro Street, and to increase the approval to up to \$9,500 for full funding of the plaque. It was explained that, when the previous amount was approved, it was expected that the plaque would not be installed for a year, and that there would be ample time for additional, outside fund raising. However, Supervisor Dufty requested that the plaque be completed and installed for this year’s first Harvey Milk Day in California on May 22, and there wasn’t time to raise additional funds. After Board discussion and a call for public comment on the item (there was none), the Motion passed by 4-yes, 2-no. Andrea was asked to notify Supervisor Dufty’s office that the CBD will pay for the balance due on the plaque and to let him know that there was some concern from Board members on the decision making process.

Blake presented a Motion from the Services Committee (does not require a second) to make the current Security Services Budget Line Item flexible, to meet current needs. It was explained that this specifically will allow funding of security at the new Harvey Milk Plaque immediately after it is installed and while the installation dries, and similar flexibility regarding installation of the new benches in Harvey Milk Plaza. After Board discussion and a call for public comment on the item (there was none), the Motion *passed unanimously*.

Jim made a Motion on behalf of the Streetscape Committee (does not require a second) to amend the previous vote to allocate \$35,000 for benches at Harvey Milk Plaza, so that the funding is flexible and also can be used for Harvey Milk Plaza improvements generally. It was explained that the final bench cost will be as much as \$13,000 less than the originally-budgeted \$35,000. Approval of this Motion will allow the excess to be used for other unexpected costs and other improvements, also at Harvey Milk Plaza. After Board discussion and a call for public comment on the item (there was none), the Motion *passed unanimously*.

Joel made a Motion (2<sup>nd</sup>-BS) to fund up to \$700 of incidental costs for the 17<sup>th</sup> Street Plaza renovation and upgrade. It was explained that additional costs were encountered for items such as a box to store, cover, and

secure the hose; locks and cables; soil, gravel, and other incidental costs. After Board discussion and a call for public comment on the item (there was none), the Motion *passed unanimously*.

Greg made a Motion (2<sup>nd</sup>-BS) to fund concerts at the 17<sup>th</sup> Street Plaza during the next fiscal year. Two proposals were received and were discussed. Prices for each include performers, event staff and sound equipment. *People in Plazas* (which produced similar concerts for the CBD last year) proposed several options, and the one for four (4) events for \$3,600 (\$900 each) was discussed further. *PiP*'s price includes Citywide publicity and a commitment by May 15 is required. *MJM Management* proposed two options including one for five (5) events for \$2,750 (\$550 each) which was discussed further. *MJM*'s proposal does not include publicity/advertising, much of which can be accomplished locally (the main target audience) in other ways. During discussion Dominic made a subsidiary Motion to Refer to the Streetscape Committee for further study (2<sup>nd</sup> by BS) . After Board discussion and a call for public comment on the item (there was none), the subsidiary Motion *passed unanimously*.

### **Public Comment**

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

### **Adjournment**

The meeting was adjourned at 8:20pm.

Minutes taken and prepared by Richard Magary.

**Approved** June 3, 2010