



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114

www.CastroCBD.org 650/355-1294

Minutes of the Regular Monthly Board of Directors Meeting on October 13, 2011 Castro Community Room, 501 Castro Street, Second Floor, San Francisco, California

The meeting was called to order at 6:05pm by President Dominic Campodonico.

A quorum was present and was maintained throughout the meeting.

Directors Present: Joel Bubeck, President Dominic Campodonico, Scott Cataffa, Jim Laufenberg, Pat Sahagun, Secretary Pauline Scholten, Dennis Ziebell. Note the election and seating of new Board Members Mark Giberson and Bruce Smith during the meeting.

Directors Absent and Excused: Treasurer Herb Cohn, Vice President Tim Patriarca, Gustavo Serina, Blake Smith, Ken Wingard;

Staff, Guests: Executive Director Andrea Aiello; Richard Magary (taking Minutes); and about six members of the public including Board applicants Mark Giberson, Tom Owens, Bruce Smith, and Greg Zhovreboff. An agenda was distributed to Board members and guests.

Introductions

The Board members publicly introduced themselves and noted any current, potential conflicts of interest. Guests were invited (but not required) to introduce themselves.

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 each agenda item, and before any vote is taken; and for General Public Comment, scheduled as Item VII on the Agenda for this meeting, to be called in order but no later than 7:25pm. Guests who interrupt or are otherwise disruptive of the Meeting will be given a verbal warning. If a second interruption or disruption by the individual(s) occurs at the meeting, they will be asked to leave.

Minutes from September 8, 2011

Those Minutes were adopted by general consent.

Executive Director's Report

Andrea presented her Executive Director's Report. The outside contractor's review of Assessor records for parcels in the CBD was completed satisfactorily and resulted in additional current-year revenue of \$1,309. This resulted from a property that the City inadvertently did not place an assessment fee on for FY 2010-11. This property was assessed properly in FY 2011-12. The Mayor's Office recommends that this review be done annually. The City Administrator is calling a meeting regarding the Rainbow Flag at Harvey Milk Plaza. Andrea will attend to take notes only. Two separate private companies have inquired about advertising in Jane Warner Plaza. Andrea will get in touch with Supervisor Wiener's officer re: management of the plaza and the Streetscape Committee will study this issue and then recommend to the board an applicable policy. Andrea was unable to attend a recent Brown Act training session, but was able to get answers to several specific questions which will be applied in the CBD's work. SFPD's plans for Halloween (10/31) and the previous Saturday (10/29) anticipate no street closures, parking restrictions or towing, and essentially a "non-event" consistent with recent years when problems were minimal. SFPD will have a Halloween command post at Jane Warner Plaza. The *Castro Theatre* marquee continues to sustain costly and destructive damage, being hit by

large delivery trucks. Andrea has participated in meetings with the *Theatre*, Sup. Wiener, SFMTA and others. There was no Board discussion of the report. Public comment was invited on the Executive Director's Report; there was none.

President's Report

Dominic presented his President's Report. The proposed Board Member goals and objectives planning session will be deferred until early 2012, after new Board members are elected and seated. Dominic outlined recent evidence of graffiti tagging by a known repeat offender. The Services Committee is alert to the local impact of this damage. The City's Graffiti Advisory Board (on which Dominic serves) also is researching the cost impacts of graffiti, including from CBDs. Andrea will obtain relevant information from *MJM* for the district. There was no Board discussion of the Report. Public comment was invited on the President's Report; there was none.

Treasurer's Report

Andrea gave the Treasurer's Report for August 2011 in Herb's absence.

August beginning of month cash balance was \$347,138.71.

During the month of August 2011, the CBD earned interest of \$77.56, received assessment revenue of \$4,617.13, collected Flower basket donations of \$625.00, and processed a \$200.00 donation for the Rainbow Honor Walk.

Expenses for August were \$31,598.19 for our maintenance contract, administration costs, and ongoing programs.

August end of the month cash balances were \$321,060.21

The timing of financial information being submitted was discussed. The Board will discuss timing of financial information with the new Treasurer to be elected in December.

There were no Board questions about the Treasurer's Report. Public comment was invited on the Treasurer's Report; there was none.

Committee Reports

Board Development Committee Report

Board applicants Bruce Smith and Mark Giberson introduced themselves and talked about their experience and interests which are relevant to serving on the CastroCBD Board. Greg Gurovich was not in attendance; therefore, the vote on his application will be held at the next meeting he is able to attend. Smith and Giberson then left the room while the Board discussed their applications and voted. After Board discussion:

- A Motion was made (M-JL, 2nd-PSch) to elect Bruce Smith to the Board for a term ending at the December 2013 Board of Directors meeting. After a call for public comment on the Motion (there was none), the Motion *passed unanimously* using written ballots.
- A Motion was made (M-JL, 2nd PSah) to elect Mark Giberson to the Board for a term ending at the December 2012 Board of Directors meeting. After a call for public comment on the Motion (there was none), the Motion *passed unanimously* using written ballots.

Newly-elected Directors Giberson and Smith returned to the room. They were congratulated and took their seats as Board members for the remainder of the meeting. Andrea indicated that Board applicant Donna Insalaco does not have the time to participate on the Board at this time, so she has to put her application to the Board, on hold until early 2012. Additional Board applicants Tom Owens and Greg Zhovreboff will be considered for election at the December meeting.

Streetscape Committee Report

Andrea and Scott presented the Report. The Committee met twice during the month. Andrea has received a proposal from *Groundcover Landscaping* to review scope of work for new plants, maintenance and volunteer maintenance training for Harvey Milk Plaza. Andrea is working with them on a revised scope of work which will include work at Jane Warner Plaza. *Groundcover* recently has voluntarily repaired irrigation leaks at HMPlaza at no cost. Starbucks has offered a \$5,000 contribution to the CBD. It was noted that Starbucks is

conducting community outreach for a proposed new location in the Castro CBD district. The Board discussed the implications of accepting a donation, and how funds might be used, if they are not restricted by the donor.

- A Motion was made (M-JL, 2nd-PSch) to accept a \$5,000 donation from Starbucks, as long as there are “no strings attached” and no quid-pro-quo involved or implied. There was further Board discussion, which included discussion on putting a plaque up acknowledging Starbucks contribution. The discussion made clear that the donation would be accepted without any plaque or other acknowledgement of the donation on-site. After a call for public comment on the Motion (there was none), the Motion *passed unanimously*. Andrea will meet soon with Starbucks representative(s) to further discuss the donation.

The Streetscape Committee recommended that the budgeted \$1,000 for holiday decorations be given to MUMC as part of MUMC’s Holiday Promotion campaign. Those funds are used for the Holiday Tree at 18th & Castro, decorations on Market Street median palm trees, etc. In return, the Castro CBD will receive top-level acknowledgment on MUMC’s Holiday Donor Banner which hangs during the season at 18th & Castro. After Board discussion,

- A Motion was made (M-PSch 2nd-JL) to donate \$1,000.00 from budgeted funds to MUMC for 2011 Holiday Promotion purposes. After further Board discussion and a call for public comment on the Motion (there was none), the Motion *passed unanimously*. Andrea will follow up with Herb to make the payment.

The Streetscape Committee also met during the month with Jose Campos, Director, Citywide Planning, S.F. Planning Department to discuss a “strengthening neighborhoods” pilot project which could possibly be implemented in the Castro. Andrea is continuing to work with Committee members, Sup. Wiener’s staff, Campos and others to continue researching economic vitality strategies. .

Services Committee Report

Andrea presented the report. The current cleaning and maintenance contract expires January 31, 2012. Andrea will send out the RFP for cleaning and maintenance services before the end of October. A discussion regarding mobile food trucks is being postponed. Public nudity at Jane Warner Plaza and elsewhere in the Castro was discussed, following which:

- A Motion was made (M-DZ, 2nd-JB) to direct the Executive Director to work with other neighborhood associations, including MUMC and other interested parties, to discuss public nudity in the Castro and possibly develop a position on said topic. After further Board discussion and a call for public comment on the Motion (there was none), the Motion *passed*.

SFPSP’s additional early morning coverage (2 hrs. a day between 5:00 – 8:00 a.m.) appears to be helping targeted issues. The current 30 day pilot project for extended coverage ends October 16, after which a report will be prepared. The October 6 Ambassadors Appreciation event was greatly appreciated by the honorees and successful. Board members/applicants in attendance included Dennis Ziebell, Bruce Smith, Pauline Scholten and Joel Bubeck. Pauline and Joel both served as volunteer Ambassadors this summer. beautiful! provided food for the event. Dennis Ziebell and Bill Pung provided music, cold drinks and paper goods as well as assisted with that evening’s logistics. During the first Ambassadors season from June 16 to October 1, 2011, approximately 6,000 tourists/visitors were assisted during 451 hours of volunteer time. A full report will be presented next month. While the formal Ambassadors program has ended until next spring, some volunteers want to continue on an ad-hoc basis during winter months. The CBD’s involvement will be limited to providing materials and other basic support. Andrea will stay in touch with all volunteers with continuing interest during the winter break. Additional new volunteers are being recruited (including about 18 at the recent *Castro Street Fair*) for a formal resumption in spring 2012. Andrea is investigating a proposal to move the under-used J.C. Decaux kiosk at 16th-Market Streets to Castro-Market for use as a visitor information booth.

Land Use Committee

Tom Owens reported that this new committee had its first meeting. This meeting was mostly a formative meeting regarding goals, priorities, scope. The new Committee will report further at a future Board meeting.

General Public Comment

At this point in the meeting it was 7:25pm, the scheduled time for general public comment. Committee reports were suspended. There were two speakers during general public comment. Committee reports then resumed.

Committee Reports, *continued*

Land Use Committee, *continued*

As part of its discussion of the role of the Land Use Committee, the Committee recommends that issues related to mobile food trucks, flower stands on the street, etc. should fall under its purview, but issues such as news racks on the sidewalk should probably fall within the Streetscape Committee's purview. This issue will be discussed at the next Streetscape Committee meeting and then a motion will be brought forward to the full board for a vote. Public comment was invited on the committee reports; there was none.

Adjournment

The meeting was adjourned at 7:30pm.

Minutes taken and prepared by Richard Magary

Approved November 10, 2011



Pauline Scholten, Secretary