



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 November 11, 2010 Chase Bank Community Room: 2112 15th Street; San Francisco, California

The meeting was called to order at 6:00pm by Vice President Gustavo Serina, chairing for President Dominic Campodonico who could not attend.

A quorum was present and was maintained throughout the meeting.

Directors Present: Joel Bubeck, Treasurer Herb Cohn, Jim Laufenberg, Pat Sahagun, Secretary Pauline Scholten, Vice President Gustavo Serina, Blake Smith, Richard Sollitto, Ken Wingard;

Directors Absent: Excused absences: President Dominic Campodonico, Tim Patriarca;
Unexcused absences: Greg Bronstein, DeJauna Joseph

Staff, Guests: Executive Director Andrea Aiello; Richard Magary (taking Minutes); two representatives from the *S.F. Arts Commission*, and a representative from *AT&T*.

An agenda was distributed to Board members and guests. A packet of Board materials and supplements had been emailed to Board members prior to the meeting.

Introductions

The Board members publicly introduced themselves and guests were invited (but not required) to introduce themselves as well.

Brown Act Notice

Gutavo 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 VIII on the Agenda for this meeting, to be called in order but no later than 7:25pm).

Minutes from October 14, 2010

There were no changes to the draft Minutes and they then were adopted by general consent.

President's Report

Gustavo provided a brief report in Dominic's absence.

He said that all six current Directors scheduled for re-election in December had indicated an interest in and willingness to serve again, if nominated and elected at the December meeting.

Treasurer's Report

Herb presented the Treasurer's Report.

September beginning of month cash balances were \$291,793.56

During the month of September 2010, the CBD earned interest of \$101.84,
and received assessment income from the City of \$2,300.50.

Expenses for September were \$29,235.94 for our maintenance contract,
administration costs, and ongoing programs.

September end of the month cash balances were \$264,959.96

Herb also presented and commented on the Balance Sheet as of September 30, 2010, and the Profit and Loss Statements for the month of Septembers 2010 and for the year-to-date July-September 2010, which were in the Board materials packet. He also distributed and commented on Reports showing Budget for 2010-2011 vs. Actual Income and Expenses for the current Fiscal Year and for the first quarter, July 1, 2010 to September 30, 2010. He said that actual Income and Expenses generally are on-budget.

Committee Reports

Streetscape Committee

Ken began a presentation on public art planned for the Church-Market area in connection with the City's Duboce Trackway Improvement Project. He noted that the CastroCBD previously budgeted \$50,000 for public art at the corner of Church/Market/14th Streets to be developed in conjunction with the *S.F. Arts Commission*. He introduced Jennifer Lovvorn from the *Arts Commission* and the Commission's selected artist for the project, Primitivo Suarez-Wolfe. Jennifer summarized the *Commission's* process in general and for this project. Primitivo then presented a concept-stage rendering for a 35-foot tall arch construction at the NE corner of Church/Market at 14th Street. Jennifer stressed that the artwork would become part of the City's art collection and therefore all maintenance, including graffiti removal and repair, would solely be the responsibility of the SF Arts Commission. The proposal includes installing the sculpture near the "Safeway steps" and on Safeway property. The Arts Commission has received preliminary approval for the artwork to be placed on Safeway's property. The piece would, as is the custom due to practical considerations, be installed at the end of the underlying Trackway project. There was extensive discussion, which indicated Board Members' generally positive reaction to the concept plan. Jennifer said that the *Arts Commission* will consider the concept and take public comment at its meeting on November 17 at 3:00pm at, 25 Van Ness, Lower Level. The artist and *Arts Commission* were asked to also consider a possible nearby alternative site at the SE corner of Market/14th Streets where *SFMTA* is separately planning a large sidewalk bulbout to better manage vehicle and bicycle traffic and ways to activate the resulting large concrete space. After a call for public comment on the item (there was none), a Motion (M-RS, 2nd-KW) to give preliminary approval to the concept presented was *approved unanimously*.

Ken further reported that success of the second "Dancing in the Streets" event on October 17 again was affected by rain. The Committee will evaluate the two recent "Dancing" events and possibly consider another type event for these programs in the future.

The Streetscape Committee questioned whether the *Castro Street Fair* booth was worth the cost and volunteer resources, and other effort required. While there was fairly good interest from *Fair* visitors, and the outreach for the Ambassadors program was well-received, the value of this community relations tool in the absence of a specific goal was questioned. It was agreed that future booths of this type will be evaluated in the context of the CBD's goals and programs at that time.

New Rainbow Banners are up at the 17th Street Plaza. Initial vandalism has been repaired and additional security precautions installed.

Ken reported that Andrea has initiated meetings with City representatives re: necessary pedestrian safety improvements at Noe, 16th and Market St. and also widening the sidewalks on Castro St. Most recent feedback from the City indicates a willingness in working with the CBD on these projects. As a jumping off point to start discussions with the City, Andrea is using both the City's *Upper Market Community Design Plan*, and the Castro CBD's *Neighborhood Beautification and Safety Plan*.

Squat & Gobble restaurant near the NW corner of 16th at Noe/Market Streets has applied for a "Parklet. Parklets are a type of extension of the sidewalk. A parklet repurposes on-street parking spaces with a platform, built at the sidewalk level, and acts as an extension of the sidewalk. In the case of the proposed Squat and Gobble parklet, two (2) on-street loading zones in front of its business will be used for the parklet. Concern has been expressed by neighboring businesses and residents, particularly in light of the bikeway plan and the loss of two parking spots at this intersection due to the bike lane, and concern that building a parklet here might be premature due to the improvements that the CBD has been discussing with the City at this intersection.. The Streetscape Committee will discuss this issue further and may write a letter of concern to the *S.F. Planning Department*, which is processing the application.

In the same area, *Lookout Bar* has applied to remove six large eucalyptus trees from the sidewalk in front of its location. The application states the following reasons for tree removal: species is incompatible and the trees are not healthy due to excessive trimming. However, upon inspection by committee members trees appear healthy with new growth and there are other eucalyptus trees in the neighborhood. . The removal permit includes a requirement for one-to-one replacement of any removed trees, with a new tree. The Streetscape Committee will discuss this at the Committee level and consider making a recommendation that if trees must be removed, they be replaced with large, full grown trees.

Services Committee

Andrea presented the Services Committee Report in Dominic's absence.

The recent walk-through of the CBD's area along Upper Market (from Dolores to Castro) and Castro to 19th Streets with *SFDPW* Deputy Director Mohamed Nuru yielded good, if mixed results. While there is no specific schedule commitment, it's been agreed to better coordinate the timing of DPW's steam cleaning with the CBD's steam cleaning efforts. *DPW* focuses on cleaning 3-4 times per year, usually just prior to major events (e.g. Pride, Castro Street Fair, etc.). The walk yielded immediate action to replace several damaged garbage bins, to remove dead/badly-damaged trees and hard-to-reach graffiti. There was an extensive review of problems with the 17th Street Plaza pavement surface, which will help lead to replacement of the pavement with a better surface.

Discussions continue regarding contract modifications with *S.F. Patrol Special Police* to extend weekend hours to 3:00 am, and to provide more-informative activity reporting. Andrea is reaching out to the bar owners to assist in paying for this additional coverage. Administrative issues such as current Certificates of Insurance have been resolved. There is widespread uncertainty about the long-term viability and survival of *SFPSP*, given longstanding issues with *SFPD* and others. Dominic and Andrea have been discussing the Castro CBD's view of the situation with Police Commissioners and plan to comment for a Board of Supervisors Public Safety Committee Hearing on December 6.

AT&T representative Marc Blakeman gave a presentation regarding his company's plans to equip San Francisco for its new broadband/high speed "U-verse" TV/Internet/Telephone service. The service requires further upgrades to fibre optic technology and the installation of about 726 supplemental active-equipment boxes next to (or within 300 feet of) about half of *AT&T*'s existing 1,300 equipment boxes all over San Francisco. Each new box is approximately the size of existing boxes (about 48"Hx52"Wx26"D), is coated with graffiti-resistant materials to be maintained by *AT&T*, and can sometimes be screened (depending on surroundings and local wishes). The San Francisco approval process involves seeking a CEQA Negative Declaration and Categorical Exemption (currently in process), then individual permit applications and hearings thru *SFDPW-BSM* for each location, with advance notice to surrounding neighbors (per *DPW* rules and supplemented by voluntary mailings by *AT&T*). *AT&T* is interested in meeting with affected neighbors and nearby groups. Similar installations already have been completed in about 260 California cities, and 2,800 cities in the U.S. Marc showed a map of the CBD's area and will provide specific addresses of proposed locations. After Q&A and discussion, the matter was referred to the Streetscape Committee for further study and a return to the full Board as appropriate.

Executive Director's Report

To supplement her written report in the Board packet, Andrea noted that a hearing is being scheduled before the Board of Supervisors in early December, as mutually-agreed with *MOEWD* to "catch up" on annual reporting and hearing requirements. Subsequent hearings would be annually.

The garage door has broken again at the donated *Market & Noe Center* space where *MJM Management's* MAC workers store their sidewalk cleaning equipment and supplies. There was discussion among CBD board members and though there was no formal vote, board members acknowledged that the property owner (Kent Jeffery) has donated the use of this very valuable garage space to the CBD, since the CBD's inception, and that the "right thing to do" for the CBD is to pay for the door to be fixed.

Andrea continues to seek an affordable, alternative Board meeting space which would allow a continued 6:00pm meeting start time. Such spaces on preferred meeting days are scarce, but she is pursuing various leads.

Once she has identified and the Board has approved 2011 meeting location(s), meeting dates, times and related logistics can be confirmed, hopefully at the December meeting.

Andrea distributed the “CBD *LGBT Center’s* Business Attraction First Quarter Report” dated October 21, 2010 and submitted by Rebecca Rolfe and Tracey Williams from *The Center*.

New Business

Sculpture Proposal for Church and Market

This Agenda Item VII(a) was voted upon during the *S.F. Arts Commission* presentation, reported in the Streetscape Committee’s report, above.

Funding of Plaques for 17th Street Plaza

This item was withdrawn from the meeting Agenda at the request of the Streetscape Committee

Public Comment

At this point in the meeting, when it was 7:25pm, Gustavo opened the floor for General Public Comment. There was none.

Announcements, Board Member Comment

RichardS inquired if/how ongoing Business Attraction activities are being considered, given the previously-approved December 31 termination of the existing contract. Andrea said that the Streetscape Committee is considering several ideas, including continued efforts to fill commercial vacancies, promotion and advertising to benefit the area using targeted local TV, etc.

Andrea reported that court hearings have been continued on the case for which she has been subpoenaed, and that she remains available.

Public Adjournment

The meeting was adjourned at 7:35 pm.

Minutes taken and prepared by Richard Magary

Approved December 9, 2010