



## **MINUTES**

Central Market CBD Board Meeting  
September 11, 2007 2:30 p.m. - 4:00 p.m.  
The San Francisco Public Library – 100 Larkin Street (at Grove Street)

**Board Members Present:** Doug Dalton, David Fariello, Maureen Futtner, Richard Lane, Joni Marie Theodorsen, Michael Yarne

**Staff:** Daniel Hurtado

**Guests:** David Addington, Winston Dong, Kali Futnani, Jerry Jarvis, John Markham, Katie O'Brien, Bernadette Walter, Jeff Webb

### **1. Call to Order**

The meeting was called to order at 2:35 p.m.

### **2. Approval of Minutes**

Board approved the minutes from the August 14 Board Meeting.

### **3. Community Outreach / Survey Results Presentation**

The order of the agenda items was changed to allow sufficient time for Urban Ecology to present the final results of the Central Market survey.

Winston Dong and Kali Futnani gave a Power Point presentation on the final results of the survey. Dong reiterated that 427 surveys were conducted on the street, and at workplaces, retail establishments, service providers, residences and hotels from May through July 2007. Dong said that surveys were conducted throughout the district at different times of the day and week. He said that the goal of the survey was to engage all constituencies in the district.

Bernadette Walters raised the question about the numbers of surveys used in completing the analysis as the number did not appear in the executive summary of the report. Dong said he would include those numbers in the summary. Dong said that 60 street surveys and 367 on-site surveys were collected, for a total of 427 surveys. Urban Ecology used 100% of the street surveys and 20% of the on-site surveys, or 73, for a total of 133 surveys. Winston explained that 20% of the surveys from each constituency group were used, which brought the total of on-site surveys to 73.

Dong said that the 73 on-site surveys were specially selected to provide fair representation for difficult-to-reach constituencies, such as SRO hotel residents and the homeless population. Surveys were given to SRO managers and directly to service providers in the district.

Dong continued with the presentation and touched on the demographics of the survey participants as well as the top concerns and issues in the community based on the survey results. During the presentation, Dong shared some highlights of the survey report including:



- Almost three-quarters (70%) of participants said “mass transit connections” were the most positive aspect of the District
- Almost half (43%) of participants stated that “street improvements and amenities” would encourage them to spend more time in the District
- Two-thirds (66%) of participants stated “reduced drug dealing and related criminal activity” would make them feel safer in the District
- Almost a full two-thirds (63%) of participants chose “urine/feces” as their most important quality of life issue in the District
- Over half (52% and 51%) of participants chose “Alcohol” and “Aggressive Panhandling” as anti-social activity they had witnessed in the District.

Dong emphasized that these responses stretched across all demographics.

Yarne said that the report needed minor editing based on comments and questions raised at the Board Meeting. Yarne suggested some minor modifications be made to the formatting of the report before the final report is made public. Yarne asked Hurtado to upload the final report once edits were completed.

Dong thanked the CMCBD Board for its support during the survey process and for its assistance with the distribution of the surveys.

#### **4. Executive Director’s Report**

Hurtado presented a summary of the meetings he had attended in the last month and also held with various community leaders and neighborhood representatives. He said he had focused largely on developing the RFPs and preparing a proposed operating budget for the CMCBD.

#### **5. Financial Report**

Financial policy: Hurtado presented the financial policy for the CMCBD to the Board. He said he previously sent a draft of the policy to the Executive Committee for review and comment. He said he had incorporated edits from feedback received from the Executive Committee and received the committee’s approval.

Proposed operating budget: Hurtado presented the proposed operating budget to the Board for review and comment. The budget included year-to-date and year-by-year comparisons. Yarne said he went over the proposed budget with Hurtado and had provided some comments concerning its format and how funding was being allocated. Yarne said that the budget was a work in progress, and that it would need to be adjusted before receiving Board approval. The Board provided additional feedback and suggestions on the format of the budget. Hurtado said he had scheduled a meeting with Lisa Pagan and had requested that she review the budget and provide clarification.

YTD Financial Report: Hurtado presented a YTD report on the financial status of the organization. He reported that in August the CMCBD paid Urban Ecology for the additional survey work covered by the change order above the original scope of the project and paid Steefel, Levitt & Weiss for legal services associated with the formation of the CMCBD.



## **6. Identity Committee’s Report**

Doug Dalton reported that the Identity Committee met on August 30 and reviewed the website with Hurtado. The Committee also identified updates and changes that needed to be made to the site for Hurtado to present to designer David Schellinger of Lowercase Productions. Hurtado said he would continue to gather content for the website and would ask the Identity Committee to review once content was completed. Hurtado said the Committee would be reviewing the template for the e-newsletter at the next Committee meeting. Yarne suggested that the Identity Committee present the updates to the website and share a template of the e-newsletter at the next Board Meeting.

## **7. Services Committee Update**

Hurtado said that the Services Committee would be meeting on September 13 to review the drafts of the Requests for Proposals (RFPs) for public safety and cleaning/maintenance services. Hurtado said he would send the drafts to the Committee for review prior to the meeting to give Committee members an opportunity to prepare comments and questions. It was suggested that Hurtado also present a schedule of the RFP process. Hurtado said he would prepare a schedule and would provide a list of recommended vendors. Hurtado emphasized that the RFPs were not final contracts, only a request for proposals from vendors that would allow the Services Committee to get a sense of the cost associated with requested services and to develop concrete and strategic programs as well as final contracts.

## **8. Other Business**

No new items were reported.

## **9. Public Comment**

John Markham with SOMPAC (South of Market Project Area Committee) thanked the CMCBD for donating toward the 6<sup>th</sup> annual “Positively Sixth Street” street fair, held on August 4.

Yarne said that the ribbon-cutting ceremony for Mint Plaza was tentatively scheduled for November 1, but may be moved.

Hurtado reminded Board members and guests to attend the CBD reception at City Hall following the meeting.

## **10. Adjournment**

The Board Meeting was adjourned at 3:50 p.m.

The Board moved into executive session to discuss and vote on the new residential tenant seat.