



MEMORANDUM

TO: CMCBD Board of Directors

FROM: Daniel Hurtado, CMCBD Executive Director

DATE: February 5, 2010

RE: Board Packet for the CMCBD Board of Directors Meeting – February 9, 2010

The following documents are included as part of the Board Packet for the next scheduled Board of Directors Meeting for the Central Market Community Benefit District (CMCBD) on February 9, 2010 at **Hotel Whitcomb, 1231 Market Street.**

The CMCBD Board of Directors Meeting will be held from 3 p.m. to 5 p.m.

The Board Packet includes:

- Board of Directors Meeting Agenda
- Meeting Minutes from the previous Board of Directors Meeting
- CMCBD Meeting Schedule – 2010

The Central Market Community Benefit District looks forward to your attendance.



COMMUNITY BENEFIT DISTRICT

**CENTRAL MARKET COMMUNITY BENEFIT DISTRICT
BOARD OF DIRECTORS MEETING AGENDA**

February 9, 2010 • 3 p.m. – 5 p.m.
Hotel Whitcomb • 1231 Market Street

- I. CALL TO ORDER

- II. APPROVAL OF MINUTES

- III. EXECUTIVE DIRECTOR'S REPORT

- IV. FINANCIAL REPORT
 - Financial Report – January 2010
 - Proposed 2010 Budget

- V. SERVICES COMMITTEE REPORT
 - Central Market Community Guides Program – Monthly Report
 - Central Market Clean Streets Program – Monthly Report
 - Sixth Street Community Guides Program – Monthly Report
 - Chair/Vice Chair Roles and Responsibilities

- VI. IDENTITY COMMITTEE REPORT
 - Central Market Lightpole Banners
 - Love Thy Neighbor(hood) 2010
 - Chair/Vice Chair Roles and Responsibilities
 - Fundraising Committee

- VII. OTHER BUSINESS
 - CMCBD Merchant Board Seat Position
 - Central Market Partnership / Redevelopment Plan Efforts – Update

- VIII. PUBLIC COMMENT

- IX. NEXT MEETING: March 9, 2010

- X. ADJOURNMENT



**CENTRAL MARKET COMMUNITY BENEFIT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES**

January 12, 2010 • 3 p.m. – 5 p.m.
Hotel Whitcomb • 1231 Market Street

CMCBD Board Members Present: Doug Dalton, David Fariello, Greg Johnson, Jason Kletter, Carrie Lane, Katie O'Brien, Uriah Perez, Bill Worthen

CMCBD Staff: Daniel Hurtado

Guests: Andrew Bryant, Susan Call, Tom Carter, Lieutenant John Garrity, Jonathan Newman, David Rhoades, Alexis Smith

1. Call to Order

Katie O'Brien (CMCBD Board President) called the meeting to order at 3:08 p.m.

Introductions were made.

2. Approval of Minutes

David Fariello (CMCBD Board Member) made a motion to approve the 12/08/09 CMCBD Board of Directors Meeting Minutes; Carrie Lane (CMCBD Board Member) second the motion; the motion was carried and the meeting minutes were approved by the CMCBD Board.

3. Executive Director's Report

Daniel Hurtado (CMCBD Executive Director) provided an update on his activities and meetings attended from 12/09/09 through 1/11/10.

Hurtado said he held a holiday lunch meeting with Kate O'Brien (CMCBD Board President), Tajiri Winesberry (MJM Management Group), and the Central Market and Sixth Street Community Guides on 12/17/09 to thank them for their service in 2009 and to discuss social service outreach efforts and public safety issues in Central Market and the Sixth Street corridor.

Hurtado said during the month of December, he continued working with the CMCBD Identity Committee and The Art Institute of San Francisco on the sponsorship and design specifications for the Central Market light pole banners.

Hurtado said he also continued working on the design of the Love Thy Neighbor(hood) benefit invitations, planning for the event and securing a venue for the benefit, and meeting with Maureen Futtner (Maureen Futtner & Associates) to discuss marketing and media relations efforts for the event and the CMCBD's upcoming projects and current programs.



Hurtado said the Art in Storefronts project presented many challenges in December with windows having been broken into at two separate locations. Hurtado said the Art in Storefronts project was ultimately terminated earlier than planned due to vandalism and at the request of property owners.

Hurtado said he held a Finance Committee Meeting with Greg Johnson (CMCBD Board Treasurer) on 12/31/09 to continue to develop the proposed 2010 operating budget for the CMCBD. Hurtado said he also met with Jim Hudson (CMCBD Bookkeeper) on 1/05/10 and 1/07/10 to reconcile the 2009 budget and to prepare the 2010 proposed operating budget.

Hurtado said a complete Executive Director's Report was included in the CMCBD Board of Directors Packet.

4. Financial Report

Financial Report – November 2009

Greg Johnson (CMCBD Board Treasurer) led the CMCBD Board through the financial report for December 2009.

For the period ending 11/30/09, Johnson reported a negative variance of 6.97% under year-to-date income; the primary variance was caused by \$27,715 in uncollected 2008 taxes, \$4,771 in uncollected 2009 taxes; \$2,772 in uncollected late charges; and \$15,851 in unrealized Donations and Grants.

Johnson reported a positive variance of 6.64% under Administrative/Operations (ADMIN) due to printing/reproduction and postage running under budget.

Under Public Space, Beautification & Safety (PSBS) category, Johnson reported a positive percentage variance of 3.47% due to the grant funding for the Vacant Window Beautification Program from the Mayor's Office of Economic and Workforce Development not having been issued in December and a reduction in Clean Streets Program services.

Johnson reported a positive variance of 17.87% under District Identity & Streetscape Improvements (DISI), adding that the primary variance was due to design costs running less than expected year-to-date.

Johnson said year-to-date expenses totaled \$789,640 (actuals), with \$826,612 in budgeted expenses, leaving a positive variance of 4.47%. Johnson said the primary variances were caused by the following being under budget: \$5,345 in ADMIN, \$20,431 in PSBS, and \$8,794 in DISI. Johnson reported a cash flow balance of \$162,069.

Johnson presented a draft of the proposed 2010 budget, but said he and Hurtado will continue to review the document and present it at the 2/09/10 Board of Directors Meeting.



5. Services Committee Report

Community Guides/Clean Streets Programs – Monthly Reports

Andrew Bryant (MJM Management Group) provided the Community Guides and Clean Streets services reports for December 2009. A complete report was distributed to the CMCBD Board and meeting attendees.

- The Central Market Community Guides volunteered for Project Homeless Connect on 12/09/09 where they helped connect individuals in need to social services available in one central location. The Community Guides also used the opportunity to network with many of the services providers participating in the event.
- The Central Market Community Guides heard a collision at Fifth and Market Streets while walking the district. The collision occurred when a taxicab skidded and slid up the curb where the chess players used to set up. The taxicab hit a light pole, which came down and hit a pedestrian. The Community Guides immediately called 911.
- On 12/17/09, the Community Guides assisted a woman on Seventh Street who was having suicidal thoughts. The Community Guides called psychiatric emergency, but the woman refused services. The Community Guides spent nearly an hour engaging with her and convincing her to get help. After about an hour, the woman decided to have the Community Guides escort her to the DORE Urgent Care Intake.
- On 12/23/09, a man had defecated on himself near Fifth and Market Streets and requested a pair of pants. Rescue Mission and City Team were unable to provide pants. Community Guide Nick Hitchko retrieved his own pants and gave them to him. MJM rewarded Nick with an "Instant Bravo", a \$25 gift card to Macy's, for his empathy and concern.

Bryant also provided a brief report for the Sixth Street Community Guides Program. A full report was also distributed to the CMCBD Board and meeting attendees.

Lieutenant John Garrity (San Francisco Police Department) distributed and provided an overview of crime statistics for 2009. Lt. Garrity discussed retail organized crime in and around Central Market.

6. Identity Committee Report

Central Market Light Pole Banners

Hurtado said The Art Institute will be sponsoring the Central Market light pole banners for 2010, which includes the cost of the fabrication of the banner and the design of the banner artwork. Hurtado said the project will include four designs: artwork for the "Central Market Welcomes You" banner and the artwork for three accompanying banners. Hurtado said the theme for the 2010 banners will be "Culture", "Theater" and "Art". Hurtado said students from a design class at The Art Institute will work on developing three design concepts for the banners in January, and will present the options to the Identity Committee in February.



Love Thy Neighbor(hood) 2010

Hurtado said the CMCBD Identity Committee met on 12/21/09 to discuss the Love Thy Neighbor(hood) benefit, and will meet again on 1/13/10 to discuss potential speakers and sponsorship details.

7. Other Business

CMCBD Merchant Board Seat Vacancy

Hurtado announced that Joni Marie Theodorsen (CMCBD Board Member/Pearl Art & Craft) had submitted her resignation from the CMCBD Board. Hurtado said Pearl Art & Craft will be closing at 969 Market Street. Hurtado said the store will be closing along with seven other Pearl locations. Hurtado said he will prepare a Merchant Board Seat application, which he will post to the CMCBD's website and also ask the Central Market Community Guides to assist in the distribution of the application to merchants in the district.

CMCBD Board and Committee Meetings – 2010

Hurtado said the complete schedule for the CMCBD Board and Committee meetings for 2010 was included in the Board Packet.

CityPlace Retail Development – Update

David Rhoades (Urban Realty) presented an update on CityPlace, the proposed retail project by Urban Realty and Commonfund Realty stretching from 935-965 Market Street, between Fifth and Sixth Streets. The project is slated to bring approximately 250,000 square feet of new value-based retail to Central Market.

The project was undergoing a public comment period in the fall of 2009 with planning commission hearings expected to take place in late spring 2010.

Rhoades discussed plans for enhancing Stevenson Street as part of the project, which will include landscaping and design elements, and creation of three small retail spaces for micro-vendors.

Bill Worthen (CMCBD Board Member) voiced concerns about traffic on Stevenson Street in the direction of Fifth Street. Rhoades said the development team is continuing to solicit feedback from the community to address concerns regarding parking and traffic mobility on Stevenson Street and Fifth Street.

Requests were made for a method of supporting the project; Rhoades said anyone interested can provide a letter of support or request a link to the draft Environment Impact Report by contacting Alexis Smith at Barbary Coast Consulting. Hurtado said he would email the contact information to the CMCBD Board and meeting attendees.



8. Public Comment

No public comment was given.

9. Next Meeting

Hurtado said that the next CMCBD Board of Directors Meeting is scheduled for Tuesday, February 9, 2010 at Hotel Whitcomb, 1231 Market Street.

10. Adjournment

The Board of Directors Meeting was adjourned at 4:50 p.m.



COMMUNITY BENEFIT DISTRICT

CENTRAL MARKET COMMUNITY BENEFIT DISTRICT
MEETING SCHEDULE – 2010

All CMCBD meetings are open to the public. Any scheduling changes will be announced in advance.

CMCBD Board of Directors Meeting: 3 – 5 p.m.

Hotel Whitcomb: 1231 Market Street

January 12	July 13
February 09	August 10
March 09	September 7
April 13	October 12
May 11	November 9
June 8	December 7

CMCBD Services Committee Meeting: 3 – 4 p.m.

John Wiley & Sons, Inc.: 989 Market Street, Sixth Floor

January 28	July 22
February 25	August 26
March 25	September 23
April 22	October 28
May 27	November 18
June 24	December - TBD

CMCBD Identity & Fundraising Committee Meeting: 3 – 4 p.m.

John Wiley & Sons, Inc.: 989 Market Street, Sixth Floor

Dates to be determined by the Identity and Fundraising Committee in February 2010.

CMCBD Finance Committee Meeting: 2:30 – 3:30 p.m.

CMCBD Office: 901 Market Street, Suite 490

January 6	July 7
February 3	August 4
March 3	September 1
April 7	October 6
May 5	November 3
June 2	December 1

For further information: Contact the CMCBD at info@central-market.org or 415.957.5985.