



**MEMORANDUM**

**TO:** CMCBD Board of Directors

**FROM:** Daniel Hurtado, CMCBD Executive Director

**DATE:** March 5, 2010

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

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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 March 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**

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

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- I. CALL TO ORDER
  
- II. APPROVAL OF MINUTES
  
- III. EXECUTIVE DIRECTOR'S REPORT
  
- IV. FINANCIAL REPORT  
Financial Report – February 2010
  
- 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  
Sit/Lie Ordinance  
Video Surveillance Cameras on Private Property
  
- VI. IDENTITY COMMITTEE REPORT  
Central Market Light Pole Banners  
Love Thy Neighbor(hood) 2010  
Window Display Program  
Central Market Summer Concerts
  
- VII. OTHER BUSINESS  
Central Market Partnership / Redevelopment Plan Efforts – Update
  
- VIII. PUBLIC COMMENT
  
- IX. NEXT MEETING: April 13, 2010
  
- X. ADJOURNMENT



COMMUNITY BENEFIT DISTRICT

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

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

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**CMCBD Board Members Present:** David Fariello, Greg Johnson, Jason Kletter, Carrie Lane, Ralph Lee, Katie O’Brien, Uriah Perez, Bill Worthen

**CMCBD Staff:** Daniel Hurtado

**Guests:** Andrew Bryant, Susan Call, Tracy Everwine, Officer Steve Haskell, Tony King, Michael Nulty

**1. Call to Order**

Katie O’Brien (CMCBD Board President) called the meeting to order at 3:05 p.m.

Introductions were made.

**2. Approval of Minutes**

Jason Kletter (CMCBD Board Member) made a motion to approve the 1/12/09 CMCBD Board of Directors Meeting Minutes; David Fariello (CMCBD Board Secretary) 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 1/13/10 through 2/08/10. Hurtado said a complete Executive Director’s Report was included in the CMCBD Board of Directors Packet.

Hurtado said he attended a South of Market Project Area Committee (SOMPAC) Meeting on 1/25/10 and presented an update on the Sixth Street Community Guides Program. Hurtado said that the program received praise and accolades from the board members of SOMPAC.

Hurtado said he held a CMCBD Services Committee on 1/28/10. Hurtado said the meeting was an opportunity for the Services Committee to discuss and identify two projects to work on for 2010; the enhancement of the Clean Streets Program and collectively working on issues on Stevenson Street as a case study and to be replicated in other areas of the Central Market district. The meeting was also an opportunity to receive an update from Tomiquia Moss of the Community Justice Center. Hurtado said the Services Committee will be conducting a walk-through of Stevenson Street on 2/25/10.

Hurtado said he attended a meeting at the Alonzo King LINES Dance Center on 2/01/10 regarding the creation of an arts/dance festival for Central Market. The meeting was attended by representatives from dance-oriented organizations in Central Market and South of Market. Hurtado said he was invited to sit on the group’s steering committee, which will continue to develop the arts/dance festival for Central Market. Hurtado said the committee is exploring the idea of an



arts/dance festival in September to kick off on Mint Plaza and continue in other arts/cultural performing spaces in Central Market and South of Market.

Hurtado said he met with CMCBD Board Treasurer Greg Johnson and accountant Jim Hudson in the weeks leading up to the Board Meeting in developing the proposed operating budget for 2010.

#### **4. Financial Report**

##### **Proposed 2010 Budget**

Greg Johnson (CMCBD Board Treasurer) led the CMCBD Board through the proposed operating budget for 2010.

Johnson said income for 2010 is estimated at \$640,471, an increase due to the Sixth Street Community Guides Program management fee, which is offset by the reduction in donations and grants.

Total administrative/operations expenses are budgeted to be \$144,484 in 2010 ; primary variances are caused by an increase in meeting room space, media consulting fees, and a timing variance in payroll benefits, which is offset by a reduction in administrative office expenses in the amount of \$9,770.

Expenses under Public Space Beautification & Safety are budgeted at \$399,144 for 2010. The primary variance is due to the reduction in the Clean Streets budget in the amount of \$50,871, a variance in the Sixth Street contract due to a change in the payment structure, and the Art in Storefronts expense incurred in the amount of \$25,000 in 2009 but will not be incurred in 2010.

Total expenses for District Identity & Streetscape Improvements are budgeted at \$51,842. The primary variance is due to additional cost for the Sixth Street Fair sponsorship and an additional concert series for Market Street in 2010.

Total expenses for 2010 are estimated at \$595,470 in 2010 (expenses in 2009 totaled \$789,640, a variance of 24.59%). Cash flow is budgeted to be \$207,071 at the end of the year (this includes \$100,000 placed in an ING contingency account).

#### **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 January 2010. A complete report was distributed to the CMCBD Board and meeting attendees.

- Bryant announced that Maurice Robinson joined Nick Hitchko as the new Central Market Community Guide. Bryant said Robinson has over 15 years of case management and counseling experience having worked for Walden House, Catholic Charities and Larkin Youth Center.



- Bryant said the Guides distributed “No Trespassing” signs to businesses in Central Market in January. Once this sign is posted, both Community Guides and SFPD have the authority on behalf of the property owner to ask loiterers to leave.
- The Central Market and Sixth Street Community Guides attended Mayor Gavin Newsom’s press conference at Show Dogs on 1/14/10; Mayor Newsom announced the Central Market Partnership, an effort to coordinate the actions of the city and business and property owners to redevelop the portion of Market Street between Fifth and Van Ness Streets.
- Bryant also shared narratives of the Guides’ social service outreach efforts in Central Market, including escorting a homeless woman during a downpour of rain on 1/18/10 to St. Boniface Cathedral, a place of refuge during the cold and wet season.

## **6. Identity Committee Report**

### **Central Market Light Pole Banners**

Hurtado said the theme for the 2010 light pole banners is “Culture”, “Theater” and “Art”. Hurtado said students from a design class at The Art Institute is currently developing design concepts for the banners in January, and will present the options to the Identity Committee on 2/18/10.

Hurtado said The Art Institute is the sponsor of 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.

### **Love Thy Neighbor(hood) 2010**

Hurtado said the CMCBD Identity Committee will be meeting on 2/18/10 discuss the Love Thy Neighbor(hood) benefit. Hurtado said the CMCBD Identity Committee postponed the benefit at its last meeting due to scheduling conflicts with the event venue. Hurtado said the Identity Committee previously discussed Passion Café as an alternate location and is exploring a date in June for the event. Hurtado said rescheduling the event would provide additional time for the Identity Committee to secure sponsors and a guest speaker.

## **7. Other Business**

### **CMCBD Merchant Board Seat Position**

Hurtado announced that Joni Marie Theodorsen (CMCBD Board Member/Pearl Art & Craft) had submitted her resignation from the CMCBD Board due to the closing of Pearl Art & Craft at 969 Market Street. Hurtado said a Merchant Board Seat application is now available on the CMCBD website ([www.central-market.org](http://www.central-market.org)) and that the Central Market Community Guides will assist in the distribution of the application to merchants in the district.



### **Central Market Partnership / Redevelopment Plan Efforts**

O'Brien said she and Hurtado were going to be meeting with Rich Hillis and Lisa Pagan of the Mayor's Office of Economic and Workforce Development regarding the Central Market Partnership, a focused effort led by the Mayor's office to coordinate the actions of the City and private and civic stakeholders to revitalize the Central Market neighborhood.

O'Brien said the Mayor's Office is leading efforts to re-examine the Central Market Redevelopment Plan, which can provide tax increment financing tools to support the transformation of the district. Hurtado said efforts also include additional pedestrian enhancements, public space improvements, and transit and mobility enhancement projects to coincide with the repaving of Market Street in 2013.

O'Brien said she and Hurtado will have additional information to share at the next Board of Directors Meeting.

### **8. Public Comment**

Tony King of Observe SF distributed information concerning his efforts to encourage the City to add LED screens to unused kiosk-style newsstands along Market Street for community events, theater performances and art listings (information available at [www.observe-sf.com](http://www.observe-sf.com)).

Tracy Everwine of Urban Solutions announced the grand opening reception of Passion Café on 2/11/10. Passion Café is a new restaurant located at 28 Sixth Street and features rooftop dining.

### **9. Next Meeting**

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

### **10. Adjournment**

The Board of Directors Meeting was adjourned at 4:35 p.m.



**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.**

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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 Identity & Fundraising Committee Meeting: 9 – 10 a.m.**

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Passion Café: 28 Sixth Street

February 18	August 19
March 18	September 16
April 15	October 21
May 20	November 18
June 17	December - TBD
July 15	

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

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

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CMCBD Office: 901 Market Street, Suite 490

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

**For further information:** Contact the CMCBD at [info@central-market.org](mailto:info@central-market.org) or 415.957.5985.