



**MEMORANDUM**

**TO:** CMCBD Board of Directors

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

**DATE:** September 4, 2009

**RE:** Board Packet for the CMCBD Board of Directors Meeting – September 8, 2009

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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 September 8, 2009 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
- Executive Director's Report
- CMCBD Meeting Schedule – 2009

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



COMMUNITY BENEFIT DISTRICT

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

September 8, 2009 • 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 – August 2009
- V. SERVICES COMMITTEE REPORT
  - Community Guides / Clean Streets Program – Monthly Reports
  - Sixth Street Community Guides Program – Update
- VI. IDENTITY COMMITTEE REPORT
  - Art in Storefronts Project – Update
  - Urban Art Walls/Mural Project – Update
  - Positively 6<sup>th</sup> Street Fair – Update
- VII. OTHER BUSINESS
  - Mid-Market ARTS Sign District Ordinance (Proposition D) – Update
  - Market Street/Partial Closure Pilot Program – Update
- VIII. PUBLIC COMMENT
- IX. BOARD NOMINATIONS & ELECTIONS
- X. NEXT MEETING: October 13, 2009
- XI. ADJOURNMENT
- XII. CMCBD BOARD SEAT ELECTION (EXECUTIVE SESSION)



COMMUNITY BENEFIT DISTRICT

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

August 11, 2009 • 3 p.m. – 5 p.m.  
Hotel Whitcomb • 1231 Market Street

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**CMCBD Board Members Present:** Greg Johnson, Jason Kletter, Ralph Lee, Katie O'Brien, Joni Marie Theodorsen, Bill Worthen

**CMCBD Staff:** Daniel Hurtado

**Guests:** David Addington, Marjorie Beggs, Astrid Haryati, David Johnson, Anthony King, Tajiri Winesberry

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

Katie O'Brien called the meeting to order at 3:05 p.m.

Introductions were made.

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

Joni Marie Theodorsen made the motion to approve the CMCBD Board of Directors Meeting Minutes for July 11, 2009; Jason Kletter second the motion. The July 11, 2009 Board of Directors Meeting Minutes were approved by the CMCBD Board of Directors.

### **3. Executive Director's Report**

Hurtado said he participated in a Walk-Through of Market Street with Astrid Haryati (Greening Director, Mayor's Office) on 7/29/09 and other Market Street stakeholders to identify immediate opportunities and locations to activate the sidewalk area. Hurtado said the identified areas may be the subject of a pilot program that would feature planters with aesthetically pleasing drought-tolerant plants, movable chairs/tables, anchor kiosk, and other opportunities for streetscape enhancement.

Hurtado reported that the CMCBD held a Services Committee Meeting on 7/30/09, which served as an opportunity to review the San Francisco Redevelopment Agency proposal to extend the Community Guides Program along the Sixth Street corridor. Hurtado said the meeting also provided an opportunity to discuss the Art in Storefronts Program to help beautify vacant storefronts and a new pilot project introduced by the Department of Public Works and the Mayor's Greening Director along Market Street.

Hurtado said he held a meeting with David Fariello (CMCBD Board Member / Citywide Case Management Programs), Tajiri Winesberry (MJM Management Group), and Central Market Community Guides on 8/06/09 to discuss strategies for re-engaging the San Francisco FIRST (City's Homeless Outreach Team), Mobile Assistance Patrol, the San Francisco Police Department and other City resources to assist the CMCBD's social service outreach efforts.



Hurtado said he continued to meet with Mike Grisso (San Francisco Redevelopment Agency) and Mary McCue (MJM Management Group) in preparing the proposal to extend the Central Market Community Guides service to the Sixth Street project area.

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

##### **Financial Report – July 2009**

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

For the period ending 7/31/09, Johnson reported a negative variance of 9.42% under year-to-date income. The primary variance, Johnson said, was caused by \$42,504 in uncollected 2008/2009 taxes and \$31,826 in unrealized Donations and Grants.

Johnson reported a positive variance of 12.34% under Administrative/Operations (ADMIN) due to administrative office, insurance and professional services running under budget.

Under Public Space, Beautification & Safety (PSBS) category, Johnson reported a positive percentage variance of 11.62% due to the grant funding for the Vacant Window Beautification Program from the Mayor's Office of Economic and Workforce Development not having been spent in May 2009 and unrealized sponsorship of the CMCBD light pole banners.

Johnson reported a positive variance of 26.20% under District Identity & Streetscape Improvements (DISI), adding that the primary variance was due to print, design, promotional items, and website maintenance costs running less than expected year-to-date.

Johnson said year-to-date expenses totaled \$731,785 (actuals), with \$824,112 in budgeted expenses, leaving a positive variance of 11.20%. Johnson said the primary variances were caused by the following being under budget: \$16,529 in Administrative, \$61,646 in PSBS, and \$13,229 in District Identity.

Johnson said he will be meeting with Hurtado prior to the September 8 Board of Directors Meeting to begin preparing the 2010 operating budget. Johnson said he and Hurtado will work toward presenting the proposed 2010 operating budget to the CMCBD Board in October.

#### **5. Services Committee Report**

##### **Community Guides/Clean Streets Programs – Monthly Reports**

Tajiri Winesberry (MJM Management Group) presented an update to the CMCBD Board on the Community Guides and Clean Streets Programs and distributed a report for July 2009.

Winesberry reported that the Central Market Community Guides distributed the Steam Cleaning schedule to all of the street level merchants and building management in the CMCBD. Winesberry said the entire CMCBD sidewalks were steam cleaned in July, with one additional steam cleaning service scheduled before the end of the year (tentatively set for November 2009).

Winesberry said that the Central Market Community Guides toured Progress Foundation Dore Clinic at 54 Dore Street on 7/3/09. The staff of the clinic gave the Guides a tour of the facility, which serve



as a dual diagnosis residential program for addicts battling mental health issues. Winesberry said that the program has counseling rooms, game rooms, and a newly remodeled kitchen. Winesberry added that the Community Guides Guides exchanged brochures with the staff and while there, the staff had asked the Guides to be a “big brother” to one of their clients as he re-transitions back into society.

Winesberry said as that as of 8/1/09, the Clean Team hours will be 8 hours a day from 7:30 am to 4:00 pm Monday through Friday and on weekends from 10 am to 2 pm.

Winesberry reviewed the July 2009 dispatch report, which included statistics for cleaning/maintenance, social service outreach, and public safety reports.

## **6. Identity Committee Report**

### **Art in Storefronts Program – Update**

Hurtado said he is continuing to work with Triple Base Gallery to complete the CMCBD Vacant Storefront Beautification Program funded through a grant through the Mayor’s Office of Economic and Workforce Development.

Hurtado said the project (now called Art in Vacant Storefronts) is a partnership between the CMCBD, Triple Base Gallery, the SF Arts Commission and the Mayor’s Office of Economic and Workforce Development.

Hurtado said he has identified 10 vacant spaces in the Mid-Market area that would serve as candidates for the project. Hurtado added that he will be participating on the selection committee for the artist proposals along with Triple Base Gallery and SF Arts Commission.

Hurtado said the art installations would be unveiled at the end of September and include media and launch events.

### **Positively 6<sup>th</sup> Street Fair – Update**

Hurtado announced that the Positively 6<sup>th</sup> Street Fair has been rescheduled to September 19. Hurtado said the event is scheduled to take place on Stevenson Street between Sixth and Seventh streets in Central Market.

## **7. Annual Board Nominations & Elections**

### **Nomination and Election Process**

Hurtado said that the CMCBD is currently accepting nominations for seats on the CMCBD Board of Directors for the following positions:

- Property Owner Board Seats: (2) Two seats open
- Resident / Community Based Organizations Board Seats: (2) Two seats open



Hurtado said that these open seats are two-year term positions.

Hurtado said the Property Owner Board Seats to be opened are currently held by Greg Johnson (CAC Real Estate Management) and Jason Kletter (BAART Programs). Hurtado said the open Resident/Community Based Organization Board Seat is currently held by David Fariello (UCSF Case Management), with a second Board Seat currently vacant.

Hurtado said a memo would be distributed and a notice and application be made available on the CMCBD website. Hurtado said applications would be accepted through September 4, 2009.

## **8. Other Business**

### **Sixth Street Corridor/Community Guides Expansion – Update**

Hurtado said he met with Mike Grisso (San Francisco Redevelopment Agency) and Mary McCue (MJM Management Group) to discuss the proposal for the expansion and management of the Community Guides Program along the Sixth Street corridor on 6/19/09. Hurtado said he met with MJM Management Group to draft a service proposal based on discussions with Grisso, the needs expressed by South of Market Project Area Committee, and the budget determined by the San Francisco Redevelopment Agency.

Hurtado said the CMCBD Services Committee Meeting met on 6/25/09 to discuss San Francisco Redevelopment Agency proposal to contract with the CMCBD for the expansion and management of the Community Guides Program along the Sixth Street corridor.

Hurtado distributed copies of the proposal and service area map to Board members and guests.

Grisso said that the SF Redevelopment Agency would execute a direct contract with the CMCBD to manage the Community Guides program along the Sixth Street project area. Grisso said the duration of the contract would commence on September 1, 2009 and continue through June 30, 2009. Grisso said the contract could be renewed with the CMCBD.

Hurtado said the program would provide two Community Guides five days a week for seven hours per day (tentatively scheduled from 9 a.m. to 5 p.m.) Hurtado said that service would also include Dispatcher support.

Hurtado said the total annual budget would also include an Administrative Fee and shared Dispatch service support to total \$25k.

Hurtado said he would circulate the agreement to the Board by e-mail or present it at the August 11

### **Mid-Market Special Signage District - Update**

David Addington provided an update on the community outreach efforts supporting the Mid-Market ARTS ordinance (special sign and theater district ordinance).

Addington said outreach efforts included meetings with the Alliance for a Better District 6, the Planning Department's Billboard Enforcement Division, SPUR, meetings with district supervisors including Supervisor Sophie Maxwell, and planned meetings with the Harvey Milk Club, the San



Francisco Labor Council, San Francisco Democratic Party Central Committee, the City Democratic Club, the Alice B. Toklas LGBT Democratic Club, and other political groups, neighborhood associations, and community-based organizations.

Addington said the ordinance had received a ballot letter and would now be referred to as Proposition D.

The CMCBD Board asked Addington to draft an implementation plan to include recommendations for master plan design and implementation committees to be discussed at the September 8 CMCBD Board of Directors Meeting.

### **Market Street Beautification/Enhancement Pilot Program**

Astrid Haryati (Greening Director, Mayor's Office) gave a presentation on a streetscape enhancement/beautification pilot program for Market Street. Haryati distributed a proposal for a pilot program that includes a green-pod toolkit for beautifying the sidewalk space along Market Street with movable chairs/tables, hosted and activated by an anchor kiosk, and surrounded by aesthetically-pleasing plans on decorative planters, among other supporting street furniture.

Haryati said the green pod toolkit costs approximately between \$2,733 and \$2,863 each, and provided a breakdown of the cost in the proposal. Haryati said the program would need to be funded either by the CMCBD or by private businesses. Haryati said Hurtado had participated in a walk-through of Central Market and identified four locations for the green-pod pilot program. Hurtado said he would provide the information to property owners and distribute to merchants and businesses along Market Street for their consideration.

Haryati said she would be meeting with Ralph Lee, General Manager of Hotel Whitcomb, to discuss the possibility of a green pod station in front of the hotel to serve the needs of Starbucks, restaurant and hotel patrons.

### **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, September 8, 2009 at Hotel Whitcomb, 1231 Market Street.

### **10. Adjournment**

The Board of Directors Meeting was adjourned at



COMMUNITY BENEFIT DISTRICT

**CENTRAL MARKET COMMUNITY BENEFIT DISTRICT**  
**MEETING SCHEDULE – 2009**

*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 13	July 14
February 10	August 11
March 10	September 8
April 14	October 13
May 12	November 10
June 9	December 8

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

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

January 22	July 23
February 26	August 27
March 26	September 24
April 23	October 22
May 28 – rescheduled	November 19
June 25	December - TBD

**CMCBD Identity Committee Meeting: 3 – 5 p.m.**

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Martin Building Company: 54 Mint Street, Fifth Floor

January 21	July 22
March 25	September 23
May 27 – rescheduled	November 18

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

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CMCBD Office: 901 Market Street, Suite 490

January 7	July 8
February 4	August 5
March 4	September 2
April 1	October 7
May 6	November 4
June 3	December 2

*CMCBD Fundraising Committee Meetings will be scheduled as necessary.*

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