



MEMORANDUM

TO: CMCBD Board of Directors

FROM: Daniel Hurtado, CMCBD Executive Director

DATE: November 6, 2009

RE: Board Packet for the CMCBD Board of Directors Meeting – November 10, 2009

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 November 10, 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

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



COMMUNITY BENEFIT DISTRICT

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

November 10, 2009 • 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 – October 2009
- V. SERVICES COMMITTEE REPORT
Community Guides / Clean Streets Program – Monthly Reports
Sixth Street Community Guides Program – Monthly Report
Services Committee Meeting: November 19, 2009
- VI. IDENTITY COMMITTEE REPORT
Art in Storefronts Project – Recap
Green Pod Program – Recap
Central Market Lightpole Banners
Identity Committee Meeting: November 18, 2009
- VII. OTHER BUSINESS
Proposition D – Recap
Market Street Traffic Improvement Pilot Program – Update
Green Pods Pilot Program – Update
CMCBD Resident/CBO Board Seat Position
- VIII. PUBLIC COMMENT
- IX. NEXT MEETING: December 8, 2009
- X. ADJOURNMENT



COMMUNITY BENEFIT DISTRICT

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

October 13, 2009 • 3 p.m. – 5 p.m.
Hotel Whitcomb • 1231 Market Street

CMCBD Board Members Present: Ralph Lee, Katie O'Brien, Joni Marie Theodorsen

CMCBD Staff: Daniel Hurtado

Guests: David Addington, Tajiri Winesberry

1. Call to Order

Katie O'Brien (CMCBD Board President) called the meeting to order at 3:10 p.m.

Introductions were made.

2. Approval of Minutes

Because a quorum was not met, the September 8, 2009 Board of Directors Meeting Minutes will need to be approved by the CMCBD Board at the November 10, 2009 CMCBD Board Meeting or by email.

3. Executive Director's Report

Daniel Hurtado (CMCBD Executive Director) provided an update on his activities and meetings attended for September 2009.

Hurtado said he held a coordination meeting on 9/15/09 with David Fariello (UCSF Citywide Case Management/CMCBD Board Member), the Mayor's Office of Economic and Workforce Development, the San Francisco Police Department, the Department of Public Health, the City's Homeless Outreach Team, Tajiri Winesberry (MJM Management Group), and the Central Market and Sixth Street Community Guides. Hurtado said the meeting was an opportunity to discuss efforts to enhance coordination between City agencies in addressing public safety issues, strengthening social service outreach, and improving communication.

Joined Mary McCue (MJM Management Group) in a meeting with the Luggage Store Gallery owners/curators on 10/02/09 regarding graffiti abatement on private property and efforts to enhance art/cultural opportunities in Central Market. Hurtado said an unfortunate incident had occurred where the mural on the Luggage Store Gallery property had been misidentified as graffiti and consequently removed without proper notification to the property owner and without operating under proper procedures. Tajiri Winesberry (MJM Management Group) said since then he has taken the Central Market/Sixth Street Community Guides, Clean Team and Dispatch on a tour of murals in and around the Central Market district.

Hurtado said he has continued to work with the SF Arts Commission and the Mayor's Office of Economic and Workforce Development on the Art in Storefronts project and the program's launch



event. Hurtado said he will provide further information concerning Art in Storefronts later in the meeting.

Hurtado said he has continued to participate in and attend meetings concerning Proposition D – the Mid-Market signage and theater district ballot measure – on behalf of the CMCBD. Hurtado said a list of meetings attended related to Proposition D is included in the Executive Director’s Report for September 2009. Hurtado added that his participation has been limited to providing information on the CMCBD, its role in revitalizing Central Market, its programs and services, and the benefits the CMCBD Board believes would be realized as a result of Proposition D and the creation of a signage district.

Hurtado said a complete list of activities and meetings attended is included in the CMCBD Board Packet for review.

4. Financial Report

Financial Report – September 2009

Daniel Hurtado led the CMCBD Board through the financial report for September 2009.

For the period ending 9/30/09, Hurtado reported a negative variance of 9.42% under year-to-date income; the primary variance was caused by \$42,504 in uncollected 2008/2009 taxes and \$31,826 in unrealized Donations and Grants.

Hurtado 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, Hurtado 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.

Hurtado 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.

Hurtado said year-to-date expenses totaled \$731,785 (actuals), with \$824,112 in budgeted expenses, leaving a positive variance of 11.20%. Hurtado 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.

Hurtado said he will continue to meet with Greg Johnson (CMCBD Board Treasurer) in developing the 2010 operating budget. Hurtado said he will work toward presenting the proposed 2010 operating budget to the CMCBD Board in November.



5. Services Committee Report

Community Guides/Clean Streets Programs – Monthly Reports

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

Winesberry reported that the Central Market Community Guides were instrumental in assisting a man who built and lived in an encampment on the 400 block of Stevenson Street leave the alleyway and move back home with his family in Los Angeles. Winesberry said the Community Guides had been engaging with the man daily who was service resistant. Winesberry said the man said he had lived on Stevenson Street for 11 years, and that it was critical to get the man off the streets and into the care of a social service provider or family.

Winesberry reported that the Community Guides have assisted SF Environment with obtaining a stay away order against a woman who has been sleeping on the sidewalk alongside the SF Environment's property at 11 Grove Street and harrasing employees and pedestrians. Winesberry said the tenant has complained that the woman has been extremely aggressive to pedestrians and her behavior has been erratic. Winesberry said the Guides provided SF Environment with the documents and instructions on how to proceed with securing a stay away order and that the stay away order should be finalized in October.

Winesberry reported that the Community Guides attended a hearing at City Hall on 9/01/09 before the San Francisco Redevelopment Agency Commissioners. Winesberry said the Commissioners unanimously approved the authorization of a personal service contract with the CMCBD to implement a Community Guides program on Sixth Street and adjacent alleyways to provide social service outreach and assistance to merchants, residents and visitors for one year.

Winesberry reported that the Central Market Community Guides distributed the Market Street Transportation Improvement Pilot Program flyers to all merchants and tenants on 9/25/09 informing them of the traffic changes on Market Street.

Winesberry reported that the Community Guides conducted a field training walkthrough with Officer Kelly Dunn (San Francisco Police Department) on 9/30/09, focusing on the hotspots in the district. Winesberry said Officer Dunn provided feedback and spoke to the people that they encountered. Winesberry said the Community Guides also introduced Officer Dunn to a regular camper who camps out on the 600 block of Stevenson Street. Winesberry said Office Dunn and the Community Guides also spoke with BAART program director and manager and discussed ways in which we could work together to help keep drug dealers away from the BAART program offices.

Sixth Street Community Guides Program – Monthly Report

Hurtado said a monthly report on the Sixth Street Community Guides Program was included in the Board Packet and provided a brief update on the new services. Hurtado said the Community Guides received training throughout September 2009 and that the program officially launched on October 1, 2009.

Hurtado said he had met with Mike Grisso (San Francisco Redevelopment Agency) and Mary McCue (MJM Management Group) on 9/28/09 to discuss roll out of Sixth Street Community Guides program. Hurtado said he, Winesberry, McCue and the Central Market and Sixth Street Community



Guides also attended the SOMPAC Economics Subcommittee Meeting on 10/01/09 to introduce the Sixth Street Community Guides and provide an update on the training of the Community Guides and launch of the program.

6. Identity Committee Report

Art in Storefronts Program – Update

Hurtado said he has continued to meet with the SF Arts Commission, the Mayor’s Office of Economic and Workforce Development, and Triple Base Gallery on the details of the launch for the Art in Storefronts Program and the completion of the project in Central Market. Hurtado said in all there are eight locations (streetlevel vacant spaces that have qualified for the program) in Central Market that are participating in Art in Storefronts in addition to two sites for murals.

Hurtado said the launch event is set for October 23 with a reception from 5 p.m. to 7 p.m. at 979 Market Street. Hurtado said People in Plazas will be sponsoring a band to perform for the event, and that the SF Dance Center will have students perform dance routines as part of the evening’s program. Hurtado said the Mayor’s Press Office is organizing a media event and press conference, and that Mayor Gavin Newsom was scheduled to attend and speak at the event. Hurtado said galleries in and around Central Market would have extended gallery hours, including the Luggage Store Gallery and California Modern Gallery in the district.

Urban Art Walls/Mural Project – Update

Hurtado said he worked with the SF Arts Commission in identifying a location for a mural by a renowned artist named Chor Boogie. Hurtado said the mural, called “The Color Therapy of Perception”, will be painted on 1028-1054 Market Street. Hurtado said the site is currently a construction barricade that covers the former Hollywood Billiards location. Hurtado said David Addington (Fair Market Properties) has offered to provide his site for an aerosol-painted mural. Hurtado said the mural will be in addition to another mural at 949 Market Street, also a construction barricade, by artists Helen Bayly and Leanne Miller.

Hurtado said the mural project by Chor Boogie is part of the StreetsmARTs program by the SF Arts Commission in cooperation with the Department of Public Works, which is designed to connect “street writers” with private property owners. Hurtado said the program also aims to restore San Francisco as a recognized, international destination for mural art while making properties less likely to be tagged through the creation of murals.

7. Other Business

Mid-Market ARTS Sign District Ordinance (Proposition D) – Update

David Addington (Fair Market Properties / Mid-Market ARTS Alliance) provided an update on the community outreach efforts and a general update on Proposition D (special sign and theater district ballot measure). Addington said he and members of the Mid-Market ARTS Alliance have continued to attend community meetings to discuss and seeks endorsements for Proposition D. Addington said the group recently met with SF Bay Guardian, and he had met with a reporter from SF Weekly this week. Addington said there was a positive article published in today’s SF Chronicle in support of Proposition D. Addington said for the most part Proposition D has received positive support both in the media



and by community organizations. Addington said the Mid-Market ARTS Alliance is scheduled to meet with the SF Chronicle's Editorial Board later this week to discuss Proposition D. Addington added that eight District Supervisors have voiced their support for Proposition D, and that he hopes to receive an endorsement soon from Mayor Newsom.

Market Street/Traffic Improvement Pilot Program – Update

Hurtado said that the Market Street/Traffic Improvement Pilot Program launched on Tuesday, September 29. Hurtado said that the pilot program is intended to determine if discouraging through traffic on Market Street can improve transit and pedestrian conditions along the corridor.

Hurtado said that, specifically, private vehicles on eastbound Market Street will be required to turn right at 8th and 6th Streets. Hurtado said signs have been installed along eastbound Market Street starting at Van Ness Avenue encouraging drivers to turn off of Market on 10th Street in advance of reaching 8th Street, where the right turn will be required.

Hurtado said the trial program will operate all day, seven days a week, adding that pedestrians, cyclists, public transit vehicles, taxis, emergency vehicles and delivery vehicles will still have full access to Market Street.

Green Pods Pilot Program – Update

Hurtado said Hotel Whitcomb is participating in the Green Pods Pilot Program and that General Manager Ralph Lee (CMCBD Board Member) and his staff have been working with the Astrid Haryati (Mayor's Greening Director) on the design of the outdoor seating area. Hurtado said the unveiling of the "Green Pod" will be held on October 23, the evening of the Art in Storefronts launch.

Mint Plaza Maintenance

Hurtado said no further information was available at the time of the Board Meeting, and this agenda item was tabled for the next Board of Directors Meeting.

8. Public Comment

A discussion was held concerning the historic Hibernia Bank building.

9. Next Meeting

Hurtado said that the next CMCBD Board of Directors Meeting is scheduled for Tuesday, November 10, 2009 at Hotel Whitcomb, 1231 Market Street.

10. Adjournment

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



COMMUNITY BENEFIT DISTRICT

**CENTRAL MARKET COMMUNITY BENEFIT DISTRICT
EXECUTIVE DIRECTOR'S REPORT**

Prepared by Daniel Hurtado, CMCBD Executive Director
Report for October 13, 2009 – November 9, 2009

Public Space, Beautification and Safety (PSBS)

10/16/09 – Held a lunch meeting with Kate O'Brien (CMCBD Board President) and the Central Market and Sixth Street Community Guides to discuss social service outreach efforts and public safety issues in Central Market and the Sixth Street corridor.

10/19/09 – Attended the General SOMPAC (South of Market Project Area Committee) Meeting with Mary McCue (MJM Management Group), Tajiri Winesberry (MJM Management Group), and the Central Market and Sixth Street Community Guides). The meeting served as an opportunity to introduce the Sixth Street Community Guides and discuss the roll out of the program.

District Identity and Streetscape Improvements (DISI)

10/19/09 – Met with Teddy Strong (T Mambo) concerning performance for Art in Storefronts launch event.

10/21/09 – Interview with Martina Castro (KALW public radio) regarding Art in Storefronts and Proposition D.

10/23/09 – CMCBD hosted the Art in Storefronts launch event at 989/979 Market Street in conjunction with the SF Arts Commission and Mayor's Office of Economic and Workforce Development.

Other Meetings and Events:

10/19/09 – Attended a Friends of Mint Plaza Board of Directors Meeting.

10/20/09 – Attended a *Great Speakers for Great Streets* luncheon. The event, hosted by the San Francisco Bicycle Coalition, featured a presentation by Tim Tompkins of the Times Square Alliance.

10/21/09 – Held a meeting with Tim Tompkins (Times Square Alliance), Katie O'Brien (CMCBD Board President) and Bill Worthen (CMCBD Board Member). The meeting was an opportunity to learn about signage regulations at Times Square, successful strategies in activating and programming the public space, and effective social service outreach efforts through the Times Square Alliance.

10/21/09 – Attended a meeting with San Francisco Chronicle Editorial Board along with David Addington (Fair Market Properties), Bill Worthen (CMCBD Board Member), Carolyn Diamond (Market Street Association), Jim Lazarus (SF Chamber of Commerce), and members of the Mid-Market ARTS Alliance concerning Proposition D.

10/22/09 – Attended an SF Planning Commission Meeting concerning Proposition D.

11/02/09 – Attended the Silver SPUR Awards.

11/03/09 – Attended the Proposition D Election Night event hosted by the Market Street Association and Mid-Market ARTS Alliance.



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.

Hotel Whitcomb: 1231 Market Street

December 8

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

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

November 19

December - TBD

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

Martin Building Company: 54 Mint Street, Fifth Floor

November 18

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

CMCBD Office: 901 Market Street, Suite 490

November 4

CMCBD Fundraising Committee Meetings will be scheduled as necessary.

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