



MEMORANDUM

TO: CMCBD Board of Directors

FROM: Daniel Hurtado, CMCBD Executive Director

DATE: December 6, 2009

RE: Board Packet for the CMCBD Board of Directors Meeting – December 8, 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 December 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

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



COMMUNITY BENEFIT DISTRICT

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

December 8, 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 – November 2009
 - 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
- VI. IDENTITY COMMITTEE REPORT
 - Central Market Light Pole Banners
 - Love Thy Neighbor(hood) 2010
- VII. OTHER BUSINESS
 - CMCBD Resident/CBO Board Seat Position
 - CityPlace Retail Development – Update
- VIII. PUBLIC COMMENT
- IX. NEXT MEETING: January 12, 2010
- X. ADJOURNMENT
- XI. EXECUTIVE SESSION



**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: Doug Dalton, David Fariello, Ralph Lee, Katie O'Brien, Joni Marie Theodorsen

CMCBD Staff: Daniel Hurtado

Guests: Lt. Steve Balma, Katherine Bernitt, Mike DeLisle, Carrie Lane, Tajiri Winesberry, Byron Yee

1. Call to Order

Katie O'Brien (CMCBD Board President) called the meeting to order at 3:06 p.m.

Introductions were made.

2. Approval of Minutes

David Fariello made a motion to approve the meeting minutes for the 9/08/09 Board of Directors Meeting; Joni Marie Theodorsen second the motion. The Board of Directors Meeting Minutes for 9/08/09 were approved.

3. Executive Director's Report

Daniel Hurtado (CMCBD Executive Director) provided an update on his activities and meetings attended for the period 10/13/09 through 11/09/09.

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

Hurtado said he also worked with the SF Arts Commission and Mayor's Office of Economic and Workforce Development on preparing for the launch of the Art in Storefronts program for Central Market throughout October.

Hurtado said he had a radio interview on 10/21/09 with Martina Castro (KALW public radio) regarding Art in Storefronts and Proposition D. Hurtado said he posted a link to the interview on the CMCBD website.



Hurtado said the CM CBD 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 on 10/23/09. Hurtado said the event and the program garnered significant media coverage in the days leading up to the launch date.

Hurtado said he attended a *Great Speakers for Great Streets* luncheon on 10/20/09; the event, hosted by the San Francisco Bicycle Coalition, featured a presentation by Tim Tompkins of the Times Square Alliance. Hurtado said he, Katie O'Brien (CM CBD Board President) and Bill Worthen (CM CBD Board Member) met with Tompkins on 10/21/09 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 – Hurtado said he also continued to attend informational meetings regarding Proposition D in October, including a meeting with San Francisco Chronicle Editorial Board on 10/21/09 along with David Addington (Fair Market Properties), Bill Worthen (CM CBD Board Member), Carolyn Diamond (Market Street Association), Jim Lazarus (SF Chamber of Commerce), and members of the Mid-Market ARTS Alliance.

4. Financial Report

Financial Report – October 2009

Daniel Hurtado led the CM CBD Board through the financial report for October 2009.

For the period ending 10/31/09, 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 16.67% 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 13.5% 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 CM CBD light pole banners.

Hurtado reported a positive variance of 21% 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 \$720,199 (actuals), with \$826,612 in budgeted expenses, leaving a positive variance of 13%. Hurtado said the primary variances were caused by the following being under budget: \$24k in Administrative, \$72k in PSBS, and \$10k in District Identity.

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



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 October 2009.

Winesberry reported that on 10/7/09, the Central Market Community Guides witnessed a regular client who seemed incoherent eating raw salmon out of a dumpster. This seemed like strange behavior for this particular individual who did not seem like himself. While engaging with him, the Guides found out he had a seizure the night before, had sharp stomach pains and he was breaking out in a cold sweat. Winesberry said the Community Guides immediately called 911 and the paramedics transported him to the hospital.

10/22/2009 Winesberry said he and the Guides arranged a meeting on 10/22/09 with Ralph Lee (Hotel Whitcomb) and Lt. Garrity of the SF Police Department to talk about general maintenance of the green pod with regard to any public safety issues or social service needs that may arise and how to properly provide assistance.

Winesberry said the Guides also attended the Green Pod Launch and ribbon cutting ceremony on 10/23/09 at Hotel Whitcomb for the outdoor seating that was installed. Winesberry said Mayor Gavin Newsom cut the ribbon at Hotel Whitcomb then the Guides walked with the Mayor down Market Street stopping at the various Arts in the Storefront locations.

Winesberry said that the Sixth Street Community Guides Program officially launched on 10/01/09. Winesberry said the Sixth Street Guides work from 8 a.m. to 4 p.m. Monday through Friday. The Guides have a 1-hour lunch and two 15-minute breaks in this time period. The Guides' coverage area is from Market Street to Harrison Street and 100 feet in the alleys.

Winesberry said that in the month of October, the Sixth Street Guides went inside the businesses 378 times to "Meet and Greet" with the merchants. Winesberry said based on these interactions, the Guides have been well received by the business community on Sixth Street. Winesberry said the Guides have been asking what issues each merchant has and are establishing general hotspots in the area. In the morning, the Guides first put attention to the areas where the homeless are sleeping in the doorways or sidewalks, waking the transients up as they continue to offer services and build a rapport with them. The Guides have spent a lot of time in October building a connection with them since this is one of the most important steps in finding out what type of help and service they need.

Winesberry said the Sixth Street Guides attended the Infectious Disease in the Workplace training on 10/20/09. The very informative training course described ways infectious agents can be transmitted, ways to decrease risks of infections in public settings, and gave examples of common infectious diseases and how to reduce risk of infection.

Winesberry said the Sixth Street and Central Market Guides volunteered for the Project Homeless Connect on 10/28/09 at the Bill Graham Theater and used the opportunity to learn of the many more government agencies, nonprofits, and private sector who provide health and human services for homeless San Franciscans. Before the event, the Sixth Street Guides were also encouraging many of the homeless on Sixth Street to attend Project Homeless Connect where hundreds of corporations, nonprofits, and government agencies will be represented. Services such as dental care, eyeglasses, family support, food, HIV testing, housing, hygiene products, medical care, mental health services, substance abuse treatment, SSI benefits, legal advice, California identification cards, voice mail, employment counseling and job placement, wheelchair repair, methadone, needle exchange were all



there. Winesberry said the Guides were able to introduce themselves and network with many of the service providers that were there.

Winesberry said the Guides were certified and trained in overdose prevention and rescue by the San Francisco Department of Public Health / the DOPE (Drug Overdose Prevention Education) Project by Dr. Joshua Bamberger, MD on 10/27/09. Winesberry said the training was at The Needle Exchange at 117 Sixth Street.

Services Committee Meeting: November 19, 2009

Hurtado announced that the next CMCBD Services Committee Meeting will take place at John Wiley & Sons at 989 Market Street, Fifth Floor on 11/19/09.

6. Identity Committee Report

Art in Storefronts Program – Update

Hurtado provided a recap of the Art in Storefronts program and launch event. Hurtado said he posted links to articles and other media coverage regarding the Art in Storefronts project on the CMCBD website.

Hurtado said he was unable to attend the launch event; O'Brien provided an update on the launch event and said Mayor Newsom was also in attendance. O'Brien said the event attracted a significant amount of news media. O'Brien said the event included live music and performances by students from the Alonzo King LINES Dance Center.

Green Pod Program – Recap

Hurtado said Hotel Whitcomb and the Mayor's Office of Economic and Workforce Development held a ribbon cutting ceremony on 10/23/09 as part of the Art in Storefronts launch event to unveil the first "green pod" outdoor seating area on Market Street. Ralph Lee said he and his staff had been working with the Astrid Haryati (Mayor's Greening Director) on the design of the outdoor seating area, which, he said, has been well-received by hotel guests.

Theodorsen said she worked with Astrid Haryati (Greening Director, Mayor's Office) on securing outdoor seating area for the launch event and said she would like to continue to support outdoor seating in front of the Pearl location in 2010.

Central Market Light Pole Banners

Hurtado said he recently met with Jennifer Tomaro of The Art Institute regarding a possible sponsorship of the Central Market Light Pole Banners for 2010. Hurtado said the estimate of the sponsorship is \$14,000, which would cover the cost of fabrication and installation of the banners. Hurtado said The Art Institute expressed its interest in also supporting a design competition among its students for the banner project. Hurtado said additional information will be discussed at the next Identity Committee Meeting.



Identity Committee Meeting: November 18, 2009

Hurtado announced that the next CM CBD Identity Committee Meeting will take place at John Wiley & Sons at 989 Market Street, Fifth Floor on 11/18/09.

7. Other Business

Proposition D – Recap

Hurtado said that Proposition D was not approved by city voters in the last election, and that he has not had an opportunity to meet with David Addington (Fair Market Properties) since election day or other members of the Mid-Market ARTS Alliance to recap on the Proposition D efforts.

Carrie Lane (property owner of 1005 Market Street and 1067 Market Street) commended the CM CBD Board for its support of Proposition D and its efforts to educate voters about the role and mission of the Community Benefit District in a short amount of time.

Market Street/Traffic Improvement Pilot Program – Update

Hurtado asked Board Members and meeting attendees present for feedback on the Market Street/Traffic Improvement Pilot Program, which launched on Tuesday, September 29. Hurtado said that the pilot program was intended to determine if discouraging through traffic on Market Street can improve transit and pedestrian conditions along the corridor.

Hurtado said that private vehicles on eastbound Market Street were now required to turn right at 8th and 6th Streets.

Theodorsen said she had not seen any impact on business at Pearl; Doug Dalton (CM CBD Board Member) said he observed significant increase in traffic congestion on Sixth Street since the launch of the program, which has impacted deliveries to his business (Anu Bar). Hurtado said he posted a link to the Better Streets Program website, where users can provide feedback on the pilot program on the website's comment section.

CM CBD Board Resident/CBO Board Seat Position

Hurtado said the CM CBD Board had open positions for the CM CBD Property Owner and Residential/Community-Based Organization board seats. Hurtado said Uriah Perez, a resident in the CBD, had submitted an application for the open CM CBD Resident/Community-Based Organization Board Seat. Hurtado said Carrie Lane, a property owner for 1005 Market Street and 1067 Market Street, had an interest in serving on one of the open Property Owner Board Seat positions and had also submitted an application.

Both candidates were given an opportunity to express their interest in serving on the CM CBD Board of Directors.

Upon hearing from both candidates, a public comment opportunity was provided. The CM CBD Board then moved to Executive Session to discuss open Board Seat positions.



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, December 8, 2009 at Hotel Whitcomb, 1231 Market Street.

10. Adjournment

The Board of Directors Meeting was adjourned at 4:40 p.m.

The Board moved to Executive Session to discuss open Board Seat positions.