



MEMORANDUM

TO: CMCBD Board of Directors

FROM: Daniel Hurtado, CMCBD Executive Director

DATE: January 9, 2009

RE: Board Packet for the CMCBD Board of Directors Meeting – January 13, 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 January 13, 2009 at **Hotel Whitcomb, 1231 Market Street**.

The CMCBD Board of Directors Meeting will be held from 3:00 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
- Love Thy Neighbor(hood) Benefit Invitation*
- Sponsorship Opportunities Information for the CMCBD Benefit*

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



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

January 13, 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 – 2008
 - Proposed Operating Budget – 2009
- V. SERVICES COMMITTEE REPORT
 - Community Guides Program – 2008 Report
 - Clean Streets Program – 2008 Report
 - 2009 Program Services and Schedule
 - 2009 Program Benchmarks
- VI. IDENTITY COMMITTEE REPORT
 - Love Thy Neighbor(hood): February 12, 2009
 - Sponsorship Opportunities
- VII. OTHER BUSINESS
 - CMCBD Board of Directors Meeting Schedule 2009
 - New CMCBD Office Address / Phone Number
- VIII. PUBLIC COMMENT
- IX. NEXT MEETING: February 10, 2009
- X. ADJOURNMENT



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

December 9, 2008 • 3:30 p.m. – 5 p.m.
SMWM Office • 989 Market Street, Third Floor

CMCBD Board Members Present: Doug Dalton, David Fariello, Maureen Futtner, Greg Johnson, Jason Kletter, Katie O'Brien, Jonie Marie Theodorsen, Bill Worthen

CMCBD Staff: Daniel Hurtado

Guests: Susan Call, Uriah Perez, Bernadette Walter, Tajiri Winesberry

1. Call to Order

Daniel Hurtado (CMCBD Executive Director) called the meeting to order at 3:35 p.m.

Introductions were made.

2. Approval of Minutes

The October 2008 CMCBD Board of Directors Meeting Minutes were approved as a quorum was needed at the previous Board of Directors Meeting for approval. Greg Johnson made a motion to approve the Minutes; Jason Kletter second the motion. The motion passed and the Board of Directors Meeting Minutes for October 2008 were approved.

Doug Dalton made a motion to approve the November 2008 CMCBD Board of Directors Meeting Minutes; David Fariello second the motion. The motion passed and the Board of Directors Meeting Minutes for November 2008 were approved.

3. Executive Director's Report

Hurtado referred to the Executive Director's Report for the period 11/19/08 to 12/08/08. Hurtado stated that the complete report was included in the Board of Directors Packet, and provided a summary of his activities and an overview of the meetings he held and attended.

Hurtado reported that he attended a Market Street consortium meeting organized by Astrid Haryati (Director of Greening, Mayor's Office) on 12/01/08. Hurtado said the meeting was attended by the executive directors of other Community Benefit Districts and neighborhood associations along Market Street to further discuss proposed collaborative streetscape enhancement projects and ideas for joint sponsorship of music programming on the public space along the corridor.

Hurtado said that he met with Lynn Valente (People in Plazas) on 12/03/08 to discuss the Music on Mint Plaza summer concert series for 2009, and to develop a proposal for a Market Street collaborative music programming.



Hurtado said he held a CMCBD Finance Committee Meeting on 12/03/08 and met with Greg Johnson (CMCBD Board Treasurer) and Jim Hudson (CMCBD bookkeeper) to review the November expenses, year-to-date budget versus actuals, and the forecasted budget for 2009. Hurtado added that he is continuing to meet with Hudson on a twice-monthly basis to review and reconcile the CMCBD's monthly finances.

Hurtado concluded the summary of the Executive Director's Report.

4. Financial Report

YTD Financial Report: Johnson reported that the net operating income for the CMCBD was over budget by \$158,771 now that the CMCBD had accounted for a \$100k contingency. In reviewing the cash flow report for November, Johnson said that the variance for the year is \$19k year-to-date. Johnson said the CMCBD is under budget by \$40k, adding that the primary variance was due to the cost for the Clean Streets Program...

Regarding the Contingency account, Johnson reported that a variance now exists due to the CMCBD having transferred \$100k into an ING contingency account while the CMCBD had previously budgeted placing only \$54k. Johnson said that the CMCBD Board had previously approved transferring a total of \$200k into a contingency account with the amount being divided evenly into two separate bank accounts as the FDIC had previously insured up to \$100k per institution. Johnson said that due to recent changes, the FDIC now covers up to \$250k per institution, therefore the CMCBD can place \$200k into one bank account. Johnson said the CMCBD would transfer another \$100k into the contingency account at ING in January 2009.

Johnson reported that the ADMIN (Administrative) expenses are within 3% of the budget; DISI (District Identity and Streetscape Improvements) is under budget by 12% or \$1,500. The CMCBD is currently forecasted to carry over \$267,414 in 2009.

Johnson said that he and Hurtado would be presenting the proposed 2009 budget to the CMCBD Board at the 1/13/09 meeting. Johnson said that he and Hurtado will be developing a three-year forecast and set goals for fundraising; Johnson said the three-year forecast would be presented by the end of the first quarter.

CMCBD Office Lease: Hurtado announced that the CMCBD office will be moving to 901 Market Street, Suite 490 in early to mid January 2009. Hurtado said that SMWM, the architecture and design firm that had donated office and meeting room space to the CMCBD, had merged with Perkins and Will and would be vacating its office space in early January. Hurtado also said that the CMCBD office phone number would change, and that an announcement would be made as to the address and phone number changes at the beginning of January.

2008 Sponsorship + Fundraising Update / Fundraising Committee Report: Hurtado said that the CMCBD will be holding a benefit on February 12, 2009 called "Love Thy Neighbor(hood)" in an effort to raise monetary support and awareness for the Community Guides Program. Hurtado said that the event would be held at 418 Jesse Street (Mint Plaza) from 5:30 p.m. to 8 p.m. Bernadette Walter announced that the guest speaker for the event is Chip Conley, Founder and CEO of Joie de Vivre Hospitality. Hurtado said that in addition to guest speakers, the event will also feature live music, networking opportunities, appetizers and cocktails, and a DVD presentation on the Community Guides Program. Hurtado said event invitations and announcements would be mailed and distributed at the beginning of January. Hurtado also announced distributed sponsorship information on the CMCBD benefit. O'Brien encouraged Board Members to assist in the CMCBD's efforts to secure sponsorships



for the event and the Community Guides Program. Hurtado said that the Martin Building Company had donated event space for the benefit, a \$2,500 in-kind donation.

A discussion was held concerning ticket prices for the event. Walter announced that Wiley Publishing would be donating a limited number of books to help support the benefit. It was determined that the books would be distributed as part of a VIP ticket package (a list price of \$25).

Hurtado distributed a breakdown of event costs, fundraising goals, and revenue estimates. After review of the event costs and a discussion concerning ticket prices, it was determined that the ticket prices would begin at \$35, and VIP ticket prices would begin at \$50.

5. Services Committee Report

2009 Program Services and Schedule: Hurtado announced that the new schedule for the CM CBD Clean Streets Program and Dispatch/Call Center Service. Hurtado said that the Services Committee had reviewed service proposals for its Clean Streets Program for 2009, adding that the CM CBD Board had approved the Services Committee recommendation to award the 2009 contract to MJM Management Group.

Hurtado said that the Clean Streets Program service hours would extend to 12 hours per day, seven days a week, beginning January 1, 2009. Hurtado said the Dispatch/Call Center service would also be extended to include weekend coverage. Hurtado added that graffiti abatement would be a daily service and that the Clean Team would abatement graffiti on both public and private property in the district. Hurtado said the Community Guides Program would continue according to its current schedule of 9 a.m. to 6 p.m. Monday through Friday.

Community Guides/Clean Streets Program Monthly Reports: Tajiri Winesberry (MJM Management Group) distributed the November 2008 Monthly Report for the Community Guides and Clean Streets Programs. Winesberry led the Board and guests through a review of the previous month's statistics and activities.

Hurtado said that he and Winesberry would be submitting a one-year report on the Community Guides and Clean Streets Programs at the January 13 Board of Directors Meeting. Hurtado said that he and Winesberry have also been discussing establishing benchmarks and measurable goals for both programs, and that this information would be presented at the next Board of Directors Meeting.

Hurtado also distributed and reiterated the holiday schedule for the Community Guides Program for 2009:

- New Years Day - Thursday, January 1
- Memorial Day - Monday, May 25
- Independence Day - Saturday, July 4
- MJM Management Corporate Retreat – August, TBA
- Labor Day - Monday, September 7
- Thanksgiving Day - Thursday, November 26
- Christmas Day - Friday, December 25

Hurtado said that the Clean Streets Program and Dispatch/Call Center would continue to operate on these dates.



6. Identity Committee Report

Vacant Storefront Beautification Program:

Hurtado shared examples of the artwork for the Vacant Storefront Beautification Program. Hurtado said the design concept was approved by the Identity Committee, and added that the program is scheduled to launch in early January. Hurtado said the first location to benefit from the program is the former House of Blue Jeans space at 973 Market Street.

Website Updates:

Hurtado said that the backend of an online business and retail directory on the CMCBD Web site had been completed. Hurtado said he would be populating the retail directory database over the next several weeks and would launch and promote the online directory in January 2009. Hurtado also added that a commercial real estate page on the CMCBD's Web site - which will promote available ground floor commercial spaces in the district - had also been completed and would launch in January.

7. Other Business

CMCBD Board of Directors Meeting Schedule 2009: Hurtado distributed a complete CMCBD meeting schedule for 2009, which included the dates, times and locations for the CMCBD's Board of Directors Meetings and Services, Identity, and Finance Committee Meetings. Hurtado said the information would be posted on the CMCBD Web site.

Hurtado said that the next and all Board of Directors Meetings in 2009 would be held at Hotel Whitcomb, and thanked General Manager/CMCBD Board Member Ralph Lee and his staff for donating meeting room space to the CMCBD. Hurtado also thanked Susan Call and Wiley Publishing for providing meeting room space for the CMCBD Services Committee, and the Martin Building Company for hosting Identity Committee Meetings in 2009.

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, January 13, 2009 at Hotel Whitcomb, 1231 Market Street.

10. Adjournment

The Board of Directors Meeting was adjourned at 4:20 p.m.



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

Prepared by Daniel Hurtado, CMCBD Executive Director
Report for December 10, 2008 – January 12, 2009

Public Space, Beautification and Safety (PSBS)

- 12/30/08: Held a lunch meeting with Officer Darrin Dill (City's Homeless Outreach Program) to discuss social service needs in the district and to thank for his support of the Community Guides Program on behalf of the CMCBD.

District Identity and Streetscape Improvements (DISI)

- 12/10/08: Held a meeting with Rick Bacigalupi (BaciPix) to discuss the production schedule and concept for the Community Guides DVD.
- 12/11/08: Met with Robin Anderson (San Francisco Dance Center) to discuss upcoming programs and special events at the San Francisco Dance Center, safety concerns at the intersection of Seventh and Market Streets, and opportunities to collaborate on special events on Mint Plaza.
- 12/29/08: Met with Meital Amitai (Safety Network) and Tajiri Winesberry (MJM Management Group) to discuss Positively Sixth Street Fair and CMCBD's support for the annual neighborhood event.
- 1/06/09: Filming of the Community Guides DVD, which included an executive director interview, and an interview with Katie O'Brien (CMCBD Board President).
- 1/08/09: Filming of the Community Guides DVD, which included interviews with Captain Daniel McDonagh (SFPD), Debra Hunter (Wiley Publishing), and Uriah Perez (resident/merchant representative). Filming also included b-roll footage of Community Guides and Clean Team.
- 1/12/09: Filming / Interview with Dariush Kayhan (City's Homeless Outreach Team)

Other Meetings and Events:

- 12/11/08: Attended a holiday dinner with executive directors of Community Benefit Districts/Business Improvement Districts in San Francisco.
- 1/07 - 1/09/08: Met with Jim Hudson (CMCBD bookkeeper), to review and reconcile the finances for December 2008 and review the proposed 2009 budget.
- 1/07/09: Held a CMCBD Finance Committee Meeting to review the December expenses, year-to-date budget versus actuals, and the forecasted budget for 2009.
- 1/08 – 1/10/09: CMCBD Office Move
- 1/12/08: Friends of Mint Plaza Board of Directors Meeting (scheduled).



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.

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.

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	November 19
June 25	December - TBD

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

Martin Building Company: 54 Mint Street, Fifth Floor

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

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

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 or 415.957.5985.