



**MEMORANDUM**

**TO:** Central Market CBD Board of Directors

**FROM:** Daniel Hurtado, Central Market CBD Executive Director

**DATE:** February 8, 2008

**RE:** Board Packet for the Central Market CBD Board Meeting – February 12, 2008

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The following documents are included as part of the Board Packet for the next scheduled Board Meeting on February 12, 2008. The Board Meeting will be held from 3 p.m. to 5 p.m. at SMWM, 989 Market Street, Third Floor.

The Board Packet includes:

- Board Meeting Agenda
- Meeting Minutes from previous Board Meeting
- Executive Director's Report
- Schedule of CMCBD Board and Committee Meetings for FY 2008
- "Love Thy Neighborhood" invitation

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



**CENTRAL MARKET CBD BOARD MEETING**  
February 12, 2008 • 3 p.m. – 5 p.m.  
SMWM Office • 989 Market Street, Third Floor

**MEETING AGENDA**

- I. CALL TO ORDER
  
- II. APPROVAL OF MINUTES
  
- III. EXECUTIVE DIRECTOR'S REPORT
  
- IV. FINANCIAL REPORT
  - YTD Financial Report
  
- V. SERVICES COMMITTEE REPORT
  - Community Guides Program Report
  - Clean Streets Program Report
  - Dispatch Service Updates
  - Community Outreach Plan Update
  - Contracting Services
  
- VI. IDENTITY COMMITTEE REPORT
  - Launch Events for Street Services
  - Streetscape Improvement Plan Update
  - Lightpole Banners
  
- VII. OTHER BUSINESS
  - Public Safety Seminars
  - Safety & Social Service Council Meetings
  
- VIII. PUBLIC COMMENT
  
- IX. NEXT MEETING: March 11, 2008, 3 p.m. to 5 p.m.
  
- X. ADJOURNMENT



COMMUNITY BENEFIT DISTRICT

**MINUTES**

**CENTRAL MARKET CBD BOARD MEETING**

January 8, 2008 • 3 p.m. – 5 p.m.

SMWM Office • 989 Market Street, Third Floor

**Board Members Present:** Doug Dalton, David Fariello, Maureen Futtner, Jerry Jarvis, Greg Johnson, Jason Kletter, Rocky Lane, Jonie Marie Theodorsen, Michael Yarne

**Staff:** Daniel Hurtado

**Guests:** Mike DeLisle, Karin Ecklund, Katie O'Brien, Bernadette Walter, Tajiri Winesberry

**1. Call to Order**

The meeting was called to order at 3:03 p.m.

**2. Approval of Minutes**

Motion to approve the minutes of the 12/11/07 Board of Directors Meeting was made by Rocky Lane and seconded by David Fariello. The motion was carried unanimously.

**3. Services Committee Report**

Michael Yarne requested that the Services Committee Report be moved to the third item on the agenda to accommodate the new Community Guides and allow sufficient time to discuss Services Committee updates.

Roll-out of Services Schedule: Daniel Hurtado began the Services Committee Report by introducing the new Community Guides: Kiernon Roche and Maurice Harris. Hurtado said that the new Guides began initial training on 1/07/08 and will continue to receive street and classroom training through 2/04/08. The Community Guides Program would officially begin on 2/04/08. The hours of service for the Community Guides Program will be Monday through Friday, 9 a.m. to 6 p.m. Hurtado said that the CMCBD's FY 2008 budget allows for adjustments and modifications in scheduling and service hours. Hurtado recommended that service hours continue as scheduled and that the Services Committee would monitor the program's progress and making adjustments accordingly, including the possibility of adding weekend service. Hurtado said that the Clean Streets Program would officially begin on 02/09/08 in conjunction with the Department of Public Work's volunteer community clean-up event. Hurtado said that the Clean Streets Program would operate Monday through Friday from 7:30 a.m. to 4 p.m. and on weekends from 10 a.m. to 2 p.m. Hurtado added that street sweepers would provide initial street maintenance beginning 01/22/08. Hurtado said that SF Clean City Coalition would launch its services with an intensive cleaning and maintenance effort that includes

power washing, graffiti removal and steam cleaning of public spaces within the boundaries of the CMCBD.

Community Guides Training Schedule: Karin Ecklund (MJM Management Group) presented an overview of the training curriculum for the Community Guides, which includes First Aid and safety training, sensitivity and “know your rights” training through the Coalition on Homelessness, training opportunities through the San Francisco Police Department’s Southern Station, SF FIRST (formerly the City’s Homeless Outreach Team) and St. Anthony’s Foundation and social service providers.

Community Outreach Plan: Yarne provided an overview of the CMCBD’s community outreach efforts and discussed Hurtado’s efforts to proactively reach out to residents, merchants and other key audiences in presenting the Community Guides and Clean Streets Programs. Hurtado referred to the Community Outreach Plan, which he had distributed during the meeting, and said he is continuing efforts to meet with Supervisor Chris Daly and/or his staff. He said that Lisa Pagan (Mayor’s Office of Economic and Workforce Development) has offered to assist in scheduling a meeting with Supervisor Daly.

Review of Graffiti Removal Pilot Program: Hurtado reported that the Services Committee agreed to follow a three-month pilot program approach to graffiti removal in the CMCBD in order to assess the amount of graffiti abatement work needed on a monthly basis. This three-month pilot program would also allow the Services Committee to monitor the time and cost for graffiti removal services prior to implementing a graffiti removal policy for the CMCBD.

#### **4. Executive Director’s Report**

Hurtado referred to the Executive Director’s Report he included as part of the Board Packet and presented an overview of the meetings and events he has held and attended in December.

Hurtado said he has continued to work closely with MJM Management in identifying and developing additional training opportunities for the Community Guides Program and working with SF Clean City in creating a service schedule initial roll-out plan. Hurtado said he has also held meetings with representatives of community organizations including SOMCAN and presented at the SRO Collaborative and the SOMA Leadership Council as part of an outreach effort for the Community Guides Program.

Hurtado said he met with Lisa Pagan (Mayor’s Office of Economic and Workforce Development – MOEWD) for an initial review of the budget actuals for FY 2007 and the proposed operating budget for FY 2008. He said they also reviewed the CMCBD’s Annual Report for FY 2007, the Community Outreach Plan for the Community Guides Program, and the overview of the Community Guides and Clean Streets Programs.

#### **5. Financial Report**

Hurtado referred to the proposed operating budget for FY 2008, which was approved by the CMCBD Board at the 12/11/08 Board of Directors Meeting. Hurtado also distributed a report on the expenses and transactions in December.

Hurtado said that the CMCBD issued a check to the MSA-People in Plazas for the amount of \$16,250 on 12/04/07 for costs associated with the CMCBD’s formation. Hurtado added that MSA-People in Plazas in turn issued individual checks to those property owners who contributed to the CMCBD’s

formation. Hurtado said he mailed the checks to those property owners along with a letter thanking them for their contribution and an invitation to the CMCBD's Open House.

Hurtado said that aside from payroll-related expenses and a check issued to SMWM for printing costs for the amount of \$109.00, there were no other expenses in December.

Hurtado said the CMCBD closed out the year with a balance of \$351,276.63. Hurtado said the CMCBD's accountant was preparing to close out the books for the year and would send a report to the CMCBD upon completion. Hurtado said that the CMCBD would then undergo a CPA review in February as specified in the CMCBD's fiscal agreement with the City. Hurtado said the CMCBD had 120 days from the end of the year to submit a CPA review and an Annual Report to the City.

## **6. Identity Committee Report**

Central Market CBD Open House: Hurtado said that the CMCBD will be holding an Open House on 01/17/08, from 9:30 a.m. to 11 a.m., at Hotel Whitcomb as an opportunity to officially present the Community Guides and Clean Streets Programs to the Central Market community and stakeholders. Hurtado added that the Open House would be also be an opportunity for the community to ask questions, share any concerns, and provide feedback on the planned services. Hurtado said that invitations were mailed to property owners, the Board of Supervisors, and key stakeholders in December. Hurtado said that he and the Community Guides would begin an outreach blitz on 01/09/08 in an effort to reach merchants and residents in the CBD that may not have access to e-mail.

Community Clean-Up Day: Hurtado said that he met with met with Shih-Wei Lu (Department of Public Works) and Ahmad Waraich (SF Green Connect) on 12/19/07 to discuss partnering on a Community Clean-Up Day for Central Market on 02/09/08 as an opportunity to officially launch the CMCBD's Clean Streets Program. The clean-up effort would include volunteers through the Department of Public Works and SF Green Connect in addition to the CMCBD's Clean Team. The event will be held from 9 a.m. to 12 p.m.

Safety and Social Service Fair: Hurtado said he is planning a safety and social service fair in February as an opportunity to officially kick off services in Central Market and as a chance for workers, merchants and passerbys to meet the new Community Guides and Clean Team. Hurtado said that the event is tentatively scheduled for 02/07/08 at Mint Plaza, but that the date may change.

## **7. Other Business**

Finance Committee Meetings: Hurtado reiterated the Board's approval of establishing a Finance Committee to meet regularly to assist the Executive Director and the CMCBD accountant in monitoring expenses, specifically in relation to the costs associated with the Community Guides and Clean Streets programs, on a monthly basis and to project costs into FY 2009 and 2010. Hurtado said he planned to have the first meeting in January and a date, time and location to be determined.

Resignation of Michael Yarne, Board President / Property Owner Seat: CMCBD Board President Michael Yarne announced his resignation from the Board due to his acceptance of a new job position with the MOEWD beginning in late January. Yarne said his new role with the City disqualifies him from continuing to serve on the CMCBD Board and therefore tendered his resignation.

Yarne said that Hurtado issued an announcement via email on 1/02/08 announcing the vacancy on the CMCBD Board for one of the five Property Owner Board Seats and a request for nominations to fill this seat. Yarne said that the CMCBD Board would move into executive session to discuss the nominations and vote on a replacement, but asked if there were any public comments prior to moving into executive session.

## **8. Public Comment**

Jerry Jarvis announced a NERT training (Neighborhood Emergency Response Training) scheduled for January 24 and January 31. Hurtado said that the Community Guides would also receive NERT training as part of the training curriculum.

Greg Johnson also provided an update on the Urban Realty project on the 900 block of Market Street.

## **9. Next Meeting**

The next scheduled meeting is February 12, 2008, 3 p.m. to 5 p.m.

## **10. Adjournment**

The Board Meeting was adjourned at 4:52 p.m.

The Board moved into executive session to discuss and vote on the new residential tenant seat.



COMMUNITY BENEFIT DISTRICT

### **EXECUTIVE DIRECTOR'S REPORT**

**Prepared by Daniel Hurtado, Central Market CBD Executive Director**

Report for January 9, 2008 – February 8, 2008

#### **Public Space, Beautification and Safety (PSBS)**

- 01/08/08: Accompanied the Community Guides in meeting Daniel O'Conner (St. Anthony Foundation) to discuss training opportunities with St. Anthony Foundation and to present information on the CMCBD's new street services.
- 01/09/08 – 01/15/08: Conducted a door-to-door outreach blitz in Central Market along with the Community Guides, dispatcher and field supervisor. Introduced the new Community Guides and provided information on the new service in addition to distributing invitations to the CMCBD Open House.
- 01/09/08: Accompanied the Community Guides, field supervisor and dispatcher in meeting Ralph Lee (Hotel Whitcomb). The meeting was an opportunity for the Community Guides to learn about safety concerns from the hotel and to get an understanding of the perception of the neighborhood from a tourist perspective.
- 01/11/08: Met with Gia Grant (SF Clean City Coalition) to review roll-out plan for Clean Streets Program, initial cleaning and maintenance schedule, and graffiti removal and abatement pilot program.
- 01/11/08: Accompanied the Community Guides, field supervisor and dispatcher in meeting hotel management and operations staff at the Holiday Inn. The meeting was also an opportunity for the Community Guides to learn about the safety concerns of hotel guests.
- 01/11/08: Met with Captain Daniel McDonagh (San Francisco Police Department – Southern Station) to discuss training opportunities for Community Guides, providing additional foot beat officers to walk with the Guides, and communication and coordination with Southern Station and Community Guides / dispatcher.
- 01/14/08: Met with Bernadette Sy (Filipino-American Development Foundation/Bayanihan Community Center) to discuss the CMCBD's Community Guides and Clean Streets Programs, extend an invitation to the CMCBD Open House, and to discuss possible joint neighborhood events and future partnership opportunities.
- 01/17/08: Held a CMCBD Open House at Hotel Whitcomb and gave a presentation on the Clean Streets and Community Guides Program.

- 01/23/08: Attended a Community Clean-Up Coordination Meeting with the Department of Public Works and SF Green Connect to discuss the volunteer clean-up effort of Central Market and District 6 on 2/09/08.
- 01/23/08: Attended a Civic Center Safety Meeting organized by Jim Haas and gave a presentation on the CMCBD Community Guides and Clean Streets services.
- 01/31/08: Held a Services Committee Meeting to discuss roll-out plan and services schedule for the Community Guides and Clean Streets Programs and review training curriculum for Community Guides.
- 02/06/08: Met with the Department of Public Works and SF Green Connect to discuss Community Clean-Up event on 02/09/08.
- 02/07/08: Held an Information Lobby Fair at 989 Market Street for office workers as part of the CMCBD's community outreach effort for the launch of the Community Guides and Clean Streets Programs.

#### **District Identity and Streetscape Improvements (DISI)**

- 01/24/08: Published and distributed the January 2008 issue of *Central Market Matters*. The e-newsletter included information on the CMCBD's new Community Guides and Clean Streets Programs and the Community Clean-Up Day on 02/09/08.
- 01/31/08: Held an Identity Committee Meeting and provided an update on the community outreach efforts for the CMCBD new street services, discussed the Clean Streets and Community Guides launch events, and discussed developing a streetscape improvement plan for Central Market.
- 02/01/08: Held a meeting with the Friends of Mint Plaza to discuss a summer concert series and programming.
- 02/06/08: Gave a presentation on the CMCBD to San Francisco State University's Urban Studies students and pitched the idea of developing a streetscape improvement plan for Central Market as part of an Urban Studies senior project.

#### **Other Meetings and Events:**

- 01/23/08: Attended the Friends of Mint Plaza Board of Directors Meeting.
- 01/30/08: Held a CBD/BID Consortium Meeting at SMWM that was attended by executive directors of other Community Benefit Districts in San Francisco and Lisa Pagan (Mayor's Office of Economic and Workforce Development). Provided an update on the Community Guides and Clean Streets services.
- 01/30/08: Interview and photoshoot with *The Registry*, a regional real estate magazine. Discussed the CMCBD's mission, history, and planned services including the Community Guides and Clean Streets services. The issue will be released in mid February.



## **CENTRAL MARKET CBD MEETING SCHEDULE – FY 2008**

### **Central Market CBD Board of Directors Meeting**

All meetings are held on the second Tuesday of each month at the SMWM office at 989 Market Street, Third Floor, from **3 – 5 p.m.** Any scheduling changes will be announced in advance.

February 12, 3 – 5 p.m.  
March 11, 3 – 5 p.m.  
April 8, 3 – 5 p.m.  
May 13, 3 – 5 p.m.  
June 10, 3 – 5 p.m.  
July 8, 3 – 5 p.m.

August 12, 3 – 5 p.m.  
September 9, 3 – 5 p.m.  
October 14, 3 – 5 p.m.  
November 11, 3 – 5 p.m.  
December 9, 3 – 5 p.m.

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### **Central Market CBD Identity Committee Meeting**

All meetings are held on the last Thursday of each month (except November and December) at the SMWM office at 989 Market Street, Third Floor, from **2 – 3 p.m.** Any scheduling changes will be announced in advance.

January 31, 2-3 p.m.  
February 28, 2-3 p.m.  
March 27, 2-3 p.m.  
April 24, 2-3 p.m.  
May 29, 2-3 p.m.  
June 26, 2-3 p.m.

July 31, 2-3 p.m.  
August 28, 2-3 p.m.  
September 25, 2-3 p.m.  
October 30, 2-3 p.m.  
November 20, 2-3 p.m.  
December - TBD

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### **Central Market CBD Services Committee Meeting**

All meetings are held on the last Thursday of each month (except November and December) at the SMWM office at 989 Market Street, Third Floor, from **3 – 4 p.m.** Any scheduling changes will be announced in advance.

January 31, 3-4 p.m.  
February 28, 3-4 p.m.  
March 27, 3-4 p.m.  
April 24, 3-4 p.m.  
May 29, 3-4 p.m.  
June 26, 3-4 p.m.

July 31, 3-4 p.m.  
August 28, 3-4 p.m.  
September 25, 3-4 p.m.  
October 30, 3-4 p.m.  
November 20, 3-4 p.m.  
December - TBD

CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

# LOVE[THY NEIGHBOR[HOOD]]

Central Market Community Benefit District (CBD)  
invites you to celebrate Central Market and the  
launch of our long-awaited neighborhood services.

Meet the Central Market Community Guides and Clean Team.

Find out how the Central Market CBD's new programs will help create  
a cleaner, safer and more inviting neighborhood.

Meet community organizations and social service groups that are  
helping to enhance the environment in Central Market.

Learn about volunteer opportunities in the community and how you  
can get involved in improving the neighborhood.

Bring your lunch and listen to live music on the new Mint Plaza.

Find out more: Contact the Central Market CBD at  
415.882.3088 or [info@central-market.org](mailto:info@central-market.org).

**Valentine's Day**

**Thursday, 2.14.08  
12 – 2pm**

**Mint Plaza**

(on 5th Street between Market and Mission Streets)  
(Take BART or Muni to the Powell Street Station)

Rain date: 2.21.08

**Live music on Mint Plaza  
featuring San Francisco's  
Latin jazz band Ruben y Los 88**



999 Market Street, Third Floor San Francisco, CA 94103  
[www.central-market.org](http://www.central-market.org)

This event is presented by  
**the Central Market Community Benefit District  
and Friends of Mint Plaza**

Sign up for Central Market news and updates at [www.Central-Market.org](http://www.Central-Market.org)