



**MEMORANDUM**

**TO:** CMCBD Board of Directors

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

**DATE:** February 6, 2009

**RE:** Board Packet for the CMCBD Board of Directors Meeting – February 10, 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 February 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
- CMCBD Meeting Schedule – 2009
- Love Thy Neighbor(hood) Benefit Invitation

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



COMMUNITY BENEFIT DISTRICT

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

February 10, 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
  - Review of Operating Budget – 2009
  - Financial Report – January 2009
  - CMCBD Benefit Fundraising Report
  
- V. SERVICES COMMITTEE REPORT
  - Community Guides Program – Monthly Report
  - Clean Streets Program – Monthly Report
  - Power Washing Schedule
  
- VI. IDENTITY COMMITTEE REPORT
  - Love Thy Neighbor(hood): February 12, 2009
  
- VII. OTHER BUSINESS
  
- VIII. PUBLIC COMMENT
  
- IX. NEXT MEETING: March 10, 2009
  
- X. ADJOURNMENT



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

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

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**CMCBD Board Members Present:** Doug Dalton, David Fariello, Greg Johnson, Ralph Lee, Katie O'Brien, Jonie Marie Theodorsen, Bill Worthen

**CMCBD Staff:** Daniel Hurtado

**Guests:** Susan Call, Dave Johnson, Captain Daniel McDonagh, Tajiri Winesberry

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

Daniel Hurtado (CMCBD Executive Director) called the meeting to order at 3:08 p.m.

Introductions were made.

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

David Fariello made a motion to approve the CMCBD Board of Directors Meeting Minutes for December 9, 2008. Jonie Marie Theodorsen second the motion. The motion passed and the Meeting Minutes were approved by the CMCBD Board.

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

Hurtado referred to the Executive Director's Report for the period 12/10/08 to 1/12/09, which was included as part of the Board Meeting Packet.

Hurtado said he spent much of his time working on the CMCBD's *Love Thy Neighbor(hood)* benefit (scheduled for February 12, 2009) and working with the CMCBD Identity and Fundraising committees on securing sponsors for the event. Hurtado said he would give an update on the event during the CMCBD Identity Committee Report.

Hurtado said he has also been working with a videographer on the production of a promotional video for the CMCBD, which will be presented at the CMCBD benefit on February 12. Hurtado said the video will focus on the Community Guides Program, but will also highlight the CMCBD's Clean Streets Program and other services. Hurtado said the video, which will be around six minutes in length, will help to underscore the mission and initiatives of the CMCBD. Hurtado said the video includes interviews with members of the community, representing residents, workers, merchants, and property owners in the district.

Hurtado said he also held meetings with Jim Hudson (CMCBD accountant) and Greg Johnson (CMCBD Board Treasurer) in December and the early part of January in reconciling the CMCBD financials for 2008 and developing a proposed forecasted operating budget for 2009. Hurtado said Johnson would present the proposed operating budget for 2009 during the Financial Report.



Hurtado said he had also requested and taken vacation from December 19 – 26, 2008.

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

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

##### **Financial Report – 2008**

Hurtado distributed the Financial Report for 2008, which included actuals for the year.

Johnson said that expenses for 2008 total \$722,913, which includes \$100,000 under the contingency allowance and noted as an expense. Johnson said that expenses were projected to be \$740,609 for 2008, creating a variance of \$17,696.

Johnson said that total income included two installments at \$243,996 and \$262,389, and included \$100,000 from the contingency allowance contributions at \$36,140 under donations, grants and in-kind contributions. Johnson said that the CMCBD is expected to carry over \$269,000 into 2009 in addition to the \$100,000 set aside in the ING contingency account.

##### **Proposed Operating Budget - 2009**

Johnson said that he had been working with Hurtado and Jim Hudson (CMCBD accountant) in developing a proposed operating budget for 2009. Hurtado distributed the proposed 2009 budget.

Johnson reviewed the proposed budget, stating that the CMCBD had received \$262,973 as part of the first installment of assessments for the calendar year.

Johnson said that total expenses for under the ADMIN/Operations budget are expected to be at \$144,220 for the year, an increase of \$5,691 from the previous year and primarily due to increases in salary and other administrative costs due to the office move.

Under PSBS (Public Space, Beautification and Safety), Johnson said expenses are projected to be at \$530,693, an increase of \$86,000 from the previous year. Johnson said the variance is caused by enhanced weekend dispatch and cleaning/maintenance services and anticipated projects funded through in-kind grants and sponsorships.

Total expenses under DISI (District Identity and Streetscape Improvements) are expected to be \$49,200, an increase of \$9,463 from the previous year. Johnson said the variance is primarily due to an increase in costs associated with special event production, also expected to be funded through in-kind grants and sponsorships.

Johnson said he will be meeting with Hurtado and Hudson before the end of the first quarter in order to prepare a three-year forecasted budget for the CMCBD.



## **5. Services Committee Report**

### **2009 Program Services and Schedule**

Hurtado said that the CMCBD Clean Streets Program contract is now under MJM Management Group, along with the Community Guides Program and Dispatch/Call Center service.

Hurtado said that the Community Guides Program service schedule had not changed, but that the service hours had increased for both the Clean Streets Program and Dispatch/Call Center service.

Hurtado said that the Clean Streets Program now operates 12 hours per day, seven days a week (the program had operated in 2008 from Monday through Friday, 7:30 a.m. to 4 p.m., and 10 a.m. to 2 p.m. on Saturdays and Sundays).

Tajiri Winesberry (MJM Management Group) explained the new service enhancements for the Clean Streets Program and said that in addition to an increase in service hours, the Clean Team will also be removing graffiti and stickers from both private and public properties seven days a week. The Clean Team will also be steam cleaning the public space in the district once every two months (the steam cleaning schedule operated on a quarterly basis in 2008).

Winesberry added that the Dispatch/Call Center now operates seven days a week from 9 a.m. to 6 p.m. (in 2008, the service only operated from Monday through Friday).

### **Community Guides / Clean Streets Programs - 2008 Report**

Winesberry distributed a 2008 report for the Community Guides and Clean Streets Programs, which included statistics obtained through the Central Market Dispatch/Call Center for the year.

### **2009 Program Benchmarks**

Hurtado said that he and Winesberry met in December to discuss establishing measurable benchmarks to help track the success of the Community Guides and Clean Streets Programs. Hurtado said he and Winesberry will be presenting these benchmarks and relying on the CMCBD Services Committee for feedback and input at the next Services Committee Meeting (scheduled for January 22).

## **6. Identity Committee Report**

### **Love Thy Neighbor(hood): February 12, 2009**

Hurtado distributed invitations to the CMCBD Board and guests on the CMCBD's *Love Thy Neighbor(hood)* benefit. Hurtado said the event is scheduled for February 12 and will be held from 5:30 p.m. to 8 p.m. at 418 Jessie Street. Hurtado said the event is an opportunity to celebrate the accomplishments of the CMCBD's first year of services and to bring attention to its mission and initiatives. Hurtado said the event is also an opportunity to raise awareness about the CMCBD's Community Guides Program and to generate monetary and community support for the program.

Hurtado thanked Bernadette Walter (John Wiley & Sons, Inc.), who was not present, for her work in securing Chip Conley (Joie de Vivre Hospitality) as the guest speaker for the event.



O'Brien added that Phil Ting (Assessor-Recorder, City and County of San Francisco) will also be speaking at the CMCBD benefit.

Hurtado said the advance tickets to the CMCBD benefit for general admission are \$35 and \$50 for the VIP package until February 4. Hurtado said prices are \$50 and \$65 respectively beginning February 5. Hurtado said tickets are available for purchase online at [www.Central-Market.org](http://www.Central-Market.org).

Hurtado said that the CMCBD has received sponsorships from MJM Management Group, Martin Building Company, Pearl Art & Craft, and Urban Solutions with potential sponsorships from Westfield, First Bank, and Golden Gate Disposal.

### **Sponsorship Opportunities**

Hurtado said that the CMCBD has received sponsorships from MJM Management Group, Martin Building Company, Pearl Art & Craft, and Urban Solutions with potential sponsorships from Westfield, First Bank, and Golden Gate Disposal.

Hurtado distributed sponsorship information to the CMCBD Board and guests. O'Brien encouraged CMCBD Board Members to assist in the fundraising efforts by securing additional sponsors for the benefit or by purchasing bulk tickets to the event. O'Brien encouraged CMCBD Board Members to commit to reaching out to a minimum of two potential sponsors.

## **7. Other Business**

### **CMCBD Board of Directors Meeting Schedule**

Hurtado thanked Ralph Lee and Hotel Whitcomb for hosting the CMCBD Board of Directors Meetings. Hurtado distributed the CMCBD Meeting Schedule for 2009, which included the new locations, dates and meeting times for all CMCBD meetings. Hurtado said the information had also been posted on the CMCBD website and would be included in the CMCBD e-newsletter, *Central Market Matters*, for January 2009.

### **New CMCBD Office Address / Phone Number**

Hurtado announced that the CMCBD office address and phone number had changed. Hurtado said the CMCBD office is now located at 901 Market Street, Suite 490. Hurtado said the new phone number for the CMCBD is 415.957.5985, adding that the Dispatch/Call Center phone number continues to be 415.543.5223.

Hurtado said an e-mail announcement had been sent to the CMCBD distribution list regarding the new office address and phone number.

## **8. Public Comment**

Dave Johnson (Property Manager, US General Services Agency) said his tenants and employees at the Federal Building had concerns about public safety in the district, particularly with crime and other



safety issues along Stevenson Street. Johnson said he would like to invite Hurtado to attend an upcoming tenant council meeting and give an overview of the CMCBD programs and services, particularly the Community Guides Program and Dispatch/Call Center service.

Captain McDonagh (SFPD Southern Station) said the Odd Fellows building at Seventh and Market Streets is under consideration as a potential site for a police substation for its foot patrol officers. Captain McDonagh also said there will be an increase in police presence in and around Central Market due to the Wicked performance at the Orpheum Theater.

## **9. Next Meeting**

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

## **10. Adjournment**

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



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

Prepared by Daniel Hurtado, CMCBD Executive Director  
Report for January 12, 2009 – February 9, 2009

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

1/15/09 – Attended the San Francisco Federal Building Tenant Council Meeting and gave a presentation on the CMCBD and the organization's Community Guides and Clean Streets programs.

1/15/09 – Attended a staff meeting at Urban Solutions along with the Central Market Community Guides. Gave a presentation on the CMCBD's mission, services and programs. The Central Market Community Guides also participated in the presentation by providing examples of their field work.

1/22/09 – Held a CMCBD Services Committee; reviewed the new Clean Streets Program services and schedule, and discussed developing benchmarks to measure success of both the Clean Streets and Community Guides programs.

1/29/09 – Held a lunch meeting with the Central Market Community Guides and CMCBD Board President Katie O'Brien to discuss public safety challenges and develop strategies for addressing social service needs in the district.

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

1/15/09 – Filming for the CMCBD video, focusing on the Community Guides Program. Filming included interviews with Tracy Everwine (Urban Solutions), Dariush Kayhan (Mayor's Homeless Policy Director), and Uriah Perez (eLine/Central Market resident), in addition to b-roll footage.

1/20/09 – Met with Lynn Valente (People in Plazas) to discuss a collaborative Market Street music series with other Community Benefit Districts/Business Improvement Districts and neighborhood associations along Market Street to activate the public space along the corridor. Also discussed music for the CMCBD's *Love Thy Neighbor(hood)* benefit.

1/21/09 – Held a CMCBD Identity Committee; discussed the CMCBD's *Love Thy Neighbor(hood)* benefit, fundraising goals, and reviewed event details.

1/21/09 – Met with the marketing/public relations firm for Soma Grand (PMA Team) to discuss potential sponsorship for a summer concert series in Central Market, and neighborhood block party, streetscape enhancement projects, and other special events and joint promotions.

**Other Meetings and Events:**

2/04/09 – Held a CMCBD Finance Committee Meeting with Greg Johnson (CMCBD Board Treasurer) to review the CMCBD's reconciled budget for 2008, the forecasted budget for 2009

2/09/09 – 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.**

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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	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	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.