



MEMORANDUM

TO: Central Market CBD Board of Directors

FROM: Daniel Hurtado, Central Market CBD Executive Director

DATE: March 7, 2008

RE: Board Packet for the Central Market CBD Board Meeting – March 11, 2008

The following documents are included as part of the Board Packet for the next scheduled Board Meeting on March 11, 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

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



CENTRAL MARKET CBD BOARD MEETING
March 11, 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
 - Finance Committee Meetings
 - YTD Financial Report
 - Fundraising / Revenue Strategies
- V. SERVICES COMMITTEE REPORT
 - Community Guides Program Report
 - Clean Streets Program Report
 - Dispatch Service Report
 - Safety/Social Service Meetings
- VI. IDENTITY COMMITTEE REPORT
 - Streetscape Improvement Plan
 - Lightpole Banners
- VII. OTHER BUSINESS
 - WalkSF / Central Market Walking Tour
- VIII. PUBLIC COMMENT
- IX. NEXT MEETING: April 8, 2008, 3 p.m. to 5 p.m.
- X. ADJOURNMENT

CENTRAL
COMMUNITY BENEFIT DISTRICT
MINUTES

CENTRAL MARKET CBD BOARD MEETING

February 12, 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, Rocky Lane, Katie O'Brien

Staff: Daniel Hurtado

Guests: Liza Bass, Art Crowther, Mike DeLisle, Karin Ecklund, Gia Grant, Maurice Harris, John Markham, Kim Kerry-Tyerman, Scott Pierce, Kiernon Roche, Michael Yarne, Bernadette Walter, Tajiri Winesberry

1. Call to Order

The meeting was called to order at 3:10 p.m.

Introductions were made.

Katie O'Brien announced that the CMCBD Board of Directors had elected her to serve on one of the five property owner seats on the Board and said she was pleased to have been elected to serve as Board President following Michael Yarne's resignation from the Board. O'Brien said that Yarne had left the Martin Building Company to serve as Development Advisor for the City of San Francisco.

2. Approval of Minutes

Motion to approve the minutes of the 01/08/08 Board of Directors Meeting was made by David Fariello and seconded by Maureen Futtner. The motion was carried unanimously.

3. Services Committee Report

Katie O'Brien (CMCBD Board President) introduced the CMCBD's new Community Guides: Maurice Harris and Kiernon Roche.

Daniel Hurtado (CMCBD Executive Director) gave a brief overview of the Community Guides program, the purpose of the program, and the service schedule. Hurtado said the program officially began on 2/04/08.

Roche and Harris both provided an account of their activities on the street as part of the Community Guides program. Roche said that they have been conducting social service outreach on the field, and on the very first day they referred a homeless individual who was seeking shelter to the City's

Homeless Outreach Team. Roche said that the following day they were notified that the homeless individual was placed in shelter, and that they were able to help one person off the street. Harris said that in addition to social service outreach and supporting the merchants and police as “eyes and ears”, that they have also been approached by pedestrians seeking directions.

Hurtado said that through ongoing feedback and insight from the Community Guides team and the dispatch service, he and MJM Management Group will be integrating that information into a report. Hurtado said both he and MJM Management Group will be meeting regularly with social service providers and the police department in an effort to address issues on the street pertaining to crime, social service needs, and public safety.

Hurtado reminded the Board that the CM CBD rolled out the Community Guides Program on January 7, 2008 as part of a soft launch of the service, which included both classroom and on-the-street training. Hurtado said that the Community Guides Program officially kicked off its full service, which includes dispatch service, on February 4. Hurtado said that the Clean Streets Program launched on February 9 in conjunction with the Community Clean-Up Day for District 6, an annual clean-up event through the Department of Public Works and SF Green Connect.

Hurtado introduced Tajiri Winesberry with MJM Management Group and the field supervisor for the Community Guides Program. Winesberry provided an overview of the training the Community Guides received and will continue to receive. Winesberry said training opportunities included the City’s Homeless Outreach Team, San Francisco Police Department, the Department of Public Works, Department of Public Works, First Aid, and other training experiences with social service agencies.

Gia Grant said the street maintenance rolled out on January 21, 2008 and that the full service rolled out on January 9, which includes graffiti abatement and power washing. Grant said that her team began steam cleaning on Ninth and Market Streets and will be moving east towards Fifth Street over the course of the month as part of the initial clean-up effort. Grant said that her team begins steam cleaning at 5 a.m. and continues through 11 a.m. in order to evade pedestrian traffic as much as possible.

Greg Johnson (CM CBD Board Treasurer) emphasized the importance of tracking the type of callers who are calling the dispatch service, whether it is a merchant, property owner, or other caller. Winesberry confirmed that this information is being tracked.

A comment was made whether the side streets and alleyways within the boundaries of the CM CBD would also receive these services. O’Brien said that it is the philosophy of the CM CBD to provide an equal level of service for all of the public rights of ways within the Community Benefit District.

Michael Yarne also emphasized the importance of tracking the type of complaints, calls and requests that are coming in through dispatch. Yarne also emphasized the value of having this information documented for the purpose of a report and to monitor public safety, cleaning and maintenance, social service needs, and other issues on the street on a month-to-month basis. He said the metrics would also be valuable in substantiating the impact of the programs and in obtaining support for these services.

4. Executive Director's Report

Hurtado said he has focused much of his time on the launch of the Clean Streets and Community Guides programs in addition to community outreach related to both programs. He said the Open House event on January 17 was well attended, and that Chief of Police Heather Fong demonstrated her support by attending the meeting. Hurtado reiterated that the Open House was an opportunity to officially present the Community Guides and Clean Streets Programs to the Central Market community and that this was an opportunity for the public and interested stakeholders to ask questions and share any concerns regarding both services.

Hurtado also said that he mailed letters to Central Market property owners, the Mayor's Office and the Board of Supervisors, and community organizations as part of the community outreach plan. Hurtado said he will also be conducting lobby fairs at major office and residential buildings in Central Market as part of this outreach effort.

Hurtado also said he pitched a proposal to Urban Studies students at San Francisco State University to assist the CMCBD in developing a streetscape improvement plan for Market Street within the boundaries of the Community Benefit District. He said he is waiting to hear back on whether his proposal will be selected as one of the senior projects for the class.

Hurtado said the CMCBD held a launch event on 02/09/08 in partnership with the Department of Public Works and SF Green Connect. The kickoff event was held in conjunction with the Community Clean-Up Day for District 6. Hurtado said the CMCBD will hold an event on 2/14/08 called "Love Thy Neighbor(hood)" as an opportunity for the community to meet the Community Guides and Clean Team and to learn about volunteer opportunities with other community-based organizations.

5. Financial Report

Hurtado distributed a report on the expenses and transactions January. Hurtado said that the CMCBD began the year with a balance of \$350,244.96. He said that the CMCBD received a deposit of \$275,291.36 on January 4, 2008 from the City as part of the twice-yearly assessment deposit. Hurtado said that aside from regular expenses such as Executive Director salary and benefits, other expenses includes costs associated with uniforms for the Community Guides and Clean Team. He said that the CMCBD had not received invoices for the Community Guides Program in January. He also noted that the CMCBD would not be billed for the Clean Streets services (through MJM Management Group and SF Clean City Coalition) and dispatch service (through MJM Management Group) until March as these services did not launch until February. The ending balance as of 1/31/08 was \$613,789.98.

6. Identity Committee Report

Hurtado reiterated the community outreach effort for the Community Guides and Clean Streets Programs. Hurtado said that the CMCBD will host an event called "Love Thy Neighbor(hood)" in partnership with the Friends of Mint Plaza on February 14, from 12 p.m. to 2 p.m. on Mint Plaza, as an opportunity for the community to learn more about the CMCBD's new street services and to find out about volunteer opportunity with neighborhood organizations. Hurtado said the event will include live music and that approximately ten organizations will staff tables and present information on their programs and services.

Hurtado reiterated that the Identity Committee will begin focusing on the development of a streetscape improvement plan for Market Street and that discussions will begin at the next Identity Committee Meeting.

Hurtado also said that the CMCBD was approached by SOMA Grand about sponsoring the fabrication and installation of lightpole banners within the boundaries of the Community Benefit District, but that details of the agreement and contribution had not been finalized. Hurtado said that the theme and design for the banners had not been determined, but that the design concepts would be presented at the next Identity Committee meeting.

7. Other Business

Finance Committee Meeting: Hurtado said that a Finance Committee Meeting would be scheduled for March 4 at 3:00 p.m. pending confirmation from Denise Burian (CMCBD Board Secretary). Hurtado said that the committee also includes Greg Johnson (CMCBD Board Treasurer), Jerry Jarvis (CMCBD Board Member), Liza Bass (SMWM), and Bernadette Walter (John Wiley & Sons).

Community Safety Forum: Hurtado announced that a Community Safety Forum, sponsored in part by the CMCBD and hosted by Alliance for a Better District 6, was scheduled for 6 p.m., shortly following the Board Meeting. Hurtado said that the meeting would be held in the Community Room at 201 Turk Street. Hurtado said that the meeting would include a panel of representatives from various safety agencies, including the San Francisco Police Department and the District Attorney's Office. Hurtado said he would be attending along with Tajiri Winesberry (MJM Management Group).

8. Public Comment

John Markham asked if the 6th Street Fair and Safety Network could participate in the "Love Thy Neighbor(hood)" event. Hurtado said he would accommodate them and provide a table and chairs. Markham also offered to volunteer to help with the set up of the event.

No other public comments were made.

9. Next Meeting

The next scheduled meeting is March 11, 2008, 3 p.m. to 5 p.m.

10. Adjournment

The Board Meeting was adjourned at 4:14 p.m.



COMMUNITY BENEFIT DISTRICT

EXECUTIVE DIRECTOR'S REPORT

Prepared by Daniel Hurtado, Central Market CBD Executive Director

Report for February 12, 2008 – March 10, 2008

Public Space, Beautification and Safety (PSBS)

- 02/12/08: Attended a Community Safety Forum hosted by Alliance for a Better District 6. The meeting included a panel discussion from representatives of various safety agencies including the San Francisco Police Department, District Attorney's Office, and Adult Probation.
- 02/19/08: Met with Edwin Johnson (State Compensation Insurance Fund) to discuss the Community Guides Program and how these services can be integrated into the public safety measures at the building.
- 02/27/08: Met with Karin Ecklund and Tajiri Winesberry (MJM Management Group) to review the Community Guides Program and dispatch service.
- 02/28/08: Held a Services Committee Meeting and reviewed a summary of dispatch service report for February, and discussed Community Guides and Clean Streets program activities.
- 03/05/08: Met with Tajiri Winesberry (MJM Management Group) to discuss dispatch service reports and tracking.
- 03/06/08: Met with Karin Ecklund (MJM Management Group) and Gia Grant (SF Clean City Coalition) to discuss dispatch service and communication, review power washing and steam cleaning progress, and review graffiti abatement schedule.

District Identity and Streetscape Improvements (DISI)

- 02/06/08: Published and distributed the February 2008 issue of *Central Market Matters*. The e-newsletter included information on the CMCBD's new Community Guides and Clean Streets Programs, the Community Clean-Up Day on 02/09/08, and the "Love Thy Neighbor(hood)" event on 02/14/08.
- 02/13/08: Met with David Rhoades (Urban Realty) and Alexis Ward (Barbary Coast Consulting) to discuss the proposed value-based retail project on the 900 block of Market Street.
- 02/14/08: Held the "Love Thy Neighbor(hood)" event on Mint Plaza, which included a live music performance and featured community-based organizations.

- 02/27/08: Held an Identity Committee Meeting and invited BART representatives and Urban Studies students. The focus of the meeting was an initial discussion on the development of a streetscape improvement plan for Market Street within the boundaries of the Community Benefit District.
- 02/28/08: Attended a Market Street Transportation Meeting to review mobility enhancement plans and transportation improvement recommendations for Market Street. The meeting was organized by Carolyn Diamond (Market Street Association) and Leah Shahum (SF Bicycle Coalition).
- 02/28/08: Met with the Urban Studies team to review and discuss the initial steps for developing a streetscape improvement plan for Market Street, assigning areas of focus, and scheduling meetings with City agency representatives and other partners.
- 03/05/08: Walked Market Street with the Urban Studies team and surveyed the area, identifying possible opportunities for façade improvements and enhanced street lighting.
- 03/10/08 – Planned: Meeting set with Astrid Haryati (Mayor’s Office of Greening), Mohammed Nuru (Department of Public Works), Lisa Pagan (Mayor’s Office of Economic and Workforce Development) and Urban Studies team to discuss streetscape improvement plan for Market Street and streetscape standards.

Other Meetings and Events:

- 02/26/08: Met with Bernadette Walter (John Wiley & Sons) and Liza Bass (SMWM) to brainstorm on fundraising opportunities and revenue strategies.
- 03/05/08: Held a Finance Committee Meeting to review the expenses and transactions for January and February in addition to reviewing the 2008 budget. The Committee also discussed possible revenue-generating opportunities and other possible sources of funding.



COMMUNITY BENEFIT DISTRICT

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.

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.

Central Market CBD Identity Committee Meeting

All meetings are held at the SMWM office at 989 Market Street, Third Floor. Any scheduling changes will be announced in advance.

March 12, 1-2 p.m.
March 26, 1-2 p.m.
April 9, 1-2 p.m.
April 23, 1-2 p.m.
May 7, 1-2 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

Central Market CBD Services Committee Meeting

All meetings are held at the SMWM office at 989 Market Street, Third Floor. Any scheduling changes will be announced in advance.

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