



MEMORANDUM

TO: Central Market CBD Board of Directors

FROM: Daniel Hurtado, Central Market CBD Executive Director

DATE: May 9, 2008

RE: Board Packet for the Central Market CBD Board Meeting – May 13, 2008

The following documents are included as part of the Board Packet for the next scheduled Board Meeting on May 13, 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
- Banner Design Concept Recommendation (*please note that the costs associated with the fabrication, installation and maintenance will be underwritten by AGI Capital on behalf of Soma Grand. The logo for Soma Grand is included on one of the banners as part of this sponsorship.*)

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



CENTRAL MARKET CBD BOARD MEETING
May 13, 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 – Monthly Report
 - Clean Streets Program – Monthly Report
 - Program Services – Quarterly Report
 - Graffiti Abatement Service Recommendation – Action Item
 - Power Washing Service Recommendation – Action Item

- VI. IDENTITY COMMITTEE REPORT
 - Streetscape Improvement Plan – Update
 - Banner Design Concept Recommendation – Action Item
 - Mint Plaza Summer Concert Series

- VII. OTHER BUSINESS

- VIII. PUBLIC COMMENT

- IX. NEXT MEETING: June 10, 3 p.m. to 5 p.m.

- X. ADJOURNMENT



MINUTES

CENTRAL MARKET CBD BOARD MEETING

April 8, 2008 • 3 p.m. – 5 p.m.
SMWM Office • 989 Market Street, Third Floor

Board Members Present: Doug Dalton, Maureen Futtner, Jerry Jarvis, Richard Lane, Katie O'Brien, Jonie Marie Theodorsen

Staff: Daniel Hurtado

Guests: Maurice Harris, Michelle Ladowitz, Michael Nulty, Bernadette Walter, Tajiri Winesberry

1. Call to Order

The meeting was called to order at 3:08 p.m.

2. Approval of Minutes

Motion to approve the minutes of the 04/08/08 Board of Directors Meeting was made by Maureen Futtner (Board Member) and seconded by Richard Lane (Board Member). The motion was carried unanimously.

3. Executive Director's Report

Daniel Hurtado referred to the full Executive Director's report for March 2008, which was included in the Board Packet.

Hurtado began his report by providing background on efforts to develop a streetscape improvement and beautification plan for Market Street within the Community Benefit District. Hurtado said he has been meeting with the San Francisco State Urban Studies team on a weekly basis to discuss findings and review streetscape enhancement recommendations. Hurtado said the students have been in communication with various community-based organizations and City departments in their effort to compile a set of recommendations for streetscape beautification. Hurtado said the students will need to complete and submit their report as part of their senior project by the end of May. Hurtado said that SMWM will be hosting a forum on May 1 from 12 p.m. to 1 p.m. as an opportunity for the architects and designers at SMWM to provide feedback and offer ideas to the students as they develop their report.

Hurtado said he held a Services Committee Meeting on 3/27/08 to review the top ten "hot spots" where high concentration of crime, cleaning/maintenance, and social service needs exist in the

district. Hurtado said the Community Guides as well as Officer Darrin Dill attended the meeting from the City's Adult Homeless Probation and a representative from the City's Homeless Outreach Team.

Hurtado said he led a walking tour of Central Market on 3/22/08 in partnership with Walk San Francisco, a non-profit organization that conducts walking tours of various neighborhoods in San Francisco on a monthly basis. Hurtado said approximately 25 people participated on the tour. Hurtado added that he organized eight guest speakers to join the walking tour in presenting various development projects and organizations to be discussed along the route.

Hurtado said he would be leading a second tour of Central Market on 4/24/08 in partnership with the Market Street Association and the San Francisco Planning and Urban Research Association (SPUR). Futtner asked Hurtado if Tracy Everwine (Urban Solutions) could participate as a guest speaker and discuss façade improvements and economic development efforts on Sixth Street. Hurtado said he would include her as one of the guest speakers and include Sixth Street as one of the stops on the route.

4. Financial Report

Hurtado distributed the year-to-date budget versus actuals for March 2008 and a check detail report of expenses for March.

Hurtado said he held a Finance Committee Meeting the previous week to review the budget and expenses for March and would continue to conduct a Finance Committee Meeting on a monthly basis. Hurtado said Denise Burian (Board Secretary) and Greg Johnson (Board Treasurer) participated in the Finance Committee Meeting to review the financials for March.

Hurtado said there were no significant expenses for the month of March. Hurtado said that the Central Market CBD was invoiced in March for services rendered in January and February through MJM Management Group for the Community Guides Program. Hurtado said the expenses for March totaled \$62,318, leaving a remaining balance of \$534,704 as of 3/31/08.

Katie O'Brien (Board President) asked if the Identity Committee had a sufficient budget to continue with its projects for the year. Doug Dalton (Board Member) said he would like the Identity Committee to explore ways to drive traffic to the Central Market CBD Website. Hurtado said that because of a possible sponsorship from Soma Grand for the fabrication and installation of light pole banners, the sponsorship would offset costs he initially allocated for the production of banners. Futtner added that a sponsorship from Soma Grand for banner production/installation would allow the Identity Committee to utilize that funding toward other projects to benefit the public realm. Hurtado added that he is working with the San Francisco State University students to develop and assist in prioritizing streetscape improvement and beautification recommendations, among them being a vacant storefront beautification program. Hurtado said that the funding originally set aside for banners could be applied toward launching and implementing this program.

Jonie Marie Theodorsen asked about the "additional Community Guide hours" noted in the budget. Hurtado said that when he initially developed the budget in November 2007 for the year, he budgeted for additional weekend service to allow for flexibility in modifying service hours and days. Hurtado added that while that funding had not been used for weekend service, he said it could be used toward extending service into the evenings and/or adding weekend service during the winter/holiday season for additional Community Guide presence.

5. Services Committee Report

Tajiri Winesberry (MJM Management Group) introduced Michelle Ladowitz (Community Guide).

Maurice Harris (Community Guide) gave a brief report of public safety issues and social service outreach needs in the public realm of the district.

Bernadette Walter (John Wiley & Sons) asked if Guides are on a particular route. Harris said they begin their route each morning at Fifth and Market Streets, but move to various locations throughout the district as dispatch calls are received and issues addressed.

Hurtado distributed the monthly report for the Community Guides and Clean Streets programs for March.

Winesberry said that he would be conducting a survey of the merchants in the district on their perceptions of the Community Guides and Clean Streets programs and the cleanliness and safety of the neighborhood. Winesberry said the Community Guides would be distributing the survey to merchants later in April and the results of the survey would be reported to the Board and the Services Committee.

Winesberry referred to the monthly report in sharing some narratives for the month. Winesberry shared some planned training opportunities for the Guides, including walking with the City's Homeless Outreach Team, San Francisco Police Department's foot patrol officers, and Officer Darrin Dill of the City's Adult Homeless Probation.

Hurtado said a quarterly report would be distributed at the 5/13/08 Board of Directors Meeting and made available on the Central Market CBD's Website. Hurtado said the Board will be able to review the numbers and statistics for the past three months of the program in order to identify trends.

6. Identity Committee Report

Hurtado said an Identity Committee would be held on 4/09/08 and would be attended by the San Francisco State University Urban Studies students. Hurtado said the students would present some initial findings and recommendations for streetscape beautification and enhancements at the Identity Committee Meeting.

Hurtado added that the Identity Committee Meeting would be an opportunity for the Committee to review the latest design concepts for the banners. Hurtado reiterated that Soma Grand is a sponsor of the light pole banners and that the sponsorship would help pay for the cost of installation and fabrication of the banners, while the Central Market CBD would pay for the design costs. O'Brien suggested that the Committee make a recommendation to the Board on the final design concept for final approval at the 5/13/08 Board of Directors Meeting.

7. Other Business

Hurtado reiterated that the SPUR walking tour would be held on 4/24/08 from 12 p.m. to 1:30 p.m., beginning on Mint Plaza. Hurtado said those interested in participating on the tour should RSVP to SPUR at info@spur.org.

8. Public Comment

Michael Nulty (Alliance for a Better District 6) said the Central Market CBD had been nominated for a Safety Network leadership award.

Nulty encouraged the Central Market CBD to become a member of the Alliance for a Better District 6. Nulty said the business rate is \$35 annually.

9. Next Meeting

The next scheduled meeting is set for 5/13/08, 3 p.m. to 5 p.m.

10. Adjournment

The Board Meeting was adjourned at 4:34 p.m.



COMMUNITY BENEFIT DISTRICT

EXECUTIVE DIRECTOR'S REPORT

Prepared by Daniel Hurtado, Central Market CBD Executive Director

Report for April 9, 2008 – May 12, 2008

Public Space, Beautification and Safety (PSBS)

- 04/18/08: Attended a Holiday Inn staff meeting and provided an update on the Community Guides Program, discussed the safety concerns of employees and visitors, and introduced the Community Guides to hotel employees.
- 04/22/08: Attended a Civic Center Enhancement meeting organized by Mohammed Nuru (Department of Public Works) to discuss updates to the UN Plaza area, including public safety, cleanliness, streetscape enhancements, Civic Center BART entrances, and pedestrian lighting.
- 04/23/08: Met with Pete Sellars (Oddfellows Building) to discuss safety issues and incidents affecting building staff and tenants.
- 04/24/08: Held a Services Committee Meeting to review crime, cleanliness, and social service outreach "hot spots" in the district. Reviewed the results of the Central market CBD's three-month graffiti abatement program and made a recommendation to scale back graffiti to 12 hours per week. Discussed applying additional funds originally allocated for graffiti towards an increase in power washing service in the district. A representative from the District Attorney's office also attended the Services Committee Meeting.
- 05/08/08: Held a meeting with Tajiri Winesberry (MJM Management Group) and Community Guides to review Community Guides Program monthly report for April, the statistics for the quarter, and the results of the merchant survey.

District Identity and Streetscape Improvements (DISI)

- 04/09/08: Held an Identity Committee Meeting to review and discuss streetscape improvement plan recommendations and light pole banner design concepts.
- 04/16/08: Met with David Schellinger (Lowercase Productions) to discuss banner design concepts, website updates, and developing a vacant storefront beautification program for the district.
- 04/17/08: Published the April 2008 issue of *Central Market Matters*, which profiled the San Francisco Dance Center, promoted the opening of Chez Papa Resto, and included a profile on Community Guide Maurice Harris.

District Identity and Streetscape Improvements (DISI) – continued

- 04/19/08: Met with Carolyn Diamond (Market Street Association) to discuss Central Market walking tour schedule, and review route and guest speaker list.
- 04/23/08: Met with Leah Shahum (San Francisco Bicycle Coalition) to discuss streetscape and transportation enhancements on Market Street, and brainstorm on possible partnership opportunities.
- 04/23/08: Held an Identity Committee Meeting to review latest banner design concepts and streetscape enhancement recommendations.
- 04/23/08: Met with the San Francisco State Urban Studies team to discuss findings and revisit efforts to develop streetscape improvement recommendations and identify sources of funding.
- 04/24/08: Led a walking tour of Central Market in partnership with San Francisco Planning and Urban Research Association (SPUR) and the Market Street Association. The route included stops at Mint Plaza, the Old Mint Building, 901 Market Street (presentation on the proposed City Place retail development), Warfield Theatre, the Sixth Street corridor, and Trinity Place. Approximately 45 people participated in the walking tour.
- 04/28/08: Met with Isabel Wade (Neighborhood Parks Council) to discuss greening opportunities on Market Street.
- 04/28/08: Attended a presentation by Urban Studies students on streetscape enhancement and beautification recommendations at San Francisco State University. The Urban Studies team presented their initial findings to their professor and peers.
- 05/01/08: Along with the Urban Studies students, gave a presentation on the initial streetscape improvement recommendations and findings at a forum hosted by SMWM. SMWM staff, Lisa Pagan (Mayor's Office of Economic and Workforce Development), Astrid Haryati (Mayor's Office of Greening), and Nick Elsner (Department of Public Works) attended the forum.
- 05/06/08: Attended a walking tour of Market Street hosted by the Market Street Association.
- 05/08/08: Attended a Market Street transportation forum hosted by SPUR.
- 05/08/08: Met with Leigh Ann Baughman (Union Square Business Improvement District) to discuss short-term efforts to improve Hallidie Plaza.

Other Meetings and Events:

- 04/10/08: Met with Jim Haas (Civic Center stakeholder) to discuss public safety and cleaning/maintenance issues in and around the Civic Center/UN Plaza area.
- 04/16/08: Met with Jerry Jarvis to review property assessment database and assessment reports.
- 04/16/08: Attended Market Street Association Mixer at Renoir Hotel.
- 04/17/08: Attended a Lower Haight merchants association meeting to discuss Community Benefit Districts (invited by the Mayor's Office of Economic and Workforce Development).
- 04/24/08: Gave a presentation on the Central Market CBD at a Mission Street merchants meeting (invited by the Mayor's Office of Economic and Workforce Development).
- 05/05/08: Attended the Friends of Mint Plaza Board of Directors Meeting.
- 05/07/08: Held a Finance Committee Meeting to review year-to-date budget versus actuals and review expenses for April 2008.



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.

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.

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

Central Market CBD Services Committee Meeting

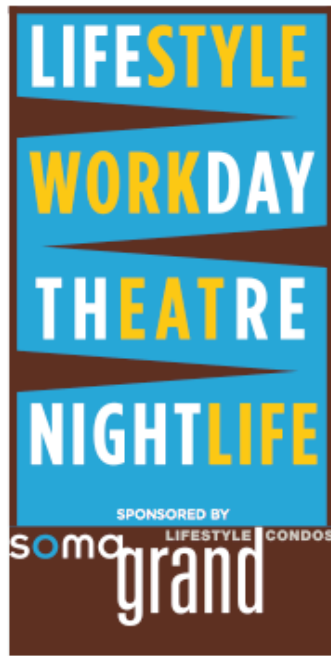
All meetings are held at the SMWM office at 989 Market Street, Third Floor. Any scheduling changes will be announced in advance.

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 CBD

Light Fixture Banner Concepts



Concept 2

Light Fixture Context