



MEMORANDUM

TO: Central Market CBD Board of Directors

FROM: Daniel Hurtado, Central Market CBD Executive Director

DATE: June 6, 2008

RE: Board Packet for the Central Market CBD Board Meeting – June 10, 2008

The following documents are included as part of the Board Packet for the next scheduled Board Meeting on June 10, 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

June 10, 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
 - Interest-Bearing Account Review/Recommendation – Action Item

- V. SERVICES COMMITTEE REPORT
 - Community Guides Program – Monthly Report
 - Clean Streets Program – Monthly Report
 - Graffiti Abatement Service – Monthly Report

- VI. IDENTITY COMMITTEE REPORT
 - Central Market Light pole Banners – Update
 - Mint Plaza Summer Concert Series – Update
 - Website Updates – Review

- VII. OTHER BUSINESS

- VIII. PUBLIC COMMENT
 - San Francisco District Attorney Presentation

- IX. NEXT MEETING: July 8, 3 p.m. to 5 p.m.

- X. ADJOURNMENT



MINUTES

CENTRAL MARKET CBD BOARD MEETING

May 13, 2008 • 3 p.m. – 5 p.m.

SMWM Office • 989 Market Street, Third Floor

Board Members Present: Doug Dalton, David Fariello, Jerry Jarvis, Greg Johnson, Richard Lane, Jonie Marie Theodorsen

Staff: Daniel Hurtado

Guests: Bryan Arnold, Susan Call, Mike DeLisle, Gia Grant, Yupadee Kuan, John Markham, Weiya Noble, Roberto Rivera, Bernadette Walter, Tajiri Winesberry

1. Call to Order

The meeting was called to order at 3:09 p.m.

2. Approval of Minutes

Motion to approve the minutes of the 04/08/08 Board of Directors Meeting was made by Jerry Jarvis (Board Member) and seconded by Greg Johnson (Board Member). The motion was carried unanimously.

3. Executive Director's Report

Daniel Hurtado (CMCBD Executive Director) referred to the Executive Director's report for April 2008, which was included in the Board Packet and distributed at the meeting.

Hurtado began his account of the prior month's activities by reporting on the CMCBD's 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). Hurtado said he and Carolyn Diamond of the Market Street Association led a tour of historic sites and future development projects planned in Central Market. Hurtado said that approximately 40 participants took part in the tour. Hurtado added that the tour featured a roster of guest speakers along the route that included Art Ferretti (The Mint Project), Sean Thompson (Urban Realty Co.), David Addington (Fair Market Properties), Tracy Everwine (Urban Solutions), and James Sangiacomo (Trinity Properties).

Hurtado said he attended a Civic Center Enhancement meeting organized by Mohammed Nuru (Department of Public Works) on 4/22/08 to discuss updates to the UN Plaza area, including public safety, cleanliness, streetscape enhancements, Civic Center BART entrances, and pedestrian lighting. Hurtado said he was invited by the Mayor's Office of Economic and Workforce Development to participate in a discussion on the positive impacts of Community Benefit Districts at a Lower Haight merchants association meeting on 4/17/08 and a Mission Streets merchants meetings on 4/24/08.

Hurtado said he continued to work with the Urban Studies students from San Francisco State University in continuing to develop the streetscape improvement and beautification recommendations for Market Street. Hurtado said he and the Urban Studies students gave a presentation on the initial streetscape improvement recommendations and findings at a forum hosted by SMWM. Hurtado added that the forum was attended by 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).

Hurtado said he met with Jerry Jarvis (Board Member) on 4/16/08 to review property assessment database and assessment reports in order to help determine delinquencies.

4. Financial Report

Hurtado distributed a check detail report for expenses in April and a year-to-date budget versus actuals report.

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

Hurtado asked Greg Johnson (Board Treasurer) to assist in presenting and reviewing the financial report.

Johnson said that there was a YTD percentage variance of 3% due to the CMCBD receiving \$17,941 above the projected amount for the first assessment installment. Johnson said the CMCBD had budgeted \$257,350, but received \$275,291 for the assessment installment in January.

Under the ADMIN (administration) budget, Johnson pointed out a YTD dollar variance of \$17,457 as a result of the cost of printing of promotional materials having been less than expected year-to-date. Johnson also said there was a YTD dollar variance of \$859 under the insurance budget as an insurance policy renewal had not been factored into the budget.

Under PSBS (Public Space, Beautification and Safety) budget, Johnson said there was a YTD percentage variance of 52% for the Clean Streets Program as a result of being under budget due to full cleaning services having launched in February rather than January. Johnson also added that there was a YTD percentage variance for the Community Guides Program due to weekend service hours having yet to be implemented for the year.

Hurtado said that the total expenses in April 2008 were \$54,522.29. The YTD budget for expenses was set at \$246,486, whereas the actuals were \$145,384, leaving a balance of \$480,152 as of April 30, 2008.

Hurtado said that the Finance Committee would be presenting recommendations for transferring some of its funds to a CD or money market account in order to earn interest on funds not being used. Richard Lane (Board Member) gave Hurtado some recommendations in moving some funds into an interest-bearing account such as a cash management account, while still maintaining a checking account. Johnson suggested that Hurtado discuss options with First Bank and outline findings to be presented at the next Board of Directors Meeting in June.

5. Services Committee Report

Program Services Monthly / First Quarter Reports

Hurtado distributed the First Quarter Report for the Community Guides and Clean Streets Program, and the results of a merchant outreach survey.

Tajiri Winesberry (MJM Management Group) provided an overview of success stories for April 2008. Winesberry said that the Community Guides discovered a five-year old little girl sitting in a car by herself by Trinity Plaza with the window rolled down within seven feet of an illegal vendor selling adult videos. Winesberry said that this illegal vendor is a known violent sex offender. Winesberry said that fortunately the Community Guides took notice to the possible danger to the small child and questioned the girl as to the whereabouts of her mother and directed the child to call her. Winesberry said that the Community Guides stood by until the mother returned and informed the mother of the dangers of leaving a small child in the car, specifically in an area where there is a high crime rate.

Winesberry reported that the Community Guides were able to eradicate a bird dropping issue at the Seneca Hotel, where a habitual pigeon feeder would feed pigeons from her windows. Winesberry said that the unlawful feeding resulted in the sidewalk underneath to be blanketed with bird droppings, noting that this was a health hazard and a cleaning issue. Winesberry said that the Community Guides notified the property manager and asked the property manager to distribute and post ordinance codes concerning pigeon feeding. Winesberry said that problem has since been resolved due in part to the Community Guides.

Winesberry said that on one occasion in April, the Community Guides encountered a woman who was robbed while on her way to San Francisco from New York. Winesberry said that the woman had arrived just two days prior to meeting the Community Guides. After discussing her situation to the Guides, Winesberry said they informed and referred her to the Homeward Bound program. Winesberry said that the woman did not want to take advantage of the service, but that the Community Guides did assist her in calling her daughter in Los Angeles who, in the end, bought her mother a bus ticket to Los Angeles.

Winesberry said that additional training opportunities have been scheduled for the Community Guides through the San Francisco Police Department, Adult Homeless Probation, the City's Homeless Outreach Team, and San Francisco SAFE.

In reviewing the First Quarter Report for the Clean Streets Program, Hurtado said that the CMCBD abated 113 graffiti tags in April compared to 49 graffiti tags in March and 52 graffiti tags in February. With regard to the Community Guides Program, Hurtado said that social service outreach increased in April, with the Community Guides providing 93 referrals to social service agencies as compared to 36 referrals in March.

Graffiti Abatement Service and Power Washing Service Recommendations

Hurtado said at the previous Services Committee Meeting, a recommendation was made to scale back graffiti abatement to up to 12 hours per week. Hurtado distributed a document illustrating the results of the three-month pilot program and the number of hours and cost of graffiti abatement service from February through April 2008.

Gia Grant (San Francisco Clean City Coalition) said that the recommendation to scale back graffiti abatement service was based on the outcome of the pilot program, which indicated that graffiti

abatement services hours were significantly less than the numbers of hours and cost initially budgeted for graffiti removal for 2008.

Hurtado said that while the CM CBD budget for graffiti abatement service was \$3,094.00 per month, the actual service cost was \$1,419.50 in February, \$884.00 in March, and \$1,394.00 in April.

Hurtado said that the recommendation was to limit graffiti abatement service not to exceed 12 hours per week beginning May 1, 2008 through December 31, 2008. He said that the cost for graffiti removal service at 12 hours per week for 35 weeks would be \$14,280.00.

Greg Johnson (Board Member) asked whether there was a recommendation on how the surplus funds initially allocated for graffiti removal could be applied toward additional cleaning and maintenance services.

Hurtado said that the Services Committee did discuss a recommendation to apply the remaining funds toward extending power washing service frequency by allocating funds not used under the graffiti abatement budget category. Hurtado said that the total prorated cost of additional power washing for 8 months (May 1 through December 31, 2008) is \$26,216.67, adding that the amount allocated for graffiti abatement in 2008 was \$37,128.00, of which \$33,430.50 has not been used to date. Hurtado said that the recommended graffiti abatement service would result in a cost difference of \$19,150.50. Hurtado said that by applying this cost difference towards additional power washing, an additional \$7,100 would be needed. Hurtado said that this amount could be covered by the Clean Streets budget since limited cleaning and maintenance service was used in January, which resulted in a surplus of cleaning and maintenance funds.

Johnson said that he is fine with both recommendations but noted that this would be a permanent service cost increase of \$900 a month that would be carried over into the next year. Grant said that the idea was for the Services Committee and the CM CBD Board would have an opportunity to review and reevaluate the Clean Streets services at the end of the year and make adjustments as necessary for services in 2009.

Johnson made a motion to approve the recommendations to limit graffiti abatement to 12 hours per week and apply balance towards increasing power washing frequency. Richard Lane (Board Member) seconded the motion. The Board approved the recommendations. Jerry Jarvis abstained.

Program Services – Quarterly Report

Hurtado asked Winesberry to guide the Board and guests through the results of the First Quarter Merchants Survey. Winesberry said that the CM CBD, through the Community Guides Program, conducted a survey in late April 2008 of the merchants in the district in order to gain an understanding of their perceptions of cleanliness, safety and quality of life issues. Hurtado added that the survey was also an opportunity to gain feedback from merchants as to the effectiveness of the Community Guides and Clean Streets programs for the first quarter of 2008. Winesberry said that a total of 83 surveys were completed and received.

In reviewing the results of the survey, Winesberry pointed out that 70% of respondents answered “yes” to the question “Do you know about the CM CBD’s Clean Streets Program?” whereas 48% of respondents answered “yes” to the question regarding the Community Guides Program. Winesberry said that 51% of respondents answered “yes” to the question “Do you now about the CM CBD’s Dispatch Service and Call Center?”, 34% answered “no”, and 15% answered “unsure”.

Winesberry also noted that 63% of respondents said they had noticed an increase in the level of cleanliness of the public space since the launch of the Clean Streets Program in February 2008. Of those that responded to this question, Winesberry said that 15% answered “no” and 23% were “unsure”.

Winesberry said that the answers to a similar question regarding the Community Guides Program and any correlation in the decrease in crime were nearly evenly divided with 31% of respondents answering “yes” to the question, 32% answering “no”, and 36% answering “unsure”. The prevalence of urine/feces continued to be the top quality of life issue followed by litter, with graffiti being the #3 quality of life issue for merchants.

Hurtado said that the results of the survey would be made available online in June and would also be included as an addendum to the First Quarter 2008 Report.

6. Identity Committee Report

Streetscape Improvement Plan – Update

Regarding the Streetscape Improvement Plan, Hurtado said that he continued to work with the San Francisco State University Urban Studies students in compiling recommendations for streetscape improvements and beautification enhancements in May. Hurtado reiterated that he and the students were given an opportunity to present the initial findings at a forum hosted by SMWM. Hurtado said that the forum was an opportunity for idea exchanges and a chance to gather feedback from architects and designers at SMWM. Hurtado added that the meeting was also attended by Lisa Pagan of the Mayor’s Office of Economic and Workforce Development, Astrid Haryati of the Director of the Mayor’s Office of Greening, Peter Schwab and Nick Elsner from the Department of Public Works, and Katie O’Brien (CMCBD Board President). Hurtado said that the students were continuing their efforts to finalize a list of recommendations and said a report should be completed by the end of May to be presented to the Board in June or July.

Banner Design Concept Recommendation – Action Item

Hurtado distributed a light pole banner design concept and provided some background on the development of the banner design concept and the plan to display banners on light poles in Central Market.

Hurtado said that since February, the Identity Committee has been reviewing and providing feedback on design concepts for banners to be displayed on light poles within the boundaries of the district and along Mission Street between Fifth and Ninth Streets.

Hurtado reminded the Board and guests that the fabrication and installation costs of the banners were being underwritten by Soma Grand, thus the explanation behind the displaying of the Central Market banners on Mission Street. Hurtado said the sponsorship is approximately \$17,000 for fabrication and installation.

Hurtado said that the Identity Committee was seeking approval from the Board for the banner design concept presented. Hurtado said that if and once the Board approved the banner concept, the next step would be to conduct a color print and make minor modifications to the artwork as needed.

Regarding the location of the banners, Hurtado reiterated that the banners would be extended onto Mission Street, between Fifth and Ninth Streets. Jonie Marie Theodorsen asked if by displaying the banners outside of the Central Market Community Benefit District would add confusion as to the boundaries of the service district. Gia Grant (San Francisco Clean City Coalition) added that the CMCBD is not permitted to use any of its assessments funds outside of its boundaries. Hurtado said that he would check with the Mayor's Office of Economic and Workforce Development regarding the question of displaying banners along Mission Street outside of the district's boundaries, but said that this should not be an issue since the project is being sponsored in full by Soma Grand, which includes the cost of fabrication, installation and maintenance of the banners for up to one year. Hurtado reiterated that the Identity Committee was seeking approval for the design concept.

Jerry Jarvis (Board Member) made a motion to approve the banner design concept presented. Richard Lane (Board Member) seconded the motion. The Board approved the motion unanimously.

Mint Plaza Summer Concert Series

Hurtado said that the CMCBD will be cosponsoring a free summer concert series on Mint Plaza as part of the *People in Plazas Summer Noontime Concert Series* beginning July 11 and continuing every Friday through the end of the season. Hurtado said that the summer concerts will be held from 12 p.m. to 1 p.m. for approximately 13 weeks. Hurtado said that the Friends of Mint Plaza will be the joint sponsor and would be covering the costs of any necessary permits not covered by the *People in Plazas* programming agreement.

Hurtado said that the concert series will feature local artists performing a range of musical styles. Hurtado added that the Identity Committee will be meeting on May 29 to discuss special events, discounts and promotions to be offered as part of the summer programming in order to enhance the concert series.

7. Other Business

No other business was discussed.

8. Public Comment

John Markham (SOMPAC) said that the Positively Sixth Street Fair would be held on Saturday, August 2, 2008 and that he would be presenting additional information at a future CMCBD Board of Directors Meeting. Hurtado added that the CMCBD would once again participate as a sponsor of the event.

9. Next Meeting

The next scheduled meeting is set for June 10, 2008, 3 p.m. to 5 p.m.

10. Adjournment

The Board Meeting was adjourned at 4:36 p.m.



EXECUTIVE DIRECTOR'S REPORT

Prepared by Daniel Hurtado, Central Market CBD Executive Director

Report for May 14, 2008 – June 9, 2008

Public Space, Beautification and Safety (PSBS)

- 05/20/08: Met with Pete Sellars (Oddfellows Building) to discuss safety issues and incidents affecting building staff and tenants.
- 05/27/08: Attended the May 2008 SoMa Police Community Relations Forum at Gene Friend Recreation Center. The meeting was hosted by the SoMa Safety Network and was an opportunity to meet Captain David Lazar of the Southern Station.
- 05/27/08: Met with Meital Amitai (Safety Network) and John Markham (South of Market Project Area Committee) to discuss marketing and sponsorship for the Sixth Street Fair.
- 05/29/08: Held a Services Committee Meeting, which was attended by Captain David Lazar of the Southern Station and a representative from the District Attorney's Office. The meeting served as an introduction for the new Southern Station captain and was an opportunity for Services Committee members and guests to share their concerns regarding pedestrian safety in the district.
- 05/30/08: Met with Michael Nulty and Steve Conley (A Better District Six) and Meital Amitai (Safety Network) to discuss collaborating on shared pedestrian safety initiatives and organizing an annual safety forum with other community-based organizations.

District Identity and Streetscape Improvements (DISI)

- 05/19/08: Held a planning meeting with Jill Helffenstein and Ella Keeven (Friends of Mint Plaza) to discuss marketing and promotions ideas for the *Music on Mint Plaza* concert series through People in Plazas.
- 05/22/08: Published the May 2008 issue of *Central Market Matters*, which included information on the upcoming *Music on Mint Plaza* summer concert series, neighborhood events, and Community Guides and Clean Streets program updates.
- 05/29/08: Held an Identity Committee Meeting and reviewed updates to the Central Market CBD website (www.Central-Market.org), discussed fundraising opportunities, and discussed promotions and marketing for the *Music on Mint Plaza* concert series.
- 06/05/08: Attended a Better Streets draft plan release event on Mint Plaza.

District Identity and Streetscape Improvements (DISI) - continued

- 06/03/08: Met with David Addington (Fair Market Properties) to review list of Central Market developments for the purpose of creating a developments and projects brochure.

Other Meetings and Events:

- 05/14/08: Attended the Neighborhood Parks Council Awards Luncheon at the Mission Bay Community Center.
- 05/28/08: Attended a CBD/BID Consortium Meeting in the Fillmore District organized by the Mayor's Office of Economic and Workforce Development.
- 05/31/08: Gave a presentation on Community Benefit Districts and the Central Market CBD at the Neighborhood Empowerment Network's Clean & Green Summit at Cesar Chavez Elementary School (invited by the Mayor's Office of Economic and Workforce Development).
- 06/04/08: Held a Finance Committee Meeting to review year-to-date budget versus actuals and review expenses for May 2008. Also discussed the option of opening a money market account for the Central Market CBD.
- 06/05/08: Met with Michael Cresanti and George Hauser of Hauser Architects to discuss a potential arts project at 1127 Market Street.
- 06/06/08: Participated in a tour of the newly opened GSA Federal Building.
- 06/09/08: Attending the Friends of Mint Plaza Board of Directors Meeting (scheduled).



CENTRAL MARKET CBD MEETING SCHEDULE – FY 2008

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

Central Market CBD Board of Directors Meeting

All meetings are held on the second Tuesday of each month from **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

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

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 Finance & Fundraising Committee Meetings

Central Market CBD Finance Committee Meetings are held the first Wednesday of every month from 2:30 – 3:30 p.m. at the SMWM office at 989 Market Street, Third Floor. Any scheduling changes will be announced in advance.

Central Market CBD Fundraising Committee Meetings are scheduled as needed.

For further information, please contact Daniel Hurtado, Central Market CBD Executive Director, at 415.882.3088 or dhurtado@central-market.org.