

C·M·E·N·T·R·A·L
COMMUNITY BENEFIT DISTRICT
MEMORANDUM

TO: Central Market CBD Board of Directors

FROM: Daniel Hurtado, Central Market CBD Executive Director

DATE: October 4, 2007

RE: Board Packet for the Central Market CBD Board Meeting – October 09, 2007

The following documents are included as part of the Board Packet for the next scheduled Board of Directors Meeting on October 9, 2007. The Board of Directors Meeting will be held at a special time of 4 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
- RFP Process Overview
- Schedule of remaining CMCBD meetings for FY 2007/2008.

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



CENTRAL MARKET CBD BOARD MEETING
October 9, 2007 • 4 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. IDENTITY COMMITTEE REPORT
 - Website
 - E-newsletter
 - Schedule of future meetings

- VI. SERVICES COMMITTEE REPORT
 - RFP Process Overview
 - Public Safety RFP Update
 - Cleaning & Maintenance RFP Update
 - Schedule of future meetings
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- VII. OTHER BUSINESS
 - Public Safety Seminars

- VIII. NEXT MEETING: November 13

- IX. PUBLIC COMMENT

- X. ADJOURNMENT



MINUTES

Central Market CBD Board Meeting
September 11, 2007 2:30 p.m. - 4:00 p.m.
The San Francisco Public Library – 100 Larkin Street (at Grove Street)

Board Members Present: Doug Dalton, David Fariello, Maureen Futtner, Richard Lane, Joni Marie Theodorsen, Michael Yarne

Staff: Daniel Hurtado

Guests: David Addington, Winston Dong, Kali Futnani, Jerry Jarvis, John Markham, Katie O'Brien, Bernadette Walter, Jeff Webb

1. Call to Order

The meeting was called to order at 2:35 p.m.

2. Approval of Minutes

Board approved the minutes from the August 14 Board Meeting.

3. Community Outreach / Survey Results Presentation

The order of the agenda items was changed to allow sufficient time for Urban Ecology to present the final results of the Central Market survey.

Winston Dong and Kali Futnani gave a Power Point presentation on the final results of the survey. Dong reiterated that 427 surveys were conducted on the street, and at workplaces, retail establishments, service providers, residences and hotels from May through July 2007. Dong said that surveys were conducted throughout the district at different times of the day and week. He said that the goal of the survey was to engage all constituencies in the district.

Bernadette Walters raised the question about the numbers of surveys used in completing the analysis as the number did not appear in the executive summary of the report. Dong said he would include those numbers in the summary. Dong said that 60 street surveys and 367 on-site surveys were collected, for a total of 427 surveys. Urban Ecology used 100% of the street surveys and 20% of the on-site surveys, or 73, for a total of 133 surveys. Winston explained that 20% of the surveys from each constituency group were used, which brought the total of on-site surveys to 73.

Dong said that the 73 on-site surveys were specially selected to provide fair representation for difficult-to-reach constituencies, such as SRO hotel residents and the homeless population. Surveys were given to SRO managers and directly to service providers in the district.

Dong continued with the presentation and touched on the demographics of the survey participants as well as the top concerns and issues in the community based on the survey results. During the presentation, Dong shared some highlights of the survey report including:

- Almost three-quarters (70%) of participants said “mass transit connections” were the most positive aspect of the District
- Almost half (43%) of participants stated that “street improvements and amenities” would encourage them to spend more time in the District
- Two-thirds (66%) of participants stated “reduced drug dealing and related criminal activity” would make them feel safer in the District
- Almost a full two-thirds (63%) of participants chose “urine/feces” as their most important quality of life issue in the District
- Over half (52% and 51%) of participants chose “Alcohol” and “Aggressive Panhandling” as anti-social activity they had witnessed in the District.

Dong emphasized that these responses stretched across all demographics.

Yarne said that the report needed minor editing based on comments and questions raised at the Board Meeting. Yarne suggested some minor modifications be made to the formatting of the report before the final report is made public. Yarne asked Hurtado to upload the final report once edits were completed.

Dong thanked the CMCBD Board for its support during the survey process and for its assistance with the distribution of the surveys.

4. Executive Director’s Report

Hurtado presented a summary of the meetings he had attended in the last month and also held with various community leaders and neighborhood representatives. He said he had focused largely on developing the RFPs and preparing a proposed operating budget for the CMCBD.

5. Financial Report

Financial policy: Hurtado presented the financial policy for the CMCBD to the Board. He said he previously sent a draft of the policy to the Executive Committee for review and comment. He said he had incorporated edits from feedback received from the Executive Committee and received the committee’s approval.

Proposed operating budget: Hurtado presented the proposed operating budget to the Board for review and comment. The budget included year-to-date and year-by-year comparisons. Yarne said he went over the proposed budget with Hurtado and had provided some comments concerning its format and how funding was being allocated. Yarne said that the budget was a work in progress, and that it would need to be adjusted before receiving Board approval. The Board provided additional feedback and suggestions on the format of the budget. Hurtado said he had scheduled a meeting with Lisa Pagan and had requested that she review the budget and provide clarification.

YTD Financial Report: Hurtado presented a YTD report on the financial status of the organization. He reported that in August the CMCBD paid Urban Ecology for the additional survey work covered by the change order above the original scope of the project and paid Steefel, Levitt & Weiss for legal services associated with the formation of the CMCBD.

6. Identity Committee's Report

Doug Dalton reported that the Identity Committee met on August 30 and reviewed the website with Hurtado. The Committee also identified updates and changes that needed to be made to the site for Hurtado to present to designer David Schellinger of Lowercase Productions. Hurtado said he would continue to gather content for the website and would ask the Identity Committee to review once content was completed. Hurtado said the Committee would be reviewing the template for the e-newsletter at the next Committee meeting. Yarne suggested that the Identity Committee present the updates to the website and share a template of the e-newsletter at the next Board Meeting.

7. Services Committee Update

Hurtado said that the Services Committee would be meeting on September 13 to review the drafts of the Requests for Proposals (RFPs) for public safety and cleaning/maintenance services. Hurtado said he would send the drafts to the Committee for review prior to the meeting to give Committee members an opportunity to prepare comments and questions. It was suggested that Hurtado also present a schedule of the RFP process. Hurtado said he would prepare a schedule and would provide a list of recommended vendors. Hurtado emphasized that the RFPs were not final contracts, only a request for proposals from vendors that would allow the Services Committee to get a sense of the cost associated with requested services and to develop concrete and strategic programs as well as final contracts.

8. Other Business

No new items were reported.

9. Public Comment

John Markham with SOMPAC (South of Market Project Area Committee) thanked the CMCBD for donating toward the 6th annual "Positively Sixth Street" street fair, held on August 4.

Yarne said that the ribbon-cutting ceremony for Mint Plaza was tentatively scheduled for November 1, but may be moved.

Hurtado reminded Board members and guests to attend the CBD reception at City Hall following the meeting.

10. Adjournment

The Board Meeting was adjourned at 3:50 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 August 15 – September 7, 2007

Administration, Organization & Corporate Operations (ADMIN)

Hurtado met with Lisa Pagan at the Mayor's Office on September 12 to review the proposed operating budget for the CMCBD. Pagan offered some suggested edits and provided clarification regarding the organization's fiscal reporting requirements. Hurtado also met with Greg Johnson, CMCBD Board Member and Board Treasurer, to review the proposed operating budget.

Public Space, Beautification and Safety (PSBS)

Hurtado and Lisa Pagan met with Judith Klain, Director of SF Homeless Connect, on September 27 to learn more about the homeless outreach efforts of the program and ways in which the CMCBD could partner with SF Homeless Connect in addressing the needs of the homeless population in the district. Hurtado presented the CMCBD's plan for developing a community-based ambassador program that would provide, among other services, homeless outreach assistance.

Hurtado met with key staff at the GSA (representing the new federal building in the CBD) on October 2 to provide an introduction to the CMCBD. Hurtado also discussed the CMCBD's plans to address public safety concerns and cleaning/maintenance in the district through street services, safety education, and crime prevention efforts. GSA expressed strong interest in participating in the CMCBD through public safety seminars, outreach efforts to GSA employees, and coordination of public safety and cleaning services.

The Services Committee Meeting met on September 13 to review the draft Request for Proposals (RFPs) for public safety and cleaning/maintenance services. After careful review and discussion, edits to the RFPs were recommended. The Services Committee discussed the method of distribution of the RFPs and approved the timeframe of the RFP process.

Hurtado, with the guidance and approval of the Services Committee, finalized the RFPs and distributed the RFPs on September 18 to recommended vendors and to businesses listed on the City's online directory of certified vendors. The RFPs were also posted on the CMCBD website and a mass e-mail was sent to the CMCBD distribution list.

Hurtado met with Gia Grant, Executive Director of SF Clean City Coalition, on September 18 to learn about the cleaning and public space maintenance services the group may be able to offer to the CMCBD. Hurtado and Grant also reviewed the RFP for cleaning services.

The Services Committee held a Bidders Conference on September 25 for vendors interested in submitting proposals for public safety and cleaning/maintenance services. Six companies providing cleaning/maintenance services and four companies offering safety services attended. The meeting served as an opportunity for interested vendors to ask questions about the RFPs and for the CMCBD to discuss its initiatives, plans for services, and provide any clarification.



District Identity and Streetscape Improvements (DISI)

The Identity Committee met on September 20 to discuss updates and edits to the website and review the e-newsletter template. The Identity Committee will provide an update on both the status of the website and e-newsletter at the October Board of Directors Meeting.

The CMCBD website received multiple updates including new copy and changes to the layout of the web pages.

Hurtado has been working closely with Lowercase Productions in the production of the CMCBD monthly e-newsletter. Scheduled to launch in early October, the e-newsletter will include neighborhood news as well as meeting information and updates from the CMCBD. A template of the e-newsletter has been completed.

Other Meetings and Projects:

Hurtado along with members of the Board of Directors and guests attended a special reception at City Hall on September 11 organized by the Mayor's Office. The reception, which recognized the contribution of the CBDs in improving the quality of life in the city, was attended by the Mayor Gavin Newsom, Lisa Pagan, and other members of his staff along with representatives from CBDs in San Francisco.

Hurtado met with Lotchana Sourivong with Senior Action Network on September 11 to learn more about the goals and initiatives of the organization and to better understand the needs of the senior community in the CBD.

Hurtado attended the South of Market (SoMa) Leadership Council on September 19 to learn about the group's mission and objectives. Hurtado met with Jim Meko, chair of the SoMa Leadership Council, on September 26, to officially introduce himself and to present the CMCBD's plans for providing cleaning/maintenance and public safety services.

Hurtado attended an art event hosted by Supervisor Ross Mirkarmi on September 21, which served as an opportunity for Hurtado to officially introduce himself to the Supervisor and informally discuss the need to address public safety in the CBD.

Hurtado met with Ralph Lee, general manager of Hotel Whitcomb, to learn about the hotel's safety concerns and the concerns of its guests. Hurtado also requested meeting space at the hotel for future public safety meetings.

Hurtado attended a CBD/BID consortium meeting on September 26. The meeting was attended by executive directors of other CBDs and served as a forum for idea exchanges and discussion of shared issues and challenges.



CENTRAL MARKET CBD SERVICES COMMITTEE
Schedule of RFP Process

Date	Project/Action	Completed
9.13.07	Services Committee Meeting – Review and discuss RFP drafts	Yes
9.17.07	Final RFP edits due by COB to Executive Director / RFPs released to Services Committee for final review	Yes
9.18.07	RFPs released (due by 10.05.07)	Yes
9.25.07	Bidders Conference 2 – 4 p.m. / SMWM Office / 989 Market Street, Third Floor	Yes
10.05.07	RFPs due COB to Executive Director	
10.09.07	Services Committee – Special Meeting 3 – 5 p.m. / SMWM Office / 989 Market Street, Third Floor Services Committee meets prior to Board Meeting to review RFP submissions and provide a committee report and update to the Board.	
10.09.07	Board of Directors Meeting 4 – 5 p.m./ SMWM Office / 989 Market Street, Third Floor	
10.10.07	Executive Director responds to all who submitted RFPs; notifies finalists	
10.11-10.24.07	Executive Director works with finalists on developing service plans / contracts	
10.25.07	Services Committee Meeting 3 – 4 p.m. / SMWM Office / 989 Market Street, Third Floor Review service plans / contracts	
10.25.07-11.02.07	Final edits to contracts and proposed service plans due by COB 11.02.07	
11.06.07	Distribute final contracts to Board for review via email	
11.13.07	Board of Directors Meeting 3 – 5 p.m. / SMWM Office / 989 Market Street, Third Floor Services Committee to make a recommendation to the Board for approval of contracts; Review and discuss final plans and contracts; award contracts	



CENTRAL MARKET CBD MEETING SCHEDULE – FY 2007/2008

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.

*October 9, 4 – 5 p.m. (schedule change)
November 13, 3 – 5 p.m.
December 11, 3 – 5 p.m.
January 8, 3 – 5 p.m.
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.

Central Market CBD Identity Committee Meeting

All meetings are held on the last Thursday of each month (except 12.20.07) at the SMWM office at 989 Market Street, Third Floor, from **2 – 3 p.m.** Any scheduling changes will be announced in advance.

October 25, 2-3 p.m.
November 29, 2-3 p.m.
December 20, 2-3 p.m.
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.

Central Market CBD Services Committee Meeting

All meetings are held on the last Thursday of each month (except 12.20.07) at the SMWM office at 989 Market Street, Third Floor, from **3 – 4 p.m.** Any scheduling changes will be announced in advance.

*October 9, 3-4 p.m. (special session)
October 25, 3-4 p.m.,
November 29, 3-4 p.m.
December 20, 3-4 p.m.
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.