



MEMORANDUM

TO: CMCBD Board of Directors

FROM: Daniel Hurtado, CMCBD Executive Director

DATE: November 14, 2008

RE: Board Packet for the CMCBD Board of Directors Meeting – November 18, 2008

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 November 18, 2008 at the office of SMWM, 989 Market Street, Third Floor.

The CMCBD Board of Directors will meet in executive session from 3:00 p.m. to 3:30 p.m. to discuss a recommendation from the Services Committee to approve a new cleaning and maintenance service contract for 2009. The CMCBD Board of Directors Meeting will continue from 3:30 p.m. to 5 p.m.

The Board Packet includes:

- Executive Session Meeting Agenda
- Board of Directors Meeting Agenda
- Meeting Minutes from the previous Board of Directors Meeting
- Executive Director's Report

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



COMMUNITY BENEFIT DISTRICT

**CENTRAL MARKET COMMUNITY BENEFIT DISTRICT
BOARD OF DIRECTORS MEETING AGENDA – EXECUTIVE SESSION**

November 18, 2008 • 3:00 p.m. – 3:30 p.m.
SMWM Office • 989 Market Street, Third Floor

(EXECUTIVE SESSION: 3:00 – 3:30 p.m.)

- I. CALL TO ORDER

- II. CLEANING / MAINTENANCE SERVICE CONTRACT – 2009
 - Services Committee Recommendation
 - Review of Budget
 - Cleaning / Maintenance Service Schedule

- III. USE OF SURPLUS FUNDS – Discussion / Recommendation
 - 10(B) Officer Program
 - Bicycles for Community Guides

- IV. CMCBD EXECUTIVE DIRECTOR BENEFITS
 - 401K Recommendation

- V. EXECUTIVE SESSION ADJOURNMENT



COMMUNITY BENEFIT DISTRICT

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

November 18, 2008 • 3:30 p.m. – 5 p.m.
SMWM Office • 989 Market Street, Third Floor

(Executive Session: 3:00 – 3:30 p.m.)

- VI. CALL TO ORDER

- VII. APPROVAL OF MINUTES

- VIII. EXECUTIVE DIRECTOR’S REPORT

- IX. FINANCIAL REPORT
 - YTD Financial Report
 - Fundraising Committee Report
 - Use of Surplus Funds

- X. SERVICES COMMITTEE REPORT
 - Community Guides Program – Monthly Report
 - Community Guides Program – Holiday Schedule
 - Clean Streets Program – Monthly Report

- XI. IDENTITY COMMITTEE REPORT
 - Vacant Storefront Beautification Program – Update
 - Fundraising Gala – Update
 - Website Updates

- XII. OTHER BUSINESS
 - Department of Public Works Update – Sandra Zuniga, DPW
 - Project Homeless Connect Volunteer Day: December 3, 2008

- XIII. PUBLIC COMMENT

- XIV. NEXT MEETING: December 9, 2008

- XV. ADJOURNMENT



COMMUNITY BENEFIT DISTRICT

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

October 14, 2008 • 3 p.m. – 5 p.m.
SMWM Office • 989 Market Street, Third Floor

CMCBD Board Members Present: David Fariello, Maureen Futtner, Greg Johnson, Jason Kletter, Ralph Lee, John Markham, Katie O’Brien, Jonie Marie Theodorsen

CMCBD Staff: Daniel Hurtado

Guests: Jerry Jarvis, Captain Daniel McDonagh, Lisa Pagan, Bill Worthen, Tajiri Winesberry

1. Call to Order

Katie O’Brien (CMCBD Board President) called the meeting to order at 3:05 p.m.

Introductions were made.

2. Approval of Minutes

David Fariello (CMCBD Board Member) made a motion to approve the Board of Directors Meeting Minutes for September 9, 2008; Jason Kletter (CMCBD Board Member) second the motion. The motion passed and the Board of Directors Meeting Minutes were approved.

3. Executive Director’s Report

Daniel Hurtado (CMCBD Executive Director) referred to the Executive Director’s Report for the period 09/10 – 10/13/08, which was included in the Board Packet and distributed at the meeting.

In reporting his activities for the previous month, Hurtado said he attended a Community Justice Center (CJC) Town Hall Meeting on 9/25/08, which served as an opportunity to receive updates on the progress to establish a CJC hear. Hurtado said he also heard from Commission Ron Albers about case examples of how the CJC program will be effective and receive updates on the CJC.

Hurtado said the CMCBD held a Services Committee Meeting on 9/25/08. Hurtado said Mohammed Nuru, Deputy Director of the Department of Public Works (DPW), was invited to participate in a discussion concerning cleaning and maintenance challenges in the district’s public right-of-ways and to provide recommendations on strategies in which the CMCBD could apply toward enhancing its Clean Streets program. Hurtado said that the cleaning concerns resulting from the San Francisco Pride Parade were also raised during the meeting. Hurtado said that at the meeting DPW had expressed its desire to work with the SF Pride event coordinators/sponsors, the CMCBD, and the Tenderloin/North of Market Community Benefit District in addressing those issues in advance of the Pride Parade in June 2009.

Hurtado said he also met with Debra Hunter and Susan Call (John Wiley & Sons) on 10/09/08 to discuss the 10B Officer Program and strategize on ways to incorporate the service – currently funded through Wiley – into the CMCBD Community Guides Program.



Hurtado also reported that he participated in a Market Street Walk-Through on 9/18/08, which was organized by Astrid Haryati (Director of Greening, Mayor's Office). Hurtado said the walk-through was an opportunity for community stakeholders to help identify and coordinate basic as well as art-oriented streetscape improvement opportunities along Market Street in the Central Market area.

Hurtado concluded the summary of the Executive Director's Report, but restated that the full report was included in the Board of Directors Meeting Packet for further review.

4. Services Committee Report

Community Guides Program – Monthly Report: Hurtado distributed the September 2008 Monthly Report for the Community Guides and Clean Streets programs.

Tajiri Winesberry (MJM Management Group) provided an overview of program activities for the month of September 2008 and referred to the monthly report, which was distributed.

Winesberry reported that one of the top focuses of the Community Guides Program in September was to increase the level of social service outreach assistance to sleepers and homeless individuals in the Central Market district. Winesberry said that the Community Guides are making every effort to stay on top of this issue and offer outreach services, referring homeless persons and individuals on the street to various social service programs and health and human services. Winesberry said that while the Community Guides are increasing outreach efforts, they are also encountering many individuals who are service-resistant.

Winesberry said that there have been concerns from the Central Market community involving the obstruction of the sidewalks, which are public right-of-ways, on Stevenson Street. In response to these concerns, Winesberry said that Sergeant Fox of the San Francisco Police Department has stated that he will begin sending his officers to conduct a walk-through of Stevenson Street daily to clear the sidewalks that are being blocked.

Winesberry also reported that the Community Guides visited the Ozanam Detox Center, the Central City Older Adult Program, City Team Ministries, and Canon Kip Community House in September. Winesberry said that the Community Guides were able to establish new contacts at these facilities while also providing information on the Community Guides Program.

Clean Streets Program – Monthly Report: Winesberry continued to give a report from the Central Market Dispatch for issues relating to the Clean Streets Program. Jason Kletter (CMCBD Board Member) had questions concerning the graffiti abatement statistics for September 2008, which were included in the report. Kletter asked Winesberry to explain the 65 graffiti tags reported by the Community Guides, and its correlation to the 85 graffiti tags addressed by the CMCBD as listed in the report. Winesberry explained that the Community Guides report graffiti in the Central Market district, but that often the CMCBD's Clean Team also identifies and abates other graffiti tags not reported by the Community Guides.

Winesberry continued to provide cleaning and maintenance statistics, and reported that the CMCBD Clean Team removed 234 garbage bags and addressed 103 occurrences of feces in September.

Lisa Pagan (Mayor's Office of Economic and Workforce Development) said that she will coordinate a meeting around fundraising for the Community Guides Program with Hurtado and will provide further information possible grant opportunities through the Mayor's Office of Criminal Justice. Pagan said



that the City has access to grant funds for public safety programs that the CMCBD could potentially apply for in order to support the Community Guides Program.

5. Financial Report

Hurtado distributed the CMCBD year-to-date cash flow report and September 2008 check detail.

Greg Johnson (CMCBD Board Member/Treasurer) reported that the net operating cash flow is currently over budget by approximately \$158,000, under budget in income by \$8,300, and under budget in expenses by approximately \$166,000.

Johnson said the primary variances in expenses are \$51,000 in the Contingency account, and \$91,000 in Public Space, Beautification and Safety (PSBS). Johnson said the reason for the variance in the PSBS budget category is due to the Clean Streets Program services beginning in February rather than January, as budgeted.

Johnson recommended that the CMCBD Identity Committee or Fundraising Committee determine how to best apply the surplus of funds, and encouraged the Committees and the Board to consider allocating some monies toward a fundraising event. The Board also discussed ideas for funding capital improvement projects or short-term, immediate cleaning and maintenance efforts.

Hurtado made the recommendation to the Board to hold a joint Identity, Fundraising and Services Committee Meeting to continue the discussion on the use of surplus funds and to brainstorm on a fundraising event for the CMCBD.

6. Identity Committee Report

Vacant Storefront Beautification Program: Hurtado said provided an update on the CMCBD's Vacant Storefront Beautification Program. Hurtado said the CMCBD held an Identity Committee on 09/25/08, which was attended by Astrid Haryati of the Mayor's Office and representatives from the City's Arts Commission. Hurtado said that the Arts Commission expressed an interest in working with the CMCBD in activating and beautifying vacant spaces in the district by working with local artists on the creation and installation of art displays and exhibits. Hurtado said that the Identity Committee agreed to roll out its beautification project as a short-term solution to minimizing the impact of blight, but would seek the support and partnership of the Arts Commission in establishing a local arts driven vacant storefront beautification program as a long-term project.

7. Other Business

CMCBD Position on Advocacy & Support: On the subject of advocacy, Hurtado said that periodically he receives inquiries from the media requesting comment on issues that affect or could potentially impact the public space, streetscape, safety or economic development in the Central Market district. Hurtado also stated that he has been asked to speak at public hearings on behalf of the CMCBD and take a formal position on matters such as the Community Justice Center. Hurtado said that he has declined requests to do so because the CMCBD has not established a policy on advocacy or support.

Pagan advised the CMCBD Board to seek legal counsel on the matter as it relates to nonprofit law as a 501(c)(3) organization. Pagan also said that the CMCBD should take into consideration the



potentially political and negative impact taking a formal position on a particular subject. Pagan added that many Community Benefit Districts do take advocacy positions when there is legislation that is being passed that would benefit their district, or work toward passing legislation to improve their neighborhoods.

Maureen Futtner (CMCBD Board Member) said that the CMCBD has much work to do as it relates to the Community Guides and Clean Streets programs, and that taking on an advocacy position on issues could be potentially divisive and time-consuming.

David Fariello (CMCBD Board Member) said that the CMCBD could potentially be losing an opportunity to advocate for issues and programs that could benefit the neighborhood. Fariello said that he agreed with Futtner that the CMCBD should stay clear from potentially divisive issues, such as political positions and land-use, but could consider supporting those projects that could potentially benefit the district and that are in accordance with the CMCBD's initiatives.

Greg Johnson (CMCBD Board Member / Treasurer) advised the CMCBD Board to understand legally what the organization is able to do with respect to advocacy. Johnson, however, cautioned the CMCBD Board from assuming additional responsibilities, and recommended that the Board and executive director's time could be better applied toward fundraising.

Katie O'Brien (CMCBD Board President) recommended that the CMCBD Board steer clear of taking a formal position on development projects, but could instead continue to offer development companies the opportunity to provide an update on or share their proposed projects with the CMCBD Board and members of the community.

Jason Kletter (CMCBD Board Member) supported the notion of the CMCBD Board taking a formal position on certain matters, such as the Community Justice Center, and should not recede from an issue on the basis that it could potentially be politically divisive.

It was determined that Hurtado should seek a legal opinion on the subject of nonprofit advocacy and report back to the CMCBD Board. O'Brien asked Hurtado to draft an interim policy on advocacy. Ralph Lee (CMCBD Board Member) recommended that in the interim the CMCBD Board can review potential advocacy issues on a case-by-case basis until such a policy is determined.

8. Public Comment

No public comment was given.

9. Next Meeting

Hurtado said that the next CMCBD Board of Directors Meeting was scheduled for Tuesday, November 11. However, a request was made to reschedule the meeting due to the Veterans Day holiday. Hurtado said he will notify the CMCBD Board of the date and time of the next meeting, and post the information on the CMCBD website.

10. Adjournment

The Board of Directors Meeting was adjourned at 4:20 p.m. The Board moved into executive session.



COMMUNITY BENEFIT DISTRICT

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

Prepared by Daniel Hurtado, CMCBD Executive Director
Report for October 15 – November 17, 2008

Public Space, Beautification and Safety (PSBS)

- 10/20/08: Attended the Holiday Safe Shopper Program meeting hosted by the Union Square Association. The meeting was an opportunity to learn about the Union Square district's efforts to create a safer and more inviting experience for visitors during the holiday season. For over 15 years, the Union Square Association has partnered with City agencies to produce the annual Holiday Safe Shopper Program for the downtown/Union Square area.
- 10/20/08: Attended a Civic Center Stakeholder Meeting. The meeting served as an opportunity to receive updates from the City staff on various aspects of Civic Center improvements including traffic and transportation, physical improvements on public spaces, public safety, and homeless initiatives.
- 10/23/08: Held a joint CMCBD Identity/Services Committee Meeting to discuss a proposed fundraising event for the CMCBD to support the Community Guides program. The meeting also served as an opportunity to review proposed service modifications and program contracts for the Community Guides and Clean Streets services for 2009.
- 11/11/08: Met with MJM Management Group to discuss the proposal for cleaning and maintenance services for the Central Market district, weekend dispatch service, and opportunities to enhance the Community Guides service.
- 11/13/08: Held a CMCBD Services Committee Meeting, which served as an opportunity for the Services Committee to review the Clean Streets Program proposals and discuss the Community Guides Program for 2009.

District Identity and Streetscape Improvements (DISI)

- 10/16/08: Hosted a Central Market Mixer at Anu Bar. The event served as an opportunity for the Central Market community to meet new and former members of the CMCBD Board of Directors, meet the executive director and program staff, and network with other members of the community.
- 10/23/08: Held a joint CMCBD Identity/Services Committee Meeting.
- 10/28/08: Hosted a Market Street Public Realm and Streetscape Coordination meeting organized by the Mayor's Office. This meeting was a continuation of a discussion on developing collaborative programs and enhancements for Market Street through Community Benefit Districts and similar neighborhood associations along the corridor.



- 11/06/08: Met with representatives from the American Institute of Architects (AIA) to discuss their proposal to create and display art installations and exhibits in vacant spaces along Market Street, specifically in the Central Market area, in spring of 2009. The approximate dates for the exhibition would be April 1-May 30, with a possibility of extension.
- 11/23/08: Held a CMCBD Identity Committee Meeting to review design concepts for the Vacant Storefront Beautification Program and discuss the proposed fundraising event tentatively scheduled to be held in February. Representatives for the nonprofit organization Cultural Connections discussed a proposal for a music festival to be held in the Central Market area in summer of 2009.
- 11/17/08: Scheduled to meet with Jonathan Barkocy (AAA Flag and Banner) to survey vacant spaces in the Central Market district that are candidates for the CMCBD's Vacant Storefront Beautification Program.

Other Meetings and Events:

- 10/15/08 & 10/30/08: Met with Jim Hudson (CMCBD bookkeeper), to review and reconcile the CMCBD's year-to-date budget.
- 10/29/08: Gave a presentation on the CMCBD's services, programs, and initiatives, and the neighborhood's revitalization and connections to Market Street public transit at a *Rail-Volution* luncheon hosted by the San Francisco Municipal Transportation Agency. The conference is designed around a national movement to develop livable communities with transit.
- 10/31/08: Attended a Market Street Transportation meeting hosted by the San Francisco Bicycle Coalition to continue discussions on the implementation of the Market Street Study Action Plan and initiatives to create a safer, efficient and more accessible corridor.
- 11/05/08: Held a CMCBD Finance Committee Meeting to review the year-to-date budget and expenses for October 2008.
- 11/10/08: Friends of Mint Plaza Board of Directors Meeting.
- 11/13/08: Attended a presentation by Gil Penalosa entitled *Reclaiming Cities for People*. Penalosa is the key leader of the Ciclovía movement in Bogotá, Colombia, on which San Francisco's popular Sunday Streets program was modeled. The event was co-sponsored by the San Francisco Planning and Urban Research Association, the Mayor's Office, the Commonwealth Club, the San Francisco Bicycle Coalition and Shape Up SF.
- 11/14/08: Attended a lunch co-hosted by the San Francisco Bicycle Coalition and the City's Department of Public Health. The lunch was attended by a small group of city leaders invited to learn more about Gil Penalosa's work creating livable streets and served as an opportunity to engage in a lively discussion on how San Francisco can benefit from these examples.
- 11/17/08: Silver SPUR Awards Luncheon (scheduled)