



MEMORANDUM

TO: CMCBD Board of Directors

FROM: Daniel Hurtado, CMCBD Executive Director

DATE: December 5, 2008

RE: Board Packet for the CMCBD Board of Directors Meeting – December 9, 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 December 9, 2008 at the office of SMWM, 989 Market Street, Third Floor.

The CMCBD Board of Directors Meeting will be held from **3:30 p.m. to 5 p.m.**

The Board Packet includes:

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

Please note that a complete schedule of the CMCBD Board of Directors and Committee Meetings for 2009 will be distributed at the CMCBD Board of Directors Meeting.

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



COMMUNITY BENEFIT DISTRICT

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

December 9, 2008 • 3:30 p.m. – 5 p.m.
SMWM Office • 989 Market Street, Third Floor

- I. CALL TO ORDER

- II. APPROVAL OF MINUTES

- III. EXECUTIVE DIRECTOR'S REPORT

- IV. FINANCIAL REPORT
 - YTD Financial Report
 - Executive Director Benefits
 - CMCBD Office Lease
 - 2008 Sponsorship/Fundraising Update
 - Fundraising Committee Report

- V. SERVICES COMMITTEE REPORT
 - Community Guides Program – Monthly Report
 - Clean Streets Program – Monthly Report
 - 2009 Program Services and Schedule

 - Community Justice Center – Update
Commissioner Ron Albers

- VI. IDENTITY COMMITTEE REPORT
 - Vacant Storefront Beautification Program – Update
 - Website Updates

- VII. OTHER BUSINESS
 - CMCBD Board of Directors Meeting Schedule 2009

- VIII. PUBLIC COMMENT

- IX. NEXT MEETING: January 13, 2009

- X. ADJOURNMENT



COMMUNITY BENEFIT DISTRICT

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

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

CMCBD Board Members Present: David Fariello, Maureen Futtner, Jason Kletter, Ralph Lee, Jonie Marie Theodorsen

CMCBD Staff: Daniel Hurtado

Guests: Ken Bruce, Darrin Dill, Gia Grant, Roberto Rivera, Bernadette Walter, Tajiri Winesberry, Sandra Zuniga

1. Call to Order

Daniel Hurtado (CMCBD Executive Director) called the meeting to order at 3:40 p.m.

Introductions were made.

2. Approval of Minutes

The October 2008 CMCBD Board of Directors Meeting Minutes were not approved as quorum was needed.

Action Item: The minutes will need to be approved by the CMCBD Board at the 12/09/08 Board of Directors Meeting.

3. Executive Director's Report

Hurtado referred to the Executive Director's Report for the period 10/15/08 to 11/17/08. Hurtado stated that the complete report was included in the Board of Directors Packet, and provided a synopsis of his activities and a summary of the meetings he held and participated in.

Hurtado reported that the CMCBD held a Central Market Mixer at Anu Bar on 10/16/08, which 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.

Hurtado said he attended a Civic Center Stakeholder Meeting on 10/20/08 hosted by City staff and designed as an opportunity to receive updates from the City on various aspects of Civic Center improvements including traffic and transportation, physical improvements on public spaces, public safety, and homeless initiatives.

Hurtado said he held a joint CMCBD Identity/Services Committee Meeting on 10/23/08 to discuss a proposed fundraising event for the CMCBD to support the Community Guides program. Hurtado said the meeting also served as an opportunity to review proposed service modifications for 2009.



Hurtado said he hosted a Market Street Public Realm and Streetscape Coordination meeting organized by the Mayor's Office on 10/28/08. Hurtado explained that the meeting was a continuation of a discussion on developing collaborative programs and enhancements for Market Street through Community Benefit Districts and similar neighborhood associations that have a vested interest in the safety, beautification, and economic well being of the corridor.

Hurtado also reported that he was invited to speak at a Rail-Volution luncheon hosted by the San Francisco Municipal Transportation Agency on 10/29/08. Hurtado said the annual conference is designed around a national movement to develop livable communities with transit. Hurtado said he gave a presentation on the CMCBD's services, programs, and initiatives, and the neighborhood's revitalization and connections to Market Street public transit.

Hurtado concluded the summary of the Executive Director's Report.

4. Financial Report

Hurtado reported that the CMCBD held a Finance Committee Meeting on 11/05/08 to review the budget and expenses for October 2008. Hurtado said that he is now working with a new bookkeeper – Jim Hudson – who also provides accounting services for the Friends of Mint Plaza and the San Francisco Historical Society. Hurtado said that he and Hudson also met on two separate occasions in October (10/15/08 and 10/30/08) to reconcile the CMCBD's year-to-date budget.

Hurtado said that he and Greg Johnson (CMCBD Board Treasurer) will provide a more accurate year-to-date financial report at the 12/09/08 Board of Directors Meeting.

5. Services Committee Report

Community Guides Program – Monthly Report: Hurtado distributed the October 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 October 2008 and referred to the monthly report.

Winesberry also shared success stories of homeless individuals that were connected to and have been receiving assistance from various social service agencies.

Deputy Probation Officer Darrin Dill (Homeless Outreach Program) reminded Winesberry of the homeless outreach services that he and his team provided in the Central Market district, and encouraged the Community Guides Program to utilize his assistance as part of the Guides' outreach efforts.

Officer Dill requested that the monthly Dispatch report also track Community Guide Program calls placed to his team (the Dispatch report currently lists only calls placed to the City's Homeless Outreach Team).

Winesberry reported on the month's statistics for public safety issues, cleaning/maintenance, social service assistance, and wayfinding/directions given.



In reviewing the monthly Dispatch report, Ralph Lee (CMCBD Board Member) suggested to Winesberry that the Dispatch report also include and track the unique homeless individuals and people in need of social service assistance that are served by the Community Guides in order to better understand the number of individuals that are benefiting from the program. Hurtado asked Winesberry to include this information in the monthly Dispatch report beginning in January 2009.

Hurtado stated that he presented a recommendation to the Services Committee requesting that the CMCBD honor a select number of official holidays for the Community Guides Program. Hurtado said the Services Committee discussed and agreed to recommend to the CMCBD Board the following holidays for the Community Guides for 2009:

- New Years Day - Thursday, January 1
- Memorial Day - Monday, May 25
- Independence Day - Saturday, July 4
- MJM Management Corporate Retreat – August, TBA
- Labor Day - Monday, September 7
- Thanksgiving Day - Thursday, November 26
- Christmas Day - Friday, December 25

Hurtado also stated that the Services Committee recommendation is for the CMCBD to also honor Thanksgiving Day (11/27/08) and Christmas Day (12/25/08) in 2008.

Hurtado gave an explanation for the recommendation, stating that the CMCBD's Community Guides Program currently relies on primarily only two Community Guides, and that he would like to provide these official holidays listed as service holidays/days off.

Action Item: The CMCBD Board will need to vote by e-mail or at the next Board of Directors Meeting whether to approve the Services Committee recommendation to honor the holidays stated above for the Community Guides Program for 2009.

Action Item: Hurtado will work with Winesberry, the Central Market Dispatcher, and the Central Market Community Guides to ensure that the monthly Dispatch report includes the number of unique people that receive social service outreach and assistance from the Community Guides. This information will be tracked beginning in January 2009.

Clean Streets Program – Monthly Report:

Gia Grant (San Francisco Clean City Coalition) provided a brief update on the Clean Streets Program activities and services for October 2008. Grant also stated that December is the final quarterly steam cleaning scheduled for the year, and that the public spaces in the Central Market district are scheduled to receive the quarterly steam cleaning service in the early part of the month. Grant said power washing service will resume at the latter part of December following the steam cleaning service. Grant also shared and underscored the significance of the San Francisco Clean City Coalition's job training and employment program, stating that the organization employs low-income and formerly homeless individuals, many of who live in or near the Central Market district.



6. Identity Committee Report

Vacant Storefront Beautification Program:

Hurtado shared examples of the artwork for the Vacant Storefront Beautification Program. Hurtado said the design concept was approved by the Identity Committee, and added that the program is scheduled to launch in late December or early January. Hurtado said the first located to benefit from the program is 979 Market Street. Hurtado reminded the Board and guests that the program is made possible through a grant from the Mayor's Office of Economic and Workforce Development. Hurtado said he is waiting for approval from other property owners to allow the CMCBD to install the artwork/window displays in the street-level vacant spaces of their respective properties.

Fundraising Gala Update:

Hurtado said that the Identity and Fundraising Committees have been working on various planning and fundraising components in the production of a benefit for the CMCBD. Hurtado said that the benefit is tentatively scheduled to be held at 418 Jessie Street on February 12, 2009, from 6 p.m. to 8 p.m. Hurtado said both Committees are continuing to work on the event planning for the benefit. Hurtado said he will have further details and information to present at the 12/09/08 Board of Directors Meeting.

Website Updates:

Hurtado led a brief presentation on recent updates to the CMCBD's Web site. Hurtado said he worked with Lowercase Productions in redesigning the CMCBD's homepage to tie into the CMCBD's light pole banner artwork and other recent branding and marketing materials. Hurtado also introduced an online business and retail directory, which he said will launch in January 2009. Hurtado said the backend portion of the directory is completed, but he will need to take time to populate the online directory database. Hurtado also said he launched a commercial real estate page on the CMCBD's Web site, which will promote available ground floor commercial spaces in the district.

7. Other Business

Department of Public Works Presentation: Sandra Zuniga (Department of Public Works) gave a brief presentation on the alley services provided by Department of Public Works (DPW) in addition to an overview of the service schedule, locations addressed, and the cleaning/maintenance services provided. Zuniga said that the alley crew consists of two to five staff members.

Zuniga said that the alley crew typically operates from Tuesday through Saturday, 12 p.m. to 9 p.m., with a lunch break from 4 p.m. to 5 p.m. Zuniga said that the locations served in the Central Market district through the alley service include Sixth Street, Jessie Street, and Stevenson Street from Fifth to Seventh Streets.

Zuniga said that services include litter removal, removal of human waste, apply sanitation, chemicals and deodorizers, washing down alleyways, and added odor retardant to the alleys. Zuniga added that occasionally there are disruptions in service as the alley crew is at times pulled away to address urgent matters or for special events in other neighborhoods.



Project Homeless Connect Day - December 3, 2008: Hurtado said that the Central Market Community Guides are scheduled to volunteer at the Project Homeless Connect on December 3 at the Bill Graham Auditorium (99 Grove Street). Hurtado said he will post the event on the CMCBD's Web site and include additional information. Hurtado encouraged attendees to volunteer for the Project Homeless Connect event to further demonstrate goodwill in the community.

8. Public Comment

No public comment was given.

9. Next Meeting

Hurtado said that the next CMCBD Board of Directors Meeting is scheduled for Tuesday, December 9, 2008.

10. Adjournment

The Board of Directors Meeting was adjourned at 4:45 p.m.



COMMUNITY BENEFIT DISTRICT

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

Prepared by Daniel Hurtado, CMCBD Executive Director
Report for November 19 – December 8, 2008

Public Space, Beautification and Safety (PSBS)

- 11/24/08: Held a lunch meeting with the Central Market Community Guides to discuss ongoing public safety issues, social service needs, and cleaning/maintenance challenges in the district.

District Identity and Streetscape Improvements (DISI)

- 12/01/08: Attended a Market Street consortium meeting organized by Astrid Haryati (Director of Greening, Mayor's Office). The meeting was an opportunity to further discuss proposed collaborative streetscape enhancement projects and ideas for joint sponsorship of music programming on the public space along Market Street.
- 12/02/08: Met with Jonathan Barkocy (AAA Flag & Banner) to measure the windows of 979 Market Street in preparation for the first installation of the Vacant Storefront Beautification Program.
- 12/02/08: Met with David Schellinger (Lowercase Productions) to discuss marketing materials and design projects for the CMCBD for 2009.
- 12/03/08: Held a meeting with Lynn Valente (People in Plazas) to discuss the Music on Mint Plaza summer concert series for 2009, and a Market Street collaborative music programming proposal.

Other Meetings and Events:

- 11/19/08: Participated in a consortium meeting attended by other executive directors of San Francisco-based Community Benefit District and Business Improvement Districts.
- 11/21/08: Attended an open house for the Tenderloin/North of Market Community Benefit District's new office.
- 11/08/08: Attended the Friends of Mint Plaza Board of Directors Meeting.
- 12/03/08: Held a CMCBD Finance Committee Meeting to review the November expenses, year-to-date budget versus actuals, and the forecasted budget for 2009.
- 12/05/08: Met with Jim Hudson (CMCBD bookkeeper), to review and reconcile the finances for November 2008.