



**MEMORANDUM**

**TO:** Central Market CBD Board of Directors

**FROM:** Daniel Hurtado, Central Market CBD Executive Director

**DATE:** December 7, 2007

**RE:** Board Packet for the Central Market CBD Board Meeting – December 11, 2007

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The following documents are included as part of the Board Packet for the next scheduled Board Meeting on December 11, 2007. 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
- Community Guide Program Outreach Plan
- Schedule of CMCBD Board and Committee Meetings

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



**CENTRAL MARKET CBD BOARD MEETING**  
December 11, 2007 • 3 p.m. – 5 p.m.  
SMWM Office • 989 Market Street, Third Floor

**MEETING AGENDA**

- I. CALL TO ORDER
  
- II. APPROVAL OF MINUTES – **Action Item**
  
- III. EXECUTIVE DIRECTOR’S REPORT
  
- IV. FINANCIAL REPORT
  - YTD Financial Report
  - Calendar Fiscal Year Budget Review
  
- V. SERVICES COMMITTEE REPORT
  - Community Outreach Plan
  - Implementation Plan and Schedule
  - Graffiti Removal Pilot Program
  
- VI. IDENTITY COMMITTEE REPORT
  - Community Guide Uniforms
  - Marketing and Promotional Materials
  - Signage and Branding
  
- VII. OTHER BUSINESS
  - Public Safety Seminars
  
- VIII. PUBLIC COMMENT
  
- IX. NEXT MEETING: January 8, 2008, 3 p.m. to 5 p.m.
  
- X. ADJOURNMENT



## **CENTRAL MARKET CBD BOARD MEETING**

November 13, 2007 • 3 p.m. – 5 p.m.  
SMWM Office • 989 Market Street, Third Floor

**Board Members Present:** Doug Dalton, David Fariello, Maureen Futtner, Greg Johnson, Jerry Jarvis, Jason Kletter, Richard Lane, Michael Yarne

**Staff:** Daniel Hurtado

**Guests:** Tessa DelaRea, Karin Eklund, Heather Hoell, Michael Nulty, Katie O'Brien, Akhil Suri, Riaz Valani

### **1. Call to Order**

The meeting was called to order at 3:15 p.m.

### **2. Approval of Minutes**

Board approved the minutes from the October 9 Board Meeting.

### **3. Executive Director's Report**

Hurtado presented the Executive Director's Report, which included a summary of the meetings he held and attended in the last month and an overview of his current projects. He said he had focused on developing a letter of agreement with MJM Management Group and San Francisco Clean City Coalition for the Ambassador program and cleaning/maintenance services to be included as part of the Services Committee's recommendation to the Board. Hurtado said he also focused on engaging the both the San Francisco Police Department and the Central Market community on safety issues in the district through one-on-one meetings and open discussions such as the Public Safety Seminars, the first of which was launched on October 17, 2007.

### **5. Financial Report**

**YTD Financial Report:** Hurtado presented a YTD report on the financial status of the organization. Hurtado said that the only expenses in October were costs associated with updates to the CMCBD website, the development of the CMCBD e-newsletter, and printing of CMCBD collateral materials.

**Proposed operating budget:** Hurtado presented the proposed operating budget in addition to budget v. actuals. Hurtado said he had met with Greg Johnson, CMCBD Board Treasurer, and Michael Yarne, CMCBD Board President, on November 1, 2007 and reviewed the format of the budget, the proposed budget for FY 2008, and the year-to-date budget v. actuals. Yarne said that the CMCBD is set up to report on a fiscal year that begins on July 1 and continues through June 30 as set by the Mayor's Office of Workforce and Economic Development. Yarne said this type of fiscal year creates challenges in accurately reporting the organization's budget and cash flow and providing reports that are clear and comprehensible. The Board provided feedback on the format of the budget and requested that Hurtado inquire about changing to a calendar fiscal year for budget planning and reporting purposes.

Hurtado also said he would be meeting with an accountant who would provide an additional set of eyes to review the CMCBD's finances and monthly transactions and assist in reconciling the organization's account. Hurtado said the accountant would also assist him in providing monthly financial reports for the CMCBD Board Meetings. Hurtado said he had contacted a CPA to provide an account review of the CMCBD's finances for fiscal year 2007 as required by the organization's fiscal agreement with the City of San Francisco.

## **6. Services Committee Update**

**Services Committee Recommendation:** Hurtado introduced Karin Eklund and Tessa DelaRea with MJM Management Group and Gia Grant with the San Francisco Clean City Coalition. Hurtado gave a brief background on the RFP process, review of proposals, and the Services Committee's selection of a finalist to recommend to the CMCBD Board of Directors. Hurtado provided background on MJM Management and San Francisco Clean City, their proposal for public safety and cleaning/maintenance services, and their work, involvement, experience, and reputation in the community.

**Cleaning and Public Safety Budget Review:** Prior to walking the Board through the Services Agreement, Hurtado presented a breakdown of the cost for the public safety and cleaning/maintenance contracts, an overview of the proposed operating budget, and the amount allocated for the Public Space/Beautification/Safety category of the CMCBD's budget for fiscal year 2008.

**Review of Services Agreement:** Hurtado referred to the Services Agreement letter included in the Board Packet and said that the Letter of Agreement was not the final contract, but served as a basis for making a recommendation to the Board to move forward in developing a contract while providing the framework for the contract.

Hurtado asked Eklund, DelaRea and Grant to assist him in reviewing the agreement with the Board and describing and discussing the scope of services and cost associated with each program component. Grant discussed the scope of services for the cleaning/maintenance program, which included quarterly steam cleaning, twice monthly power washing, and street maintenance seven days a week. Grant said she would be working in partnership with MJM Management Group in updating and publishing all monthly reporting material related to cleaning and maintenance services. Yarne said Hurtado and the Services Committee would work with both vendors in developing the format and contents of the report. Grant said that the dispatch service would be shared with the Ambassador Program, but that MJM Management Group would provide, manage and oversee the dispatch service.

Hurtado said that the total annual cost for the cleaning/maintenance contract is \$199,650. He said graffiti removal service would be billed to the CMCBD at an hourly rate of \$34.00, for an approximate amount of \$37,128.00 per year. Johnson said he was concerned that the estimate for graffiti abatement may not be accurate, and that the annual cost may be higher. Johnson said he was concerned that the amount of graffiti service needed would surpass the cost estimate budgeted. Yarne said the graffiti service would be carefully monitored by Hurtado and that monthly reports would be provided to the Services Committee concerning graffiti and would be used to help manage the budget. Hurtado said that graffiti removal service would not be issued until he was notified by San Francisco Clean City about the estimated cost and time for graffiti removal work per job and that he would need to approve all billable work outside the contract. Yarne recommended a discussion on a possible trial period for graffiti abatement and a set policy for the next Services Committee Meeting.

Hurtado asked Eklund and DelaRea to discuss the key elements of the Ambassador Program. Eklund said that the program would include two full-time Ambassadors that would provide 80 hours of coverage in the district. Eklund said the hours were not set and would need to be determined based on feedback from the Services Committee. Eklund said that while the service would include only two Ambassadors on the street, the program would also include an Operations Manager and a Field Supervisor to oversee the day-to-day operations of the Ambassador Program. Eklund said that these staff members would act as Ambassadors when in the field. Descriptions of the staff positions, duties, and responsibilities were included in the Services Agreement.

Hurtado said that the total annual costs for the Ambassador Program is \$199,700.00. He said the Dispatch Service would be offered 8 hours per day for a total annual cost of \$43,680.00 above the cost of the Ambassador Program contract. He said the cost would be split between the cleaning/maintenance budget and the Ambassador Program budget. Hurtado said he also factored in the cost of additional Ambassador service above the 80-hour coverage in the contract for a total annual cost of approximately \$23,296.00.

Schedule of Implementation Plan: Hurtado referred to the implementation plan handout and briefed the Board on the schedule for launching the Ambassador and cleaning/maintenance programs. Eklund and Grant provided a summary of the steps involved in the program development process should MJM Management Group and San Francisco Clean City Coalition be awarded the contract, including hiring, training and launching services. The target date for a soft launch of the proposed services is set for January 7, 2007.

10 (B) Officer Program Update: Yarne said that he and Hurtado were working with Lisa Pagan at the Mayor's Office of Workforce and Economic Development in scheduling a coordination meeting with the San Francisco Police Department. He said that he and Hurtado would approach SFPD and request additional footbeat officers and police presence leading up to the launch of the Ambassador Program. Hurtado said he had previously spoken with Captain McDonagh regarding the Ambassador Program and requested his assistance in providing Ambassador training and other resources for program. An update on the coordination meeting would be given at the Services Committee Meeting in November.

Approval of Services Committee Recommendation: Richard Lane made a motion to approve the recommendation of the Services Committee and award a services contract to MJM Management Group and San Francisco Clean City Coalition for cleaning/maintenance and public safety services. Doug Dalton seconded. The motion was approved by the CMCBD Board. Jerry Jarvis abstained.

## **7. Identity Committee's Report**

Website & E-newsletter Updates: Hurtado briefly provided a report from the Identity Committee and said that the first e-newsletter for the CMCBD was published and distributed on October 15, 2007. The monthly e-newsletter is called *Central Market Matters* and will include neighborhood news, meeting announcements, a monthly featured merchant, and news and updates from the CMCBD.

Holiday Window Decorating Contest: Hurtado announced the first Holiday Window Decorating Contest for the CMCBD and said the contest would begin on November 14, 2007 and close in mid December. He said the contest was open to street-level businesses in the Central Market neighborhood and would include a gift certificate to Pearl Art & Craft.

Holiday Mixer: Hurtado said he was working on a date and location for a holiday mixer for the CMCBD and would make an announcement once a place and time was determined.

## **8. Other Business**

Public Safety Seminar: Hurtado announced that the next Public Safety Seminar would be held on December 12, 2007, 10 a.m. to 11 a.m., at Hotel Whitcomb. CMCBD Board Members David Fariello with the Citywide Case Management + Community Focus Center and Jason Kletter with BAART Programs will be discussing the programs and initiatives of both service agencies.

## **9. Public Comment**

Michael Nulty announced that the Central City Democrats were holding a holiday party on December 5, 2007, 5:30 p.m., at 631 O'Farrell Street in the Ground Floor Ballroom. Nulty also briefed the CMCBD Board on the TNT's (The New Tenderloin) petition effort requesting a full service Post Office in the Civic Center. Nulty said that the postal facility at 101 Hyde Street has become a safety hazard in the community due to minimal staffing and lack of security. Nulty said the petition letter is directed to both U.S. Postal and elected officials including the Board of Governors and Congresswoman Nancy Pelosi.

Yarne reminded the Board that the Mint Plaza Opening would be taking place on November 16, 2007 from 10 a.m. to 12 p.m. and would be joined by Mayor Newsom and include dance performances, live music, and free coffee by Blue Bottle Café.

## **10. Adjournment**

The Board Meeting was adjourned at 5:17 p.m.



## **EXECUTIVE DIRECTOR'S REPORT**

**Prepared by Daniel Hurtado, Central Market CBD Executive Director**

Report for November 13 – December 11, 2007

### **Administration, Organization & Corporate Operations (ADMIN)**

- 11/15/07: Met with Beverly Ashworth, Finance Director for the Homeless Prenatal Program, who previously prepared financial reports for the CMCBD. Reviewed the CMCBD budget, expenses and other transactions. Ashworth will be providing accounting assistance to the CMCBD Executive Director in reconciling the CMCBD's account and preparing monthly financial reports.
- 11/20/07: Met with Lisa Pagan at the Mayor's Office and inquired about changing the CMCBD's financial reporting and budget to reflect a calendar fiscal year. This request was approved.
- 12/03/07: Met with Carolyn Diamond (Market Street Association) and Lynn Valente (People in Plazas) to discuss reimbursement of property owners who contributed to the formation of the CMCBD. MSA-People in Plazas submitted an invoice to the CMCBD for the amount to be reimbursed, the CMCBD provided a check for the balance due, and MSA-People in Plazas provided individual checks to the CMCBD to be mailed to property owners who contributed to the formation costs.
- Following a recommendation by Beverly Ashworth, the CMCBD accountant, Claridad & Crowe CPA was contacted to provide an account review of the CMCBD's financials for calendar year 2007. All Community Benefit Districts in San Francisco are required to submit a CPA review to the Mayor's Office of Economic and Workforce Development as specified in the district management plan.

### **Public Space, Beautification and Safety (PSBS)**

- 11/20/07: A Coordination Meeting was held through the Mayor's Office of Economic and Workforce Development to discuss efforts to coordinate resources to assist in the implementation and launch of the CMCBD Community Guide Program. Attendees included representatives from the San Francisco Police Department, the Community Justice Center Steering Committee, the City's Department of Public Health, the City's Homeless Outreach Team, San Francisco Clean City Coalition and MJM Management Group. The development of initial and ongoing training programs was also discussed.
- 11/26/07: Met with Byron Yee (Renoir Hotel) and David Seward (UC Hastings) to discuss lighting concerns in and around the Central Market district including the Civic Center BART station entrance and side streets near Market Street.
- 11/29/07: Met with Gia Grant (San Francisco Clean City Coalition) and discussed developing a graffiti removal policy and three-month pilot program for the CMCBD.

- 11/29/07: Held a Services Committee Meeting and discussed the Community Outreach Plan and implementation schedule for the launch of the CMCBD's street services. Discussed executing and reviewing a three-month trial period for a graffiti abatement program for the district as part of the cleaning/maintenance services to be launched in January 2008.
- 12/05/07: Attended a public safety meeting at John Wiley & Sons, Inc., which included a discussion concerning crime and safety issues in the Central Market neighborhood with Captain McDonagh (SFPD Southern Station) and foot beat officers.
- 12/06/07: Held a meeting with MJM Management to discuss uniforms for the Community Guides, training schedule, and service hours.
- 12/07/07: Will meet with Leigh Ann Bauman (Union Square Business Improvement District) concerning the Union Square Ambassador Program, to review best practices, and to discuss issues and challenges encountered regarding the Ambassador Program.
- 12/10/07: Will hold a meeting with Captain McDonagh and MJM Management to discuss service hours for Community Guides, roll-out plan, and training schedule.

#### **District Identity and Streetscape Improvements (DISI)**

- 11/15/07: Published and distributed the November 2007 issue of *Central Market Matters*.
- 11/16/07: Represented the CMCBD at the Mint Plaza Opening Ceremony through an event table. Distributed new brochures on the CMCBD, answered questions from concerned community members and interested residents, and subscribed passerbys to the CMCBD's monthly e-newsletter, *Central Market Matters*.
- 11/16/07 – 11/21/07: With the assistance of Jerry Jarvis, CMCBD Board Member, visited street-level merchants to present information on the CMCBD, share updates on the CMCBD's planned street services, and distribute flyers announcing the Holiday Window Decorating Contest and the Public Safety Seminar Series.
- 11/27/07: Held a meeting with David Schellinger (Lowercase Productions) concerning uniforms for the Community Guides, marketing materials, promotional items, and branding and signage.
- 11/29/07: Held an Identity Committee Meeting and discussed the communications plan for the Community Guide Program, reviewed marketing and promotional materials, and discussed signage, branding, and the Community Clean-Up Day event.

**Other Meetings and Events:**

- 11/14/07: Attended the CBD/BID Consortium Meeting with invited guest speakers Judith Klain (SF Homeless Connect) and Rann Parker (SF Homeless Outreach Team).
- 11/14/07: Attended the Citywide Case Management + Community Focus Center Ribbon Cutting Ceremony.
- 11/15/07: Participated in the Mid-Market Forum hosted by SMWM along with Michael Yarne (Martin Building Company/CMCBD Board President) and David Addington (Fair Market Properties). Provided an introduction to the CMCBD and a brief overview of the CMCBD's initiatives and planned programs.
- 11/29/07: Attended the SOMA Grand Opening at 1160 Mission Street. The residential high rise is scheduled to open late this year.



## **CENTRAL MARKET CBD MEETING SCHEDULE – 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.

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.

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### **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.

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.

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### **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.

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.