

**C·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:** August 10, 2007

**RE:** Board Packet for the Central Market CBD Board Meeting - August 14, 2007

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The following documents are included as part of the Board Packet for the next scheduled Board Meeting on August 14, 2007. The Board Meeting will be held from 3 p.m. to 5 p.m. at SMWM, 989 Market Street, 3<sup>rd</sup> Floor.

The Board Packet includes:

- Board Meeting Agenda
- Meeting Minutes from Board Meeting
- Executive Director's Report
- Draft of proposal for short-term neighborhood patrol
  - *Included as a separate attachment*
- Draft of Community Outreach/Survey Results
  - *Included as a separate attachment*

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



**CENTRAL MARKET CBD BOARD MEETING**  
August 14, 2007 3-5 p.m.  
SMWM Offices – 989 Market Street, 3<sup>rd</sup> Floor

**MEETING AGENDA**

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES
- III. INTRODUCTION OF EXECUTIVE DIRECTOR
- IV. EXECUTIVE DIRECTOR'S REPORT
  - Office set-up
- V. FINANCIAL REPORT
  - Format of financial report
- VI. NOMINATION OF NEW RESIDENTIAL TENANT SEAT
- VII. IDENTITY COMMITTEE'S REPORT
  - Website
  - Scheduling next meeting
- VIII. COMMUNITY OUTREACH / SURVEY RESULTS
- IX. SAFETY PILOT PROGRAM
- X. OTHER BUSINESS
  - Meet and Greet
  - National Park(ing) Day
- XI. PUBLIC COMMENT
- XII. ADJOURNMENT



## **MINUTES**

Central Market CBD Board Meeting  
July 10, 2007

Board Members Present: Doug Dalton, Denise Burian, Maureen Futtner, David Fariello, Greg Johnson, Jason Kletter, Rocky Lane, Joni Marie Theodorsen, Michael Yarne

Staff: Carolyn Diamond

Guests: Jerry Jarvis, Lynn Valente, Bernadette Walters, Meital Amitai

### 1. Financial Report

Diamond distributed a report showing how much money the CMCBD has spent and from what category. The expense report covered Feb. thru July 2007. She also had prepared a sheet showing future expenses in each category, excluding cleaning and safety services. There was discussion on how much the City has collected and whether there was a full year of assessments and in January what can be expected. There was also a question if the money could be rolled over from one category to another.

It was determined that the permanent ED would investigate the financial questions. Also the permanent ED would be responsible to keep track of hours and assign hours to each category. A monthly update of this information is to be presented to the full Board.

There was discussion of how to re-pay property owners for their contribution to the formation of the CMCBD. The bookkeeper had raised the question of how to show that liability on the financial sheets. The bookkeeper suggested that the CMCBD pay People In Plazas the amount owed and People In Plazas in turn pay the property owners. People In Plazas originally collected the contributions and then paid the consultant for formation services. This is one option and it will have to be decided at a future date and implemented by the permanent ED.

### 2. Report from the Identity Committee

The basic framework of the site is up but it is not yet ready for an official launch.

### 3. Report from the Services Committee

Winston Dong of Urban Ecology was not able to attend this meeting. Michael Yarne read an e-mail that Dong had sent. The text of Dong's update is copied below.

Dear Central Market Board members:

My apologies for the lack of an update last week; I was laid low several days by a virus that made the rounds at Urban Ecology;

We have a total of 360 completed surveys in hand, including those:

- completed on the street,

- from Wiley and Pearl employees,
- from David Fariello's and Jason Kletter's staffs and clients,
- from CAC tenants,
- Richard Lane's artist loft residents, and
- Donnelly Hotel residents.
- We are still awaiting the return of completed surveys from:
  - Resident clients through the Tenderloin Housing Clinic,
  - SMWM employees, and,
  - Property owners on a CBD list.
- I have been in regular contact with management and tenant organizers at Trinity Plaza to finalize an opportunity to have tenants fill out surveys; we were scheduled to attend the last tenants' association meeting, but the SOMCAN representative felt the meeting agenda was too long and that the tenants would feel rushed. I will try to make sure we can have them fill out surveys.
- At the CBD's request and for the integrity and possible needs of community outreach, we translated the survey into Spanish, Chinese, and Tagalog, and have had those on hand though there has not been a great need for them.
- The tabulation of all the street surveys has been completed, and we are awaiting the last sets of groups returns to finalize the random sample amounts we will pull from the different constituencies.
- Every group that has filled out surveys has been coded separately so we can track and analyze appropriately.
- When all of the analysis and reporting of the representational sample is completed we will also give the CBD all original surveys for your records.
- Next week we will:
  - Follow up on these final groups of surveys
  - Determine the random sample amounts
  - Go over any specific analysis that the CBD might be interested in
  - Give you a revised schedule and change order for additional services and costs ( we intentionally waited until the majority of collection was completed to get a clearer sense of these).

Diamond will re-send the Survey to property owners and then deliver completed surveys to Urban Ecology. There was a question as to when the survey would be completed. It is not known at this point but Yarne will try to have a date set.

#### 4. New Business:

Yarne expressed his concern that the Residential Tenant on the Board has not been able to participate. He suggested a new Residential Tenant be sought and asked the group to submit nominations. Rocky Lane suggested Chris Baker, and Yarne suggested John Markham. Also, Jerry Jarvis, who was attending the meeting agreed to be on a nominations list. Yarne suggested the Board delegate to the Executive Committee the task of creating an application and sending it to all



candidates for new Board positions. The Board agreed. Yarne asked the group to send any nominations to Diamond before the next Executive Committee meeting which will be held on Monday, August 6<sup>th</sup> at 3:15 pm at 54 Mint Street.

Lynn Valente of People In Plazas asked the Board to sponsor a band at the 6<sup>th</sup> Street Community Fair which will be held on Aug. 4<sup>th</sup>. Her organization is sponsoring one band and they would like to have a sponsor for a second band. All donations are tax deductible and will be acknowledged on a billboard at the fair and on the website. The Board agreed it was a good idea to make a contribution. The Board then agreed to allow the Identity Committee to vote on it since the Board could not vote on the issue at this meeting because there was no prior noticing. It was determined that:

The Board supports the notion that the Identity Committee can vote on the People In Plazas expenditure.

This led to a discussion of policy. It was agreed that the permanent ED needed to draft a policy of how decisions were to be made when contribution requests were received.

Maureen Futtner reminded the group of the Neighborhood Business Award nominations.

#### 5. Public Comment

Bernadette Walters reported that 75 people attended a meeting sponsored by her organization, John Wiley & Sons, to hear Captain Denis O'Leary speak. At this meeting all of the attendees filled out the Survey Form. She noted that the CM CBD should also do outreach to the Tenderloin Police Station.

Meital Amitai of Safety Network introduced herself as a community organizer for the south of Market area. She works with public safety groups such as SAFE and Neighborhood Watch. She noted that results are seen when solutions to problems come from the community and is interested in the results of the Survey.

#### 6. The Board then moved into a Closed Session.



## **EXECUTIVE DIRECTOR'S REPORT**

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

Report for August 1 - 10, 2007

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

- Met with Lisa Pagan / Mayor's Office on August 8. She briefed me on the role of the Office of Economic and Workforce Development in the formation of the CBDs and the services the office offers in assisting CBDs. Discussed some of the items in the management district plan and fiscal agreement as they relate to the organization's budget (submission of the budget to the City, Annual Reports, tax assessment collection and billing, funding, budget breakdown, available grants, etc.). She briefed me on organizations and community leaders I need to contact, the City departments I will be working with as a representative of the CBD (DPW, SFPD, etc.).
- Met with Carolyn Diamond /Market Street Association on August 9. We reviewed the organization's budget and finances, and discussed the organization's financial policies for handling transactions.
- Office set-up: Set up office space at SMWM on August 9. Liza Gregory Bass/SMWM has graciously offered work space (at no cost) for the CBD Executive Director for the first three months, with a month-to-month lease option at the end of third month. SMWM will charge CBD for costs associated with copies, sending faxes, and printing (at SMWM's internal costs) and a flat \$20 fee for Internet access. Currently researching options for a CBD mailing address (post office box) and separate phone number.

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

- Met with Captain O'Leary on August 8. Discussed public safety in the Central Market community and recommendations on ways in which the CBD can work toward enhancing public safety. Discussed the police department's strategy in deterring street crime in Central Market, footbeat officers and street patrolling, and role of 10B officers. Discussed safety awareness programs available through the police department and formation of a possible monthly safety council meeting.

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

- Met with David Schellinger/Lowcase Productions on August 7 and discussed website development and graphic design work completed and what outstanding items remains to be completed as indicated on the scope of the agreement with Lowcase Productions. He walked me through the backend of the website, brought me up to speed on the Identity Committee, and discussed next steps. He also showed me the email account set-up. We went over the functionality of the website.



- Met with Winston Dong/Urban Ecology on August 8 and he briefed me on the background of the Community Outreach efforts of the CBD in gathering data for the survey. We reviewed a draft of the survey results in length and what data indicates. Reviewed the scope of the agreement with Urban Ecology.

#### **Other Meetings and Projects:**

- Met with Debra Hunter and Bernadette Walter at Wiley on August 2. They shared some of the concerns of Wiley employees as it relates to public safety and anti-social behavior. Reviewed survey results they conducted internally (same as Urban Ecology survey) and shared comments.
- Met with Elaine Zamora/NoMa-Tenderloin CBD on August 2. Meeting served as an introduction to the challenges of the neighboring CBD, the services offered by the NoMA/Tenderloin CBD, and history behind the two neighboring CBDs.
- Met with Leigh Ann Baughman with Union Square CBD on August 3. Discussed the services offered through the Union Square CBD and the challenges in the neighborhood.
- Met with Maureen Futtner/Urban Solutions on August 6. Discussed Meet and Greet event; did a walking tour of 6<sup>th</sup> Street and discussed Urban Solutions' services and role in enhancing the 6<sup>th</sup> Street corridor.
- Met with Jerry Jarvis/Central Market resident on August 9. Jarvis discussed some of the history of the Central Market community and his concerns as a resident.