



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114

www.CastroCBD.org 415-500-1181

Minutes of the Regular Monthly Board of Directors Meeting on November 10, 2016 Castro Community Meeting Room; 501 Castro Street, Second Floor; San Francisco, California

The meeting was called to order at 6:07 pm by President Scott James. A basic quorum was present and maintained throughout the meeting.

Directors Present: Joel Bubeck, Hubert Ban, Brian Gougherty, Alex Harken, Alan Lau, Secretary Pauline Scholten, Shawn Vergara

Directors Absent and Excused: Pat Sahagun, Jim Laufenberg

Guests Present: Chase Chambers, Board Applicant, George Kelley, Inscribe; Jared Hemming, Strut **Staff:** Executive Direct Andrea Aiello (taking minutes)

Brown Act Notice

Alan summarized California's Brown Act, as its rules apply to the CBD's board meetings. They include provisions that meetings are publicly noticed in advance and are open to the public; for public comment before any vote is taken on each agenda item and following committee reports; and for general public comment, scheduled as Item 4 on the agenda for this meeting, to be called in order but no later than 7:55pm. Guests who interrupt or are otherwise disruptive of the meeting will be given a verbal warning. If a second interruption or disruption by the individual(s) occurs at the meeting, they will be asked to leave. A copy of the meeting agenda was publicly posted timely in advance, on-line at www.castrocbd.org and at the S.F. Public Library, 100 Larkin Street. A copy of the board package was available for public review at the meeting.

Introductions

Board members introduced themselves and noted any current, potential conflicts of interest. Guests were invited (but not required) to introduce themselves and to sign in.

Board Meeting Minutes from September 8, 2016

Motion M-HB1, AH2, to approve September 8, 2016 minutes. No changes. A call for public comment was made on the September 8, 2016 minutes (there was none), those minutes were approved.

Announcements

George Kelly addressed the board to let them know that Inscribe will be happening once again on December 1st, World AIDS Day. The event brings together the students at Harvey Milk Civil Rights Academy, long term survivors of HIV, merchants and all community members to draw pictures (chalk) and names in the memory of loved ones who have died of AIDS in the sidewalk on the two blocks of Castro St. He asked that we power wash the sidewalks ahead of time and let the rain wash the chalk away. Andrea confirmed that this was our practice last year and we will repeat this year.

Executive Director's Report

Andrea announced that the Castro Merchants holiday tree lighting ceremony will be on Monday 11/28 at 6 pm, in front of the Bank of America building, the CBD will once again put up our wreath and light the trees in Jane Warner Plaza, and there will be a Hanukkah celebration in the Plaza on a date to be announced. The celebration is led by congregation Sha'ar Zahav.

President's Report

Scott James introduced Jared Hemming the new site director for Strut. Jared spoke about the broad array of services offered at Strut. Board asked questions, and there was some discussion.

Executive Committee Report

Scott J. spoke to board about the idea of having another retreat. It has been the boards practice to have a retreat every 2 years. The last one was May 2, 2014. Scott described the retreat as providing the board the opportunity to do some broad range, big picture thinking and planning for the organization. The Executive Committee is suggesting that this year we allocate enough time to get the work truly done and to do some team building. In 2014, we didn't get everything done that we had wanted to, only got about 1/3 of the way through our agenda. The Executive Committee is recommending the board go out of town for a weekend, Saturday through Sunday late morning. Lots of discussion. Newer board members asked what we usually accomplish at retreats. Board members mentioned: 1st retreat developed CBD Mission Statement, 2nd Retreat the focus was on streetscape improvement and the Pedestrian Safety plan that was just developed and the recommendations in that plan. The 3rd retreat we focused on CBD growth – we ended up hiring an assistant (Kristin) to work with Andrea, discussed public art on Market St. and if the board was in favor in general of moving forward with this idea, and discussed the Retail Strategy and its objectives in complete detail. More discussion. Our retreat facilitator from last time is not available, but she did say, if she were, her price would be \$7500, for everything including helping to plan the retreat and writing up the report. **Motion:** (SJ1,SV2) To proceed with planning an overnight retreat to allow time for the board to develop/discuss big picture plans/issues and to allocation \$10,00 - \$15,000 on the retreat if necessary. Call for public comment, there was none. Motion approved.

Finance Committee Report

Motion to approve June 30, 2015 CPA Review. Motion from the Finance Committee. Alex H. went over major findings, discussion. Call for public comment, there was none. Motion approved.

Motion (from Finance Committee) to hire Anh Han as the new bookkeeper as an employee, the rate we pay for her services will be about the same rate we pay the current bookkeeper. Discussed problems with current bookkeeper, the CBD really needs someone who has more skills than someone who only does bookkeeping. Our current bookkeeper does not have the higher levels of skills necessary to keep our books in good order and not depend on volunteer board members for an unsustainable amount of work. Called for public comment, there was none. Motion approved.

General Public Comment

At 7:15 pm the next Agenda item for General Public Comment was called. There were no public comments.

Adjournment

Motion to adjourn SJ1, AH2. The meeting was adjourned at 7:16 p.m.

Minutes taken and prepared by Andrea Aiello

Date Approved 12/8/16


Pauline Scholten, Secretary