



BOARD MEETING MATERIALS

April 14, 2016

- April Draft Agenda
- March 10, 2016 Draft Minutes
- Executive Committee Draft Minutes (separate cover)
- Finance Committee Draft Minutes
- Land Use Committee Draft Minutes
- Draft Letter to Support Zapata Mexican Grill
- Letter sent to John Rahaim, Director Planning (separate cover)
- District Identity & Streetscape Improvement Committee Draft Minutes
- Services Committee Draft Minutes (separate cover)
- Draft CBD Services Evaluation Tool (separate cover)

CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT



AGENDA **DRAFT**

DATE: Thursday April 14, 2016
TIME: 6:00 p.m. – 7:30 pm
PLACE: 501 Castro St. 2nd floor (above the Bank of America)

1. **CALL TO ORDER AND INTRODUCTIONS 6:00 PM**
2. APPROVE March 10, 2016 CBD BOARD MEETING MINUTES (*Action Item*)
3. REPORTS/ANNOUNCEMENTS 6:05 7:25 PM
 - A. EXECUTIVE DIRECTOR'S REPORT
 - B. PRESIDENT'S REPORT
 - D. EXECUTIVE COMMITTEE REPORT (*Action Items*)
 - a. 10-Year Anniversary Review
 - b. Approve Nick Humann to board
 - E. FINANCE COMMITTEE REPORT (*Action items*)
 - a. Approve Assessment Increase of 3%
 - F. LAND USE COMMITTEE REPORT (*Action Item*)
 - a. Approve Apothecarium application to move to 2029 Market St.
 - b. Approve Joint Letter Supporting Zapata Mexican Grill
 - G. DISTRICT IDENTITY & STREETScape COMMITTEE REPORT (*Action items*)
 - a. Approve procedure for review of LED Lighting proposals
 - b. *Live!* In the Castro Update
4. SERVICES COMMITTEE REPORT (*Action Item*)
 - a. CBD Survey/Evaluation Tool
5. GENERAL PUBLIC COMMENT **7:25**
6. MOTION TO ADJOURN 7:30

Welcome to the Castro/Upper Market Community Benefit District Board of Directors Meeting.

The CBD's board is made up of volunteers, many of whom own property in the district and/or are business owners in the district. Others live in the Eureka Valley/Castro neighborhood and have a history of commitment to making it a better place to live, visit, and work. None of the board members are compensated.

The CBD's mission is to improve the quality of life in the district by supplementing services performed by the city and county of San Francisco. Those services include but are not limited to street cleaning, greening, neighborhood beautification, and public safety.

The CBD is funded by a special assessment approved by and paid by property owners in the district. It receives no public tax dollars. The assessments appear on property tax bills, are collected by the San Francisco Assessor's Office, and forwarded by that office to the CBD.

Members of the public are welcome to but not required to introduce themselves and to sign in on the sheet provided. If, when a member of the public speaks, the Chair asks him or her to introduce themselves, it is done as a matter of courtesy. If the speaker does not wish to do introduce himself/herself, he/she is free to decline.

Members of the public are welcome at all board meetings and committee meetings except for closed sessions as allowed for in the California Brown Act.

Members of the public are welcome to but not required to introduce themselves and to sign in on the sheet provided.

About Public Comment

Public comment is taken on every agenda item, after board discussion, but before the board vote. Public comment at this time is limited to the specific agenda item. In general public comment will be limited to 2 minutes per person per item, and 6 minutes total per item. **These limits may be modified by the Chair at his/her discretion.**

General Public Comment is used for remarks to the Board about items not on the agenda, but related to the Castro CBD's business. General public comment, scheduled as Item 4 on the agenda for this meeting, to be called in order but no later than 7:25pm.

Members of the Board are not permitted to discuss items not on the agenda. Therefore, during general public comment, there is no discussion, notes will be taken on comments.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner. "Disruption" includes personal attacks, physical threats, derogatory, offensive, insolent, threatening, slanderous, obscene, etc. comments directed at members of the Board, the CBD's Executive Director and/or Administrative Staff Person, guests, or members of the public. Disruption also includes boisterous or other behavior that prevents the meeting from continuing in an orderly fashion. This behavior is to be distinguished from comments which are critical but are delivered in a manner which is not disruptive to the meeting and non-threatening.

Members of the public can also contact the Castro/Upper Market Community Benefit District's Executive Director and request agenda items be added to the Board meeting. The Executive Director can be contacted at 415-500-1181 or via email: execdirector@castrocbd.org

If, due to a disability, you require accommodations to attend this meeting, please contact Andrea Aiello – (415) 500-1181.



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 March 10, 2016 Castro Community Meeting Room; 501 Castro Street, Second Floor; San Francisco, California

The meeting was called to order at 6:06 pm by Board President Scott James. A basic quorum was present and maintained throughout the meeting.

Directors Present: Joel Bubeck, Brian Gougherty, Alex Harken, President Scott James, Jim Laufenberg, Secretary Pauline Scholten

Directors Absent and Excused: Treasurer Alan Lau, Pat Sahagun,

Staff, Guests Present: Executive Director Andrea Aiello, Program Coordinator Kristin Wojkowski (taking Minutes) Members of the Public Present: Hubert Ban, Shawn Vergara

Brown Act Notice

Scott 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 6:55pm. 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 February 11, 2016

No changes to the board meeting minutes. **Motion** (M-JL, JB2) To approve February 11, 2016 minutes. No changes. A call for public comment was made on the draft February 11, 2016 minutes (there was none), those minutes were *approved*.

Executive Director's Report

Andrea spoke about the upcoming CBD 10th Anniversary party on March 13th. All logistics were reviewed for board members, reviewed assignments for day of event. Andrea also met with Larkin Street regarding plaza stewards. Schedule will be Wednesday – Sunday 11 a.m. – 6 p.m. Will possibly turn into 7 days a week.

President's Report

Scott J. recommended Helen McClure to be appointed to the Land Use Committee. Helen is a Castro property owner who currently lives in Seattle. **Motion** to appoint Helen McClure to the Land Use Committee, (M-SF, 2nd PS), call for public comment, there was none. Nich Humann was recommended for appointment to the DISI Committee **Motion** (M SH, 2nd JL), call for public comment, there was none. Motion approved.

Executive Committee Report

Scott asked for appointment to the Land Use Committee. **Motion** (M-JL, 2nd AL), call for public comment, there was none. Motion approved. Joel B. suggested we invite Block by Block and Patrol Special Police to the anniversary party. Andrea responded that she already had.

District Identity and Streetscape Committee (DISI) Report

Committee Chair Brian Gougherty led the report. Discussed briefly ideas for developing review and selection process for the LED lighting project. Ideas include creating a project committee, which should include members of the board, members of the public and a representative from MTA. Artists will submit proposals. Top few selections will receive a stipend to create a prototype. Committee will consider having electricity on a timer that will shut off at midnight.

Brian and volunteers cleaned up Pink Triangle Plaza and Harvey Milk Plaza. We should think of ways to involve the public. Pauline suggested we set up a website link. Brian mentioned a GoFundMe account was set up to help with costs. The Streetscape Committee is discussing ways for the CBD to sponsor a bike repair station on the Wiggle.

Call for questions or comments. There was none.

Land Use Committee Report

Note: Sharper Future was inadvertently called Sharper Image on the Agenda. Sharper Future was an Action item on agenda; however, no action was required because the public outrage prompted the stop of the clinic. Reviewed draft letter to John Rahaim. Board members suggested more direct language. Scott said he and Andrea will rewrite. Is there a motion to approve the letter to rewrite according to the concerns from the board? **Motion:** (JB1, AL2) Approve the rewrite of the letter now with more direct language. Call for public comment, there was none. Motion approved.

General Public Comment

At 7:25 pm the next Agenda item for General Public Comment was called. There were no public comments.

Adjournment

The meeting was adjourned at 7:35 p.m.

Minutes taken and prepared by Andrea Aiello

Date Approved _____

Pauline Scholten, Secretary

**Castro/Upper Market CBD
Finance Committee Meeting
April 08, 2016 8:00 am – 9:00 am
DRAFT Minutes**

Present: Alan Lau, Treasurer; Alex Harken, Board Member

Guests/Staff: Andrea Aiello, Exec. Director

Absent/Excused: Jim Laufenberg

- I. Introductions/Review of Brown Act/Minutes Approved: Meeting called to order at 8:06 a.m. All introduced themselves, Brown Act reviewed.
Motion: (Alan1, Alex 2) Approve minutes from March 4, 2015, call for public comment, there was none. Motion approved.

- II Review 3rd Quarter Report: Andrea discussed where she is with the 3rd quarter review. Will report to Board at the May meeting.

- III. Assessment increase of 3%: Discussion, Andrea reported that Patrol Special is increasing their rates by 4% and there might be a mandatory increase in the Block By Block contract. **Motion:** (AL1, AH2) To approve 3% assessment increase for FY 2016-17 as allowed by the CBD Management Plan. Discussion, call for public comment, there was none, motion approved.

- IV. Discussion Change from Accrual Basis to Cash Basis: Discussed, **To Do: Andrea to call our CPA firm and ask them, and research Pro's and Con's.**

- V. FU 2016-17 Budget Discussion: Reviewed current budget. Andrea will be getting budgets from committee's. Alan informed the committee that for next year, all of Kristin's salary is being paid for by grants, except for about \$300 a month is in assessments. Alan estimates that the CBD needs to raise \$100,000 a year to maintain the level of service, staffing and office. The 10% overhead charged to grants will be expensed out as follows: 31% ED salary, 23% rent, 7% insurance, 21% legal/professional, 18% accounting.

- VI. Public Comment: There was none.

- VI. Adjourn: Meeting adjourned 9:10 a.m.

Minutes taken and prepared by Andrea Aiello

**Castro/Upper Market Community Benefit District
Land Use Committee**

March 28, 2016 9:00 – 10:00 am

Draft Minutes

Present: President Scott James, Treasurer Alan Lau, Committee Member Helen McClure, Board Member Shawn Vergara

Absent/Excused: Committee Chair Jim Laufenberg

Guests/Staff: Andrea Aiello, Executive Director; Ryan Hudson, Apothecarium; Eliot Apothecarium; Danile Bergerac, Castro Merchants; Crispin Hollings, Castro/Eureka Valley Neighborhood Association

I. Introduction/Brown Act:

- a) All introduced themselves, Andrea reviewed the Brown Act. Committee Chair, Jim Laufenberg is excused today.

II. The Apothecarium SF Mandatory Discretionary Review Application:

- a) The Apothecarium SF is moving from 2095 Market St. to 2027 Market St. They are no longer able to stay in their current address. The 2027 Market St. address is the best location they can find, is currently vacant and has been on and off vacant since Mecca closed in 2009. The new space is much larger than their current location, to maximize use of the space they will be bringing in their patient education classes into this space. Apothecarium is a model medical cannabis dispensary. They have never had reason to call the police and have zero complaints against them. Received an accommodation from the Board of Supervisors this year as a model dispensary. They have support from their immediate new neighbors to move. They do not generate any significant amount of trash.
Motion Scott J. (1), Alan L (2) To recommend approval of The Apothecarium SF's application to relocate from 2095 Market to 2027 Market St. Discussion, call for public comment, there was none. Motion passed.

To Do: Andrea to draft letter for board to approve.

III. Zapata's Situation on 18th St.:

- a) Daniel Bergerac presented situation for Jorge Perez, owner of Zapata at 18th and Collingwood. Jorge's lease runs out in October 2016. Castro Merchants and Eureka Valley Neighborhood Association would like Castro CBD to join them in writing a letter to Les Natali urging him to give Jorge a long-term lease and tell him that we would not support expansion of Toad Hall into the Zapata space. Discussed at length and discussed relationship with Les and the other properties and businesses he owns.
 - To investigate: liquor license at the Patio – how can he maintain the liquor license for so many years? Andrea will research with ABC.

- Laws on commercial long term vacancies?

Motion: Helen M. (1), Shawn V. (2) To write a positive letter to Les Natali urging him to give Jorge Perez a 10-year lease to run Zapata.

Discussion, call for public comment, Daniel B. and Crispin H. spoke in favor of motion. Motion passed. **To Do:** Andrea to draft letter and email to others for comments before sending to full board.

IV. Letter to Planning Commission:

- a) Andrea presented draft letter. Discussed what does it mean when board says “we want a seat at the table”? Andrea reminded committee members that DTNA has the ear of the Planning Dpt. and the Commission because they have done the hard work for at least 15 years, they have been calling the Planning Dpt and the Commissioners, meeting with them, developing relationships and respect. Discussed in more detail. Stress in letter that we want to work together early on in the process. **To Do:** Scott and Andrea will finalize the letter.

V. Public Comment

There was none.

VI. Adjourn

10:35 a.m.

Minutes taken and prepared by Andrea Aiello

Les Natali
Xxxxx Castro St.
San Francisco, CA 94114

Dear Les,

As you know, small businesses are the heart and soul of San Francisco and are what makes San Francisco stand out from other city's across the country. This is particularly true for the Castro where LGBT and LGBT-friendly small businesses, owned and operated by people invested in the neighborhood are what make the Castro unique and interesting. Zapata Mexican Grill is one of those businesses. Jorge Perez is a merchant with a solid commitment to the neighborhood, a donor to Castro Cares and other community good works. He also has a thriving business and wants to stay in the Castro.

The Castro/Upper Market Community Benefit District, Castro/Eureka Valley Neighborhood Association and the Castro Merchants Association are writing to strongly urge you to grant Jorge Perez a ten-year lease for Zapata Mexican Grill at 4150 18th Street. Renewal of this lease would prevent another vacancy in the heart of the Castro. As a businessman you understand the importance of having vibrant and active businesses to keep a commercial district thriving and exciting. The Castro cannot afford another long-term vacancy. There are currently seven ground floor vacant storefronts in the four blocks of Castro St. from 17th to 19th and on 18th from Collingwood to Hartford. Three of these spaces are slated to open soon and of the remaining four, three are owned by you and are all long-term vacancies.

We'd also like to remind you that any expansion of Toad Hall into this space would require a conditional use application, as would a formula retail establishment to replace Zapata Mexican Grill.

We are happy to work with you on your long-term vacancies; but we are very concerned about adding another to the heart of the Castro. We urge you to reconsider and grant a ten-year lease to local businessman Jorge Perez for Zapata Mexican Grill.

Sincerely,

Andrea Aiello
Executive Director
Castro/Upper Market
Community Benefit District

Daniel Bergerac
President
Castro Merchants
Association

Crispin Hollings
President
Castro/Eureka Valley
Neighborhood Association

**Castro/Upper Market Community Benefit District
District Identity & Streetscape Improvement Committee Meeting
April 4, 2016 Minutes DRAFT**

Committee Members Present: Scott James, Brian Gougherty , Shawn Vergara

Committee Members Absent: Nick Humann

Guests/Staff: Andrea Aiello, Exec. Director, Jonah Chiarenz, MTA Livable Streets,
Chase Potter

- I. **Introductions/Brown Act Minutes Approval:** Meeting called to order at 6:10 p.m. Reviewed March minutes, **Motion:** approve minutes (SJ1, BG2) no changes, call for public comment, there was none; minutes approved. All introduced themselves, Brown Act reviewed.

- II. **SF Bike Share Update:**
Map was published on Hoodline showing docking station in JWP. It is really unclear if this is a workable space. Andrea will be meeting with MTA, DPW and Motivate on Thursday in the plaza.

- III. **Vision Zero:**
Jonah reviewed the pedestrian safety improvements along upper Market. Much discussion. Discussed importance of enforcement. Jonathan agreed that enforcement is a very important component. We asked who we should talk with to express our concerns about lack of enforcement. He said we should contact Commander Anne Mannix. Committee agreed to discuss this at the May meeting. **To Do: Andrea and Brian put this issue on the May agenda.**

- IV. **Streetscape Committee Budget FY 2015-16 and FY 2016-17:**
Andrea reviewed for committee how we got the deficit in the streetscape budget, basically having to pay for payroll that was budgeted to the JWP improvement grant beginning October and we just got awarded the grant in mid March. We will begin booking payroll to this grant beginning April 1. Reviewed all other line items in the DISI budget so committee members can begin thinking about FY 2016-17.

- V. **CBD Funded Streetscape Beautification Elements:**
Andrea asked for committee member to help her research a vendor to put resin or other substance in the history walk panels. Brian volunteered. **To Do Andrea will email John Dennis, cc Brian, and ask for name of vendor who did the original sandblasting.**

- VI. **LED Lighting:** Andrea reported on research back from MTA. Chase provided important information from a technical and design perspective throughout this discussion. **The Trinity** proposal must be over the overhead wires, it cannot hang below them. Andrea sent Trinity developers a list of questions re: their project,

including their thoughts on their installation above the wires. Concern if lights will be strong enough. **Ask about ambient light.**

Loud Lights – feedback from other departments was it will be incredibly difficult to get approval from MTA to install the lighting element in between the tracks, also running the conduit under the tracks may seem simple, but it is very complicated. Andrea did ask the designers their thoughts on alternatives to the lights between the tracks, she is awaiting a response. **Get answers back from MTA on this project.**

Pinwheels the scale is 1” to 1’. The sails are not pliable, so they will not move and should not make any sound with the wind. This is probably the easiest to approve. The LED light in the planter is very doable and not as subject to vandalism. **Could the top of the sails not be rainbow colors?**

The Seed - committee members like this proposal a lot. Concern about taking up a lot of space in the footprint of the plaza. Is it possible to distribute the stems in the planter and/or the gate?

Brian asked if additional answers to questions could be received by the board meeting on 4/14? **Andrea will contact Aphidoidea (The Seed) and ask for more information on the foundation, could the stems be redistributed?**

VII. Public Comment

There was none

VIII. Adjourn

Meeting was adjourned at 7:50 p.m.

Minutes taken and prepared by Andrea Aiello and Brian Gougherty