

**Castro/Upper Market CBD
Executive Committee Meeting
October 4, 2016 Minutes**

Committee Members Present: President Scott James, Treasurer Alan Lau, Secretary Pauline Scholten

Staff/Guests: Andrea Aiello, Executive Director, Alex Harken, CBD Board Member

- I. Introductions/Brown Act/Approve Minutes: Meeting called to order at 9:05 a.m. All members introduced themselves. Scott reviewed the Brown Act.
- II. Appoint Alex Harken to Executive Committee: The Finance Committee will be nominating Alex Harken to be Treasurer in December. To ease transition, the Executive Committee would like to bring Alex on a bit earlier. **Motion** To appoint Alex Harken to the Executive Committee (PaulineS 1, Alan L 2). Call for public comment, there was none, motion passed.
- III. CBD Board Membership: Discussed board membership. Andrea reported that Chase Chambers from the Apothecarium is possibly interested in joining the board. Chase lives in the district at Market & Guerrero and works at the Apothecarium. Brainstormed others – Andrea will contact Rebecca Rolfe and inquire if anyone at the Center is interested. Alan suggested that it is important that we strongly encourage committee members who are not board members to join the board. Alex brought up that it is very difficult from him to get from downtown up to the Castro by 6 p.m. and he would rather have meetings start at 7 p.m. We will put the the meeting date and time on the board agenda. Committee stressed that it is important to make sure we do have a majority of property owners on the board.
- IV. Communication & Marketing by CBD: Discussed, pushing out on social media is critical. Facebook can be timed and automated.
- V. Board Retreat: Discussed board retreat in February or March 2017. Discussed need to make retreat something that people want to go to and that is fun, not something that is dreaded. This means allocating enough time to really get the job done – probably 1.5 days – overnight on a Saturday thru Sunday. Andrea will do some research and get back bring figure to group on cost.
- VI. Public Comment: There was none.
- VII. Adjourn: 10:12 p.m.

Minutes taken and prepared by Andrea Aiello
Approved 12/7/16