

**Castro/Upper Market CBD
Executive Committee Meeting
November 10, 2016 Minutes**

Committee Members Present: Alex Harken, CBD Board Member President Scott James,
Treasurer Alan Lau, Secretary Pauline Scholten
Staff/Guests: Andrea Aiello, Executive Director

- I. Introductions/Brown Act/Approve Minutes: Meeting called to order at 9:05 a.m.
All members introduced themselves. Scott reviewed the Brown Act. **Motion:**
SF1, AH2 Approved October minutes, call for public comment, there was none,
motion approved.

- II. Board Retreat: Discussed board retreat in 2017. Scott, Alan and Pauline all
shared their thoughts on the CBD's past retreats. It has been our practice to
hold a board retreat every 2 years. Scott, Alan and Pauline were positive in the
gains from dedicating planning and discussion time for the board members and
for the organization. Last retreat the focus really was on organization's growth,
need for board growth and discussion of streetscape ideas, beautification, and
economic vitality. As a result of that retreat we hired a 25 hr. week assistant,
are implementing streetscape projects with The Seed and applied for a grant to
implement Retail Strategy Implementation. We also are working on board
member recruitment and have brought on several new board members. All
agreed however the downside of the last retreat was that we didn't allow
ourselves enough time, only allocated about 5 or 6 hours and we didn't really
finish our work. Consensus that if we do this again we really need to make sure
we have enough time, board members can really focus, stay at the big picture
level (don't get into the weeds) and put enough time into planning ahead of
time. Quote from facilitator to run a 1.5 day retreat for us is \$7500. Scott is
looking at AirBnB places maybe in Napa or somewhere out of town. **Motion:**
(SJ1, AL2) To allocate up to \$15,000, from Contingency for a 1.5 day retreat
which may include board members sleeping over night. Call for public
comment, there was none. Motion passed.

- III. Public Comment: There was none.

- IV. Adjourn: 10:03 p.m.

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