

**Castro/Upper Market CBD  
Executive Committee Meeting  
June 28 2016 Minutes**

Committee Members Present: President Scott James, Treasurer Alan Lau  
Staff/Guests: Andrea Aiello, Executive Director

- I. Introductions/Brown Act/Approve Minutes: Meeting called to order at 10:12 a.m. All members introduced themselves. Scott reviewed the Brown Act. **Motion to approve** May minutes (SJ1, AL 2) Call for public comment, there was none; minutes approved.
- II. Annual Report as required by OEWD: OEWD requires the CBD to provide a simple annual report to property owners 90 days after the end of the fiscal year. Committee discussed this. Decided the best option is to provide the required information to the property owners simply in a letter and then to send out a larger document with pictures and showing the work we do later in the year.
- III. Communications & Marketing of CBD: Discussed in detail. Andrea expressed opinion that many property owners still don't know who we are. Alan strongly agreed. Committee agreed we need to put together a marketing effort for the CBD. Alan suggested creating "swag" with CBD logo on it. Alan shared that many of his relatives who own property in the CBD think we are the merchants association and don't understand anything about the CBD.
- IV. Taste of the Castro: First step is to see if the restaurants are interested. Andrea was asked to do this.
- V. Pride Weekend Round-Up: Discussion, really no problems reported. Scott asked Andrea to strongly suggest signage for the porta potties next year.
- VI. Public Comment: There was none.
- VII. Adjourn: 11:20 p.m.

Minutes taken and prepared by Andrea Aiello  
Approved July 26, 2016