

Castro/Upper Market CBD  
Executive Committee Meeting  
August 1, 2017 Minutes

Committee Members Present: Treasurer Alex Harken, Vice President Alan Lau, Secretary Pauline Scholten

Staff/Guests: Andrea Aiello, Executive Director

- I. Introductions/Brown Act/Approve Minutes: Meeting called to order at 10:05 a.m. All members introduced themselves. Alan chaired the meeting in Scott's absence and reviewed the Brown Act. **Motion** (AL1, PS 2) approve July Minutes. Call for public comment, there was none. Motion approved.
- II. Nominate New President for CBD: Discussed, Andrea reported that Chase Chambers is willing to step in and help the CBD out. Discussion. Alan added that the role of the president is really as much time as that president wants to put in. The most important role is running the board meetings in a way that is efficient, we stay on the agenda but allows everyone to talk and the president doesn't sway the board in one way or another. **Motion** AL1, AH2 to nominate Chase Chambers to seat of president of the board. Call for public comment, there was none. Motion passed.
- III. Retreat Review and Next Steps: Tracking our progress on the retreat objectives is important. How can we do this best? Andrea suggested that committee chairs be charged with reporting back to board on progress in December. Discussion. Committee decided that each month committee chairs will be asked to report back to the board on their progress. Discussed Scott's report from the survey monkey survey he reported on at the July board meeting: board members generally like Thursday evenings. Board members mostly would rather meet every other month rather than monthly and support the idea that the executive committee gets charged with additional decision-making responsibility. Discussion. What does this additional decision making responsibility look like? When would decisions in between board meetings most likely come up? Answer: probably land use decisions. Discussion and proposal for full board to consider:
  - The executive committee will be granted additional decision-making authority to make decisions in between board meetings on an urgent basis (decision needs to be made before next board meeting) If the number of people involved in the vote equals 40% (quorum) of the sitting board members (this means the committee members making the recommendation plus the exec. Committee members voting). The committee chair or his/her representative must present to the executive committee. Exceptions are voting on the annual budget, voting on board nominations/officers.
- IV. Annual Social: Andrea reported that Jamal is interested in helping out, but he was not able to attend this meeting. Discussed timing of events, The Seed will unveil last weekend in September, social very next Sunday. Should we

have the Seed unveiling on October 7th and party on October 8th? Alan suggested that we don't know for sure when the Seed will be ready and we should leave this date flexible. Keep date for the social. What are objectives?

1) To improve property owner, merchant and community understanding of good work of CBD.

2) Fundraiser: how much \$ is our goal? Discussion, more funds we want to raise, more work. Alex recommended that though she is not a fundraiser, Andrea should contact Emily L. to see if she can help put on the event, manage all the logistics etc. Andrea said she would inquire.

- V. Marketing CBD: Andrea reported she did have a meeting with a marketing professional to get his input. His recommendation: not necessary to do annual survey of cbd; it is critical to build positive image among merchants, residents and property owners. Best way to get to property owners is through their tenants. Send out quarterly or every other month mailings, large postcards? Good works of CBD, easy to read. Andrea reported to this end she has hired professional photographer to take pictures of all the work CBD does.

- VI. Adjourn: 10:12 a.m.

Minutes taken and prepared by Andrea Aiello  
Approved 9/5/17