

**Castro/Upper Market Community Benefit District
Services Committee Minutes**

April 11, 2016 6:00 pm - 7:00 pm

Present: Joel Bubeck, Services Committee Chair, Alan Lau, Treasurer
Guests/Staff: Andrea Aiello

I. Introductions/Brown Act: Meeting called to order at 6:05 p.m. All introduced themselves, reviewed the Brown Act. **Motion** (ALM, JL2) Approve February 29 2016 minutes. Call for public comment, there was none. Motion passed.

II. FY 2016-17 Budget: Discussed Block By Block (BBB) budget. BBB is proposing about a 4.12% increase in their budget this year. Significant more increase if the Dpt. of Labor passes the ruling about exempt vs nonexempt employees. Our Operations Manager is exempt, salaried. Keeping the Operations Manager as salaried would mean an increase in our budget of \$5,000. Andrea will discuss increase with Daniela; discuss options if the Dpt. of Labor ruling passes. Related to Patrol Special, they are increasing their rates by 4%.

III. CBD Survey: Andrea showed draft of the survey monkey survey. Comments and discussion, to add questions about safety, castro cares (CC hyperlink for detail), beautification, neighborhood vitality and rank what are your priorities? Every Door direct mailing is too expensive. Mail postcard re; survey on-line to merchants and property owners and try to have Hoodline run short article and push survey, possibly merchants post poster in their windows. The idea is to get people who frequent the Castro to take the survey in addition to the merchants and property owners. Poster should be simple – Got Opinions About the Castro? Survey link.

IV. Survey of CBD Services: Discussed CBD survey. Discussed providing an incentive for response...maybe a gift card or a discount to a local merchant. Discussed paper mailing vs Survey Monkey. Committee decided to mail out postcard with on-line information to access survey or call for a paper copy. Look into Every Door Direct mailing to include residents in area. Liked surveys that use a likert scale to answer questions. Must be short.

V. Public Comment : There was none

VI. Adjourn: Adjourned at 6:50 p.m.

Minutes taken and prepared by Andrea Aiello

Approved 7/12/16