



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

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Minutes of the Regular Monthly Board of Directors Meeting on December 8, 2016

Castro Community Meeting Room; 501 Castro Street, Second Floor; San Francisco, California

The meeting was called to order at 6:04 pm by President Scott James. A basic quorum was present and maintained throughout the meeting.

Directors Present: Joel Bubeck, Alex Harken, Treasurer Alan Lau, Jim Laufenberg Secretary Pauline Scholten, Shawn Vergara

Directors Absent and Excused: Hubert Ban, Brian Gougherty, Pat Sahagun

Guests Present: Chase Chambers, Board Applicant, Strut Site Director Jared Hemming, Operations Manager CBD Clean Team, Joe Castagnola, Emily Leys, consultant for board retreat, Jason Luger, Business Attraction Consultant for Retail Strategy, David Tessler, property owner in district **Staff:** Executive Direct Andrea Aiello (taking minutes)

Brown Act Notice

Alan summarized California's Brown Act, as its rules apply to the CBD's board meetings. They include provisions that meetings are publicly noticed in advance and are open to the public; for public comment before any vote is taken on each agenda item and following committee reports; and for general public comment, scheduled as Item 4 on the agenda for this meeting, to be called in order but no later than 7:55pm. Guests who interrupt or are otherwise disruptive of the meeting will be given a verbal warning. If a second interruption or disruption by the individual(s) occurs at the meeting, they will be asked to leave. A copy of the meeting agenda was publicly posted timely in advance, on-line at www.castrocbd.org and at the S.F. Public Library, 100 Larkin Street. A copy of the board package was available for public review at the meeting.

Introductions

Board members introduced themselves and noted any current, potential conflicts of interest. Guests were invited (but not required) to introduce themselves and to sign in.

Board Meeting Minutes from November 10, 2016

Motion M-JL1, AH2, to approve November 10, 2016 minutes. No changes. A call for public comment was made on the November 10, 2016 minutes (there was none), those minutes were approved.

Announcements

There were no announcements.

Executive Director's Report

Andrea reported on the Castro Merchants holiday tree lighting as a positive event and informed the board that the Castro CBD's holiday lights in the Jane Warner Plaza are also up. Andrea reported she has had a busy month working on contract amendments for CBD's grants, getting the 1st quarter report ready, orienting the new bookkeeper, and selecting the Business Attraction Consultant for the Retail Strategy. Andrea introduced Joe

and, discussed the survey results that had been distributed previously. Andrea reviewed the report and there was general discussion. In response to the survey, discussed the renewed efforts to improve steam cleaning, and distribution of dispatch cards. Joe spoke about the team, discussed his priorities with ensuring each parcel in the district is cleaned daily. Also discussed some of the challenges in the district, particularly related to one or two individuals who can cause havoc and set back the progress of the clean team. He said he has begun working the 5 a.m. shift and working the Castro when Henri is steam cleaning. It is taking him a good 4 hours to get Castro St. and 18th cleaned. It should not be taking so long. It is generally due to toters being dumped and other trash from people living on the streets. Board members asked a few questions.

President's Report

Scott James welcomed everyone to the Castro/Upper Market Community Benefit District's annual meeting and reserved his report for the Executive Committee Report.

Executive Committee Report

Motion: from committee to accept Chase Chambers application for CBD Board of Directors. Call for public comment, there was none. Chase as asked to step out, members voted, Chase was elected by majority of votes and brought back and welcomed to the board. Chase will fill a two-year term expiring in 12/2018.

Scott J. announced that this was Joel's last board meeting and he would be resigning after this meeting. Scott thanked Joel and spoke to the unique contribution the Joel has made to the board. Andrea thanked Joel also, and particularly thanked Joel for his willingness to speak up and voice his opinions and his creative ideas. Andrea informed the board that it was really Joel who pushed her to start the successful Castro Ambassadors. Joel expressed his thanks to board members and told the board members that the CBD has more power and influence than we think and as we move forward we should use this power.

Motion: from committee to re-elect Alex Harken, Call for public comment, there was none. Board members voted (Alex H. abstained), motion approved. **Motion:** from committee to re-elect Jim Laufenberg, Call for public comment, there was none. Board members voted (Jim L. abstained), motion approved. **Motion:** from committee to re-elect Alan Lau for another two-year term, to the board. Call for public comment, there was none. Board members voted (Alan L. abstained), motion approved. **Motion:** from committee to re-elect Scott James for another two-year term, to the board. Call for public comment, there was none. Board members voted (Scott J. abstained), motion approved. Alex, Jim, Alan and Scott welcomed to another two-year term.

Motion: from committee to approve Alan L. to resign as Treasurer and appointed to Vice President. Call for public comment, there was none. Call for vote, motion approved (Alan L. abstained). **Motion:** from committee to approve Alex Harken as Treasurer. Call for public comment, there was none. Board members voted (Alex H. abstained), motion approved.

Scott J. introduced Emily Leys as consultant CBD will hire to be facilitator for the board retreat. Confirmed retreat will be the weekend of April 28th. Discuss location and purpose again of retreat. Board members expressed reluctance to have to travel far, especially to travel far on a Friday night after work. Shawn strongly suggested that either for the retreat or maybe as pre-retreat work the board take a few field trips to different neighborhoods in the Bay Area that are thriving, organize a structured tour and then debriefing session after the tour. Neighborhoods suggested include Rockridge, Montclair, San Jose, Santa Cruz. Joel suggested that we look at neighborhoods that have similar attributes as the Castro such as strong public transit. Andrea will follow-up with Shawn on this idea.

Finance Committee Report

Alan L. presented 1st Quarter Report, explained variances. No questions.

Land Use Committee Report

Andrea introduced Jason Luger, PhD the new contractor hired as the Business Attraction Consultant to work with the Retail Strategy steering committee implement the recommendations. Andrea spoke highly of Jason –

Jason is a lecturer in Urban Studies at UC Berkeley, USF and SFSU. He brings a global perspective to this position having worked in London, Australia, and Singapore and worked for local governments and in the private sector all related to urban studies, urban revitalization and economic development. Jason also spoke of his background. Pauline spoke highly of Jason having reviewed his resume and is very excited that he will be working with us. Shawn V. also expressed his excitement for Jason's expertise and moving the project forward.

District Identity & Streetscape Improvement

Scott J. presented the DISI report. He stated that we had a guest attend the last meeting who brought up some provocative ideas for the DISI to discuss particularly around parking protected bike lanes. DISI is still working on ideas for the upcoming Community Challenge Grant.


General Public Comment

It was approximately 7:05 and given that this meeting was the annual meeting Scott opened the meeting up to the guests to bring up issues related to the CBD, but not on the agenda. David Tessler raised his concern about the poor quality of the sidewalk and the large chips in front of his property at 577 Castro St. Andrea advised the board and Mr. Tessler that she has been informing the city about this problem for about 6-8 months. She took pictures of all the problems and took a tour of the sidewalk with DPW. Most all of the chips and cracks DPW deemed as not covered under the warranty. She has specifically been advocating for Mr. Tessler with the Supervisor and with DPW, lately, there has been no response to her emails related to the sidewalk concerns. Andrea noted that the Ghilotti contract is still open and there is probably an opportunity to still do something. She will contact DPW again on Mr. Tessler's behalf. No other comments.

Adjournment

Motion to adjourn JL1, AL2. The meeting was adjourned at 7:13 p.m.
Minutes taken and prepared by Andrea Aiello

Date Approved 1/12/17


Pauline Scholten, Secretary