

**Castro/Upper Market Community Benefit District
District Identity & Streetscape Improvement Committee Meeting
October 3, 2016 Minutes**

Committee Members Present: Brian Gougherty , Scott James

Guests/Staff: Andrea Aiello, E.D.

Absent/Excused: Brad Lautenbach, Shawn Vergara

- I. **Introductions/Brown Act:** Meeting called to order at 6:06 p.m. All introduced themselves, Brown Act reviewed. **Motion** (SJ1, BG2) approve 8/22/16 minutes, call for public comment, there was none. Motion approved.
- II. **Community Challenge Grant:** Utility boxes not moving forward. Using a wrap instead of painting might be more acceptable to MTA and CCG. We may explore decals. **To Do:** Invite Susan or other SFAC rep to next DISI meeting for Informational Session + Q&A
- III. **JWP** Cement pad for shed has been poured - still working on the full installation and painting. Block by Block has taken over plaza stewardship and they're doing a good job so far. Model for The Seed is really cool and lights up. Installation begins in May. SFAC formally approved The Seed at the 9/12 SFAC meeting. DPW permit comes next.
- IV. **New Beautification Project and Grant Application:** Ideas of possibilities to explore include: Ideas to explore: Wind Sculptures, Bike Racks, Word Art - from Chicago, Way Finding Signs, Light Up Gumdrops. Location ideas: Medians or Bulb outs (Duboce and Market, LGBT center, mini plaza at Market, Elgin Park and McCoppin).
- V. **Outreach to Residents in new buildings:** Andrea organized a "meet & greet"/learn about the CBD event at 38 Dolores (above Whole Foods). This was a successful event, but there is a lot of transiency with renters, it might be better to put our energy into condo owners.
- VI. **Castro Street Fair** - photo booth - hard to get people engaged Is interest in the fair waning? What about other fairs in the city? Would be interesting to have the org running the fair present to us/Merchants, CBD should decide if we want to play a bigger role in 2017.

Minutes taken and prepared by Brian Gougherty and Andrea Aiello
Approved 12-5-16