

**Castro/Upper Market Community Benefit District  
District Identity & Streetscape Improvement Committee Meeting  
December 4, 2017 Minutes**

**Committee Members Present:** Chair Brian Gougherty, , Peter Laska,

**Guests/Staff:** Andrea Aiello, E.D., Daniel Bergerac, President Castro Merchants, Mark McHale President Eureka Valley Neighborhood Association, John Goldsmith, Eureka Valley Foundation/Pink Triangle Park,

- I. **Introductions/Brown Act Minutes Approval:** Meeting called to order at 6:07 p.m. All introduced themselves, Brown Act reviewed. BG1, PL2 **Motion** to approve August 7<sup>th</sup> 2017 minutes. Call for public comment, there was none. Motion approved.
  
- II. **New Beautification Ideas:** Andrea led group in discussion of possible ideas for the \$100,000 Community Challenge Grant funds that have been redirected away from the Pink Triangle Park renovation at the request of the Eureka Valley Foundation. Discussed Upper Market Ped Safety Improvement project and potential for collaborating with city on this project...but the timing is not right for the grant. Andrea suggested repairing the Hope for A Cure AIDS Mural on 16<sup>th</sup> St. All agreed this would be a great use of the funds. **Motion:** BG1, PL2 Inform CCG that we would like to redirect the \$100,000 to repair the mural. Call for public comment. Daniel and Mark and John G. agreed this is a great use of the funds. Motion passed. **To Do:** Talk with Precita Eyes, CCG office, and Starbelly Restaurant Group and collaborate.
  
- III. **Castro St. Improvement Project:**
  - a. Broken Leaning Rails & Damaged Trees: Daniel B. presented the problem of 3 leaning rails that are broken and the 2 trees on the 500 block of Castro St. which have their core lead branch vandalized and broken. This is causing the trees to grow like a bush rather than a tall gingko. Daniel has had discussions with John Dennis, Public Works and the city will not replace the broken street furniture, nor will they replace the broken trees. Leaning rails are \$800 to replace. Suggestion to purchase 5 and understand that things break. Andrea discussed that three leaning rails were broken and the project was completed in October 2013. Brian G. questioned if there are other possible designs that might be sturdier? Brian G. also raised concern that this sets precedent that the CBD will replace broken street furniture. Discussed 2 vandalized trees also, one is worse than the other. Andrea reported that the city inspected them and they do not deem them necessary to replace. Discussion also about setting precedent if the CBD pays to replace these trees. Decision: Peter will research: other types of street furniture, clarify costs with DPW, will DPW install if CBD purchases?, storage of extra 2? Where? Castro Merchants is a possibility. Are there insurance issues?  
Trees: let's evaluate after tree trimming, Andrea will contact DPW for replacement cost.

- IV. The Seed:** Discussed recent incident of person climbing into the flower, no damage. Discussed vandalism of electric boxes, Exec. Committee approved funds to build cage. Andrea to talk with broker about insurance.
- V. Retreat Objectives:** Brian will review objectives and update DISI progress and send to committee for review.
- VI. Public Comment:** Stuart Dick discussed his interest in programming lights for the seed and the Castro ST. LED lights, he also discussed narrative explaining the seed. He would like the plaque narrative to anchor the seed in the Castro community. He will draft something and share it with Andrea who will share with DISI members, Andrea will connect him with Alan re: programming. Stuart also discussed his idea re: HOPE and Harvey Milk and using hope in the public realm, much discussion and to be continued at next DISI meeting.
- VII. Adjourn**  
Meeting adjourned at 7:40 p.m.

Minutes taken and prepared by Andrea Aiello & Brian Gougherty  
Approved 1/8/18