

**Castro/Upper Market Community Benefit District
District Identity & Streetscape Improvement Committee Meeting
February 6, 2017 Minutes**

Committee Members Present: Chair Brian Gougherty, Scott James, Peter Laska, Shawn Vergara

Guests/Staff: Andrea Aiello, E.D., John Goldsmith, Pink Triangle Memorial & Park Volunteer Coordinator

- I. **Introductions/Brown Act Minutes Approval:** Meeting called to order at 6:37 p.m. All introduced themselves, Brown Act reviewed.

- II. **Long-Term Stewardship Harvey Milk Plaza**

Brian G. presented situation. Friends of Harvey Milk Plaza (FHMP) is overseeing the competition and construction phases of the Harvey Milk Plaza redesign, but what happens post construction? Who will maintain the plaza? Should FHMP become its own 501c3? This is expensive and not very efficient use of resources and duplicates CBD's role in the community. Board instructed DISI to discuss the CBD taking over control of HMP post construction. **Motion** (Scott J. V 1, Shawn V. 2) To recommend to the board, that CBD proposes to FHMP that, when the time comes, post-construction, an agreement be developed which turns the responsibility of maintaining and activating HMP to the Castro/Upper Market Community Benefit District. Call for public comment, there was none, motion approved. Brian also added that it will be important for the fundraising effort to include an endowment for maintenance/activation Harvey Milk Plaza.

- III. **Pink Triangle Park and Community Challenge Grant**

John Goldsmith reported to the committee on the volunteer efforts that he's coordinated the past few weeks. John also reported that he is committed to using sustainable and organic gardening strategies in the Park. Two volunteer clean up days organized so far. Moving forward, 1st & 3rd Saturday 9 a – 1 p. The Park is looking better! Brian G. thanked John for his leadership and his efforts. **Motion:** (BG1, SV2) To apply for a Community Challenge Grant to fund much needed maintenance and upgrades to Pink Triangle Park. Andrea informed committee that while there has been a volunteer taking care of the garden and gravel, PTMP has not had any major maintenance or upgrade since it was built in 2001. There are some very expensive maintenance items, and upgrades. Discussion, call for public comment, there was none. Motion approved.

- IV. **Prepping for The Seed**

Andrea reported that she called/emailed 3 landscape companies to get a price quote on the work that needs to be done in Jane Warner Plaza. She only received one response, from Ground Cover Landscaping. Andrea shared the estimate details, these costs are grant funded. The total estimate is \$21,218.68. Most of the costs are labor for hand shoveling out all the contents in the 2 concrete planters. Also discussed need to have empty planters covered in the interim. Andrea reported that John Dennis thought the idea of plywood secured

to the top would work, but the planters are not level, so different pieces of plywood would be necessary.

Motion: (BrianG. 1, PeterL 2) To approve \$21,218.68, plus an additional \$2500 to install the plywood, total of \$23,718.68 contract with Ground Cover Landscaping for prepping the JWP for The Seed and general landscape update. Call for public comment, there was none. Motion approved.

Andrea also reported that we will need temporary signage during the construction to let everyone know what is going on and then we will need permanent signage for The Seed during the entire time it is up. The temporary signage can be located in the center of the plaza in between the 2 metal gates (where the olive trees are). Brian suggested we contact Aphidoidea with ideas for permanent signage.

V. Live! In The Castro Marketing

Andrea reported that the CBD survey results show that respondents like what we are doing in Jane Warner Plaza. Live! In The Castro was rated over 60% favorable by both groups and respondents comments were mostly around not knowing the schedule of the Live! events and not having enough seating in the plaza. Andrea is working on having signage in the plaza that is updated weekly.

VI. Moving Forward on Streetscape Beautification

Brian reported that he and Andrea met with Anna Muessig, Gehl Architects to discuss the CBD's interest in activating Upper Market and especially discussing public art. We discussed the possibility of Gehl developing a position paper that the CBD could use in planning activation and public art strategies on Upper Market. It was a very fruitful discussion and Gehl will be coming to present at DISI at the March 6th meeting.

VII. Public Comment

There was none

VIII. Adjourn

Motion (BG1, SJ2) To adjourn, call for public comment, there was none. Meeting adjourned at 8:03 p.m.

Minutes taken and prepared by Andrea Aiello
Approved March 6, 2017