

**Castro/Upper Market Community Benefit District
District Identity & Streetscape Improvement Committee Meeting
June 6, 2016 Minutes**

Committee Members Present: Scott James, Brian Gougherty , Shawn Veraga

Committee Members Absent: Nick Humann **Guests/Staff:** Andrea Aiello, E.D.

- I. **Introductions/Brown Act Minutes Approval:** Meeting called to order at 6:08 p.m. All introduced themselves, Brown Act reviewed. **Motion** to approve May minutes (BG1, SJ2) call for public comment, there was none. Motion approved.

- II. **CBD Funded Beautification Elements**
 - a) Informed the committee of the funds sitting with Horizons Foundation for Harvey Milk Plaza improvements. Andrea told the committee that MTA is going to be installing a 2nd elevator at the Castro MUNI station and it will be in the “sunken” garden.
 - b) There is \$5000 in the FY 2016-17 budget for “beautification” these are funds from assessment dollars.
 - c) History Walk: no update or progress so far.

- III. **Other Funding Opportunities**
 - a) Community Challenge Grant: public space beautification, often times requires volunteers working to create a project. Recent conversations with CCG indicate that this requirement may be loosening.
 - b) Mayor’s Office of Housing and Community Development: public space improvements, must be within .5 miles of new development and developer must sign off on the project.

- IV. **Jane Warner Plaza Live! In The Castro:** Discussed promotion of the Live! In The Castro events. We had a full page ad in the BAR that was their in-kind contribution to the 10 Year Anniv. Party. BAR has offered the bottom of the front page the 4th week of the month for about \$600 each time. Lynn’s offer in the PiP Examiner insert for \$1000 reaches a targeted audience. Weighed pros and cons. Committee consensus to go with the People In Plazas insert in the Examiner. No motion needed.

- V. **Castro Ambassadors:** Andrea reported there are about 20 active Castro Ambassadors each working about 4 hours/month welcoming visitors to the neighborhood.

- VI. **Public Comment**

There was none

- VII. **Adjourn:** Meeting was adjourned at 7:12 p.m.

Minutes taken and prepared by Andrea Aiello
Approved 7/11/16