

**Castro/Upper Market Community Benefit District
Land Use Committee
October 24, 2016**

Minutes

Present: Alan Lau, Scott James, Helen McClure

Absent/Excused: Shawn Vergara, Jim Laufenberg

Guests/Staff: Andrea Aiello, Executive Director

- I. Introductions/Brown Act: Meeting began at 9:08 a.m. Reviewed Brown Act. Committee members introduced themselves. **Motion** approve July meeting minutes AL1, HM2 call for public comment, there was none. Minutes approved.

- II. Review Meeting with Planning Dpt: Discussed meeting. Take Away: Important to continue conversations and develop relationships. **Decision: for each project one committee member will take the lead with Andrea for support and research project.**

- III. Retail Strategy: Andrea reported that Steering Committee has been formed. Composed of good leaders in the field. Representatives from Cushman/Wakefield, Prado, Castro Merchants, EVNA and DTNA and includes small business owners and experts in commercial real estate and retail. Grant requires that we hire a contract consultant to do much of the work of the project re: vacancy reduction. Andrea reported that she posted the job announcement on Craigslist and distributed it to Cal Berkeley Urban Planning Grad program and through Steering Committee. Received one response which was very unqualified. Currently there is \$16,500 available for the consultant. Andrea is requesting if Land Use Committee would recommend allocating up to \$3500 from Contingency to be able attract a more qualified candidate. This would bring to amount available to pay the consultant up to \$20,000. Skills needed include: bringing property owners and brokers together and begin to develop/market vacancies, marketing properties. The draft job announcement is attached. This position is critical to making the project successful. **Motion:** (HMc 1, AL2) To allocate up to \$3500 from contingency to Retail Strategy to increase the amount offered to the consultant to up to \$20,000. Motion Approved.

- IV. Public Comment
There was none.

- V. Adjourn
10:00 a.m.

Minutes taken and prepared by Andrea Aiello
Approved 12/5/16

