

**Castro/Upper Market Community Benefit District
Land Use Committee**

February 22, 2016 9:00 – 10:00 am

Minutes

Present: Alan Lau, Jim Laufenberg, Scott James, Shawn Vergara

Absent/Excused:

Guests/Staff: Andrea Aiello, Executive Director; Helen McClure

- I. Introductions/Brown Act/Minutes
 - a) Meeting began at 9:04 a.m. Reviewed Brown Act. Committee members introduced themselves. **Motion:** (JLM, AL2) To approve February 11, 2016 minutes. Call for public comment, there was none. Motion approved.

- II. Letter to Planning Director Rahaim
 - a) Discussed, **To Do:** Andrea and Scott will draft.

- III. Retail Strategy Implementation
 - a) Discussed new grant and how to implement. Priorities are: Working with property owners and brokers to develop a vision on around Church and Market node; keeping Castro/Upper Market in mind of brokers so they think of upper Market for their clients – quarterly targeted newsletter; pop ups in vacant store fronts. Discussed staffing this project. Jim offered his assistance when necessary. Discussed Bill Pearson’s letter. Bill suggested working with ArtSpan and Jazz in the Neighborhood, Classical Revolution, Intersection for the Arts. Good ideas. Pop-up discussion: there’s a company that manages pop-ups; doesn’t have to be art, can be incubator opportunity, Habitat for Humanity store is a possibility; campaign headquarters; contact Small Business Commission re: short-term leases. ETSY...?? If we do pop-ups, how do we promote these new businesses? What about cross-referrals? Retail Strategy suggested that this could be improved.

- IV. Legislation Related to 100 Church St.
 - a) Supervisor Wiener is considering developing emergency zoning legislation to limit medical establishments in this area by requiring a CU. Discussed, not enough information is available to take any action.

- V. Public Comment

There was none.

- VI. Adjourn

10:15 a.m.

Minutes taken and prepared by Andrea Aiello
Approved 4/25/16