



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114

www.CastroCBD.org 415-500-1181

Minutes of the Regular Monthly Board of Directors Meeting on March 9, 2017

Castro Community Meeting Room; 501 Castro Street, Second Floor; San Francisco, California

The meeting was called to order at 6:02 pm by Board President, Scott James. A basic quorum was present and maintained throughout the meeting.

Directors Present: Chase Chambers, Brian Gougherty, Jim Laufenberg, Secretary Pauline Scholten, Pat Sahagun, Vice President Alan Lau, Shawn Vergara

Directors Absent and Excused: Hubert Ban, Treasurer Alex Harken, Shawn Vergara

Guests Present: Peter Laska Board Applicant, Jeff Sparks District Director for Senator Scott Wiener, **Staff:** Executive Director Andrea Aiello, Program Coordinator Kristin Wojkowski (taking minutes)

Brown Act Notice □

Alan summarized California's Brown Act, as its rules apply to the CBD's board meetings. They include provisions that meetings are publicly noticed in advance and are open to the public; for public comment before any vote is taken on each agenda item and following committee reports; and for general public comment, scheduled as Item 4 on the agenda for this meeting, to be called in order but no later than 7:55pm. Guests who interrupt or are otherwise disruptive of the meeting will be given a verbal warning. If a second interruption or disruption by the individual(s) occurs at the meeting, they will be asked to leave. A copy of the meeting agenda was publicly posted timely in advance, on-line at www.castrocbd.org and at the S.F. Public Library, 100 Larkin Street. A copy of the board package was available for public review at the meeting.

Introductions □

Board members introduced themselves and noted any current, potential conflicts of interest. Guests were invited (but not required) to introduce themselves and to sign in.

Board Meeting Minutes from February 9, 2017

Motion M-JL1, PS2, to approve February 9, 2017 minutes. No changes. A call for public comment was made on the February 9, 2017 minutes (there was none), those minutes were approved.

Executive Director's Report

Andrea Aiello reported. We are spreading news of the new Live! In the Castro season in a variety of new ways on-line.

Our Clean Team struggles with trashcans tipped over and dumped out. They spend a lot of time recollecting garbage. Alan Lau asked if Recology has a policy regarding this? Andrea will contact Recology to inquire. It usually falls to the property owners.

Pauline suggested we look into having more daytime police. Street people have seemed more aggressive lately. Patrol Special Police are going through the process of hiring new officers.

Guest Jeff Sparks, District Director for Senator Scott Wiener joined us and introduced himself and talked about his history in the military and his involvement with the soda tax campaign. Jeff would like to attend meetings on a recurring basis. Any questions the board would like to ask Senator Wiener should be directed to Jeff at least two days in advance.

President's Report

Scott James thanked the board for changing the April meeting to April 6.

Board retreat will cover long range planning goals. Scott will create data points considering how the neighborhood has voted. Sometimes the loudest voice gets the most attention but doesn't necessarily reflect the consensus. Andrea and Shawn Vergara have talked about board members taking field trips to other neighborhoods and cities to see other streetscape improvements, marketing strategies, pedestrian safety measures, general economic vitality and what seems to make the neighborhood tic..

A call for questions was made. There were none.

Executive Committee Report

Board applicant, Peter Laska introduced himself and talked about his background as an architect and current position in real estate systems with Google. Peter's passion is urban design. He's interested in new ways to enliven areas. Peter lives in the neighborhood and has ideas regarding the neighborhood's commercial vacancies. Brian Gougherty thanked Peter for joining the DISI Committee. **Motion** was made to approve Peter's board application. M-JL1, AL2 Approved. Peter is now recognized as a voting member of the Board. Welcome aboard!

Finance Committee Report

Alan Lau thanked Andrea and Ahn for making the quarterly report better. Things are stable and not changing too much. Andrea spoke of receiving assessment fees from previously late tax bills. Affiliate membership is not going to meet the projected budget. Two potential affiliates did not sign up. Other changes include the Seed being delayed due to permit delays so our payment to Aphidoidea is delayed. Castro Cares is under spending due to the lack of current daytime officer. Mark McHale will host a Castro Cares fundraiser. May 4th and May 23 are possible dates. May be held at the Vanguard office.

Item *b) Amendments to correct Fiscal & Governance Policy Manual* will be pushed to next meeting in April. Andrea will send out early for board members to review.

A call for questions was made. There were none.

District Identity & Streetscape Improvement

Andrea corrected Motion made in February. Not all landscaping work for the Seed will be grant funded. \$3000 will come out of DISI's budget. BG made **Motion**, JL2. Approved.

The Community Challenge grant application is due March 24th. We are applying for the max amount of \$100,000 to improve the infrastructure of Pink Triangle Park. This requires a 35% (\$35,000) match in-kind donation, cash or volunteer hours. Committee is confident the funds can be raised. Plan for funds include updating the irrigation system and pylons repaired and/or replaced. We have two from original install.

There seems to be excitement from outside the neighborhood for this project with families coming from outside of the city to volunteer and donate. A school will have a field trip to paint over graffiti and will receive a neighborhood tour by Kathy Amendola of Cruisin' the Castro.

The Seed won't be ready to unveil on Harvey Milk Day. Delay is due to MTA. Might be ready for Pride. Unveiling could be a community event featuring the Civic Symphony playing the ceremony.

Brian Gougherty spoke about Gehl Architects, a data driven urban design firm based in San Francisco. Gehl is responsible for the Times Square reboot from vehicle to pedestrian based. Gehl is very expensive but we might be able to use a scaled down version to lower our cost. Goal would be to have a report similar to our Retail Strategy report for the east end of the district (Church/Octavia) showing why people "stick" to certain areas and how to make this area "stickier".

ManDance would like to collaborate on an Every Door Direct mailing fundraiser for Live! In the Castro and ManDance's Nut CrackOr event. They would like the CBD to be a fiscal agent. They raise funds and we do the design and mailing work. Alan Lau suggested something simpler – ManDance has all donations just go directly to CBD and since we're using the money for one of our projects, we can do this with a simple memo of understanding.. The result is the same without a fiscal agent agreement. Andrea will suggest this method to Bryon Heinrich (Director of ManDance).

Services Committee Report

Chase Chambers made report. Discussed idea of purchasing a dog poop bag dispenser as a trial. Block by Block has found it hard to find new staff. A bonus has been suggested, if we have funds. Chase volunteered to be the Chair of the Services Committee.

Andrea reported Safeway and the SF Bike Coalition will sign a document authorizing the SF Bicycle Coalition to be the authorized agent for the bike path mural. This will allow the SF Bike Coalition to sign a graffiti removal waiver with the CBD.

Land Use Committee Report

Scott James reported that the committee met with the Planning Dpt. staff to learn about the new Urban Design Guidelines. There was discussion about how to create neighborhood style guidelines to help prevent bland designs.

General Public Comment

A call for public comment was made. There were none.

Adjournment

The meeting was adjourned at 7:19 p.m.
Minutes taken and prepared by Kristin Wojkowski

Castro/Upper Market CBD Minutes March 9, 2017

Date Approved April 6, 2017

A handwritten signature in cursive script that reads "Pauline Scholten". The signature is written in a dark ink and is positioned above the printed name.

Pauline Scholten, Secretary

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