



CASTRO COMMUNITY BENEFIT DISTRICT BOARD MEETING AGENDA

Members of the public are welcome and public comment is welcome. Due to the public health crisis caused by COVID-19, this meeting is being held online via zoom. Members of the public will be asked to identify themselves if they so wish. Public comment can be provided at the appropriate time by stating your desire in the chat function of the zoom program. You will be called to speak in order from the chat function.

DATE: Thursday June 10, 2021
TIME: 6:00 p.m. – 7:30 pm
PLACE: Via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/87976821281>

Meeting ID: 879 7682 1281

[Join by phone](#)

(US) +1 413-758-2013 PIN: 170 658 994#

1. CALL TO ORDER AND INTRODUCTIONS *6:00 PM*
2. WELCOME AND GENERAL PUBLIC COMMENT
3. MINUTES APPROVAL
 - A. Discussion and consideration for authorization to approve April 08, 2021 CBD Board Meeting Minutes
4. ANNOUNCEMENTS/REPORTS
 - A. Announcements
 - 1) EVNA Update
 - 2) Other Announcements from Board members
 - B. EXECUTIVE DIRECTOR REPORT
 - 1) Plans for Pride
 - 2) City Budget
 - 3) BBB \$1000 credit
 - C. PRESIDENT'S REPORT
 - D. EXECUTIVE COMMITTEE REPORT
 - 1) Report back to board from committee meeting

E. FINANCE COMMITTEE REPORT

- 1) Motion from the Finance Committee to Approve a 1.6% Assessment increase based on the February CPI for the S.F. Bay Area.
- 2) Discussion and consideration to approve either the CBD Budget for FY 2021-22 as presented with the 1.6% assessment increase or as presented without the 1.6% assessment increase, based on the vote to approve the 1.6% assessment increase or not.

F. RETAIL STRATEGY COMMITTEE REPORT

- 1) Update from committee meeting
- 2) Discussion and recommendation to the board to approve a contract with Josh Decolongon for a social media campaign for \$8,000.

5. MOTION TO ADJOURN

Welcome to the Castro/Upper Market Community Benefit District Board of Directors Meeting. The CBD's board is made up of volunteers, many of whom own property in the district and/or are business owners in the district. Others live in the Eureka Valley neighborhood and have a history of commitment to making it a better place to live, visit, and work. None of the board members are compensated.

The CBD's mission is to improve the quality of life in the district by supplementing services performed by the city and county of San Francisco. Those services include but are not limited to street cleaning, greening, neighborhood beautification, and public safety. The CBD is funded by a special assessment approved by and paid by property owners in the district, grants and donations. It receives no public tax dollars. The assessments appear on property tax bills, are collected by the San Francisco Assessor's Office, and forwarded by that office to the CBD. Members of the public are welcome to but not required to introduce themselves and to sign in on the sheet provided. If, when a member of the public speaks, the Chair asks them to introduce themselves, it is done as a matter of courtesy. If the speaker does not wish to introduce themselves, they are free to decline. Members of the public are welcome at all board meetings and committee meetings except for closed sessions as allowed for in the California Brown Act.

About Public Comment

General public comment is taken on issues relevant to the Castro/Upper Market Community Benefit District and will be limited to 2 minutes per person, 6 minutes total. Public comment is also taken on every agenda item, after board discussion, but before the board vote. Public comment at this time is limited to the specific agenda item. These limits may be modified by the Chair at their discretion. Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner. "Disruption" includes personal attacks, physical threats, derogatory, offensive, insolent, threatening, slanderous, obscene, etc. comments directed at members of the Board, the CBD's Executive Director and/or Administrative Staff Person, guests, or members of the public. Disruption also includes boisterous or other behavior that prevents the meeting from continuing in an orderly fashion. This behavior is to be distinguished from comments which are critical but are delivered in a manner which is not disruptive to the meeting and non-threatening.