

Yerba Buena Community Benefit District
Board of Directors Meeting
May 12, 2009
4-6pm

Nordstrom Conference Room (865 Market Street, 5th Floor)

Minutes

Board Members Present: Heather Almond, Natalie Berg, Ray Bobbitt, Joe Brennan, John Brown, Jim Chappell, Geoffrey Cousineau, David Crosson, Carolyn Diamond, John Elberling, Saul Feldman, Matt Field, Regina Flanagan, Steven Glick, Dan Goldes, LJ Hartman, Paul Lamb, Rhiannon MacFadyen, Barbara McMillin, Danny Phelan, Cathy Pickering, Bob Sauter, Eric Tao, and Audrey Yamamoto

Board Members Excused Absence: None

Board Members Unexcused Absence: Laurie Brown, Reverend Eduardo Dura, Herman Perez (W Hotel)

Staff: Cathy Maupin

Legal Counsel: Allyson Hauck

Members of the Public: Matt Drake, Mark Fit, Maureen Futtner, Laura Haber, Missy Heanue, Susan Pruess, Katherine Quinlan, Jay Scholten, Richard Smith, Foster Weeks.

I. Chair's Report

- In a unanimous vote, the Board approved changing the June board meeting to Tuesday, June 16th. MSC Berg/Pickering.
- In a unanimous vote, the Board approved increasing Chad Tynan to full-time effective immediately. MSC Glick/MacFadyen.
- The Executive Committee's of YBCBD and YBA plan to meet in the next two weeks to discuss the future relationship of the two organizations.
- The Conflict of Interest Policy was referenced; no Board members announced a conflict.
- A return date for Heather Hoell is still unknown.

II. Minutes

- In a unanimous vote, the Board approved the 4/14/09 minutes. MSC Pickering/Berg.

III. Executive Committee

- The Executive Committee will be meeting with our legal counsel (Renne Sloan Holtzman Sakai LLP) next week to go through a list of questions. They will report on the meeting at the June board meeting.
- The Executive Committee is working with legal counsel to plan a Board Orientation. While a date has not yet been selected, it most likely will occur in July or August. Attendance at the orientation is mandatory for all board members. Members were advised to inform Cathy Maupin or Chad Tynan with any known scheduling conflicts in July and August.

- The board reviewed the recently updated Implementation Timeline/Strategic Plan. The new format creates a visual tool for upcoming milestones and efforts by committees and the board.

IV. Finance Advisory Committee

- The board was informed that a financial consultant, Kim Kelly, has been engaged to help us set up financial systems.
- Tax assessments have been received in smaller amounts than expected which seems to be a trend among all CBDs in San Francisco. To date we've received \$1.58 million of the \$2.3 million budgeted. We can expect to receive two additional payments – in June and August – that represent late payments. The Finance Committee recently reviewed the list of non-payees and has made outreach to most of the large non-payees. Some of the reasons for non-payment include assessments mailed to the wrong address, change in key contact people, and some who indicated payment has been sent but has yet to be recorded. While the City follows-up with all non-payees, the Finance Committee will continue to reach out to non-payees and will monitor the situation as well. All board members are encouraged to ensure their businesses have paid. Cathy Pickering added that city properties won't likely pay until July as the assessment wasn't included in their current fiscal year budget.
- The board received financial statements that reflect revenue and expenses thru April 2009. The board will receive quarterly financial statements for review.
- The FY09-10 budget will be presented at the June meeting for approval.

V. Services Advisory Committee

- The committee reported significant progress in negotiating a contract for cleaning, maintenance, and ambassador services with MJM Management. The contract, however, is not ready for approval of the board at this meeting. The board voted unanimously to authorize the Executive Committee to ratify a contract with MJM Management at either its May 21 or May 27 meeting. MSC Brennan/Crosson.
- Committee chair Joe Brennan announced MJM Management's ability to begin offering services the day after the contract is signed doing preliminary work such as taking "before" photos of the neighborhood and taking care of large abandoned items. We expect services to begin by June 1, 2009.
- The committee continues to move forward with the development and distribution of a services survey of constituents to identify any special issues or considerations, and will provide constituents with an opt-out option. The implementation of this survey will not delay the start of services.
- The 10B Program should be operational by mid to late June. Sergeant Peter Thoshinsky, the coordinator of the program, will present on the program at the June board meeting. It was agreed to have the Services Committee develop a public safety plan that incorporates the 10B program.

VI. Marketing Advisory Committee

- The board unanimously approved the hiring of PR Consultant Peter Bartelme to focus on initial planning, key message development, fact sheet development, website updates, and letters/postcards to constituents and public officials. MSC Crosson/Chappell.
- The board unanimously approved the appointment of Carolyn Diamond to the Marketing Advisory Committee. MSC Pickering/Goldes. It was noted after the vote that the Bylaws do not require board approval to add new members to advisory committees.

- The committee announced that a uniform design is being developed with a goal of outfitting the clean team and community guides/ambassadors as close to the services launch date as possible.
- The organization has secured the URL of www.ycbcd.org. Both Cathy Maupin and Chad Tynan are now using YBCBD email.
- Work on the development of the branding RFP is progressing.

VII. Executive Director's Report

- In a unanimous vote the Board accepted the invoice from the Yerba Buena Alliance for interim staff time, pending clarification of a \$1,860 charge for D&O insurance, in April. MSC Field/Yamamoto.
- It was announced that Katie DeCarlo will continue to do some work for the YBCBD through the end of May. It is expected she will shift back to YBA work as of June 1.

VIII. Public Comment

- There was no public comment.