



## MEETING MINUTES

### Yerba Buena Community Benefit District

#### Board of Directors Meeting

June 16, 2009

4-6pm

SPUR (654 Mission Street)

Board Members Present: Heather Almond, Natalie Berg, Joe Brennan, John Brown, Jim Chappell, Geoffrey Cousineau, David Crosson, Carolyn Diamond, Saul Feldman, Matt Field, Regina Flanagan, Steven Glick, Dan Goldes, LJ Hartman, Jesse Holm, Rhiannon MacFayden, Barbara McMillin, Danny Phelan, Bob Sauter, and Audrey Yamamoto

Board Members Excused Absence: Ray Bobbitt, John Elberling, John Noguchi, and Cathy Pickering

Board Members Unexcused Absence: Laurie Brown, Reverend Eduardo Dura, Paul Lamb, and Herman Perez

Staff: Cathy Maupin, Chad Tynan

Legal Counsel: Allyson Hauck

Members of the Public: Matt Drake, Sergeant Lisa Frazer, Laura Haber, Missy Heanue, Lawrence Li, Richard Smith, and Sergeant Peter Thoshinsky

#### A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES

The meeting was called to order at 4:10 p.m.

#### B. INTRODUCTION OF DIRECTORS, STAFF, AND MEMBERS OF THE PUBLIC

#### C. APPROVAL OF MINUTES

- In a unanimous vote, the Board approved the 5/12/09 minutes. MSC Chappell/Berg.

#### D. CHAIR/EXECUTIVE COMMITTEE REPORT

- Conflict of Interest policy referenced. No conflicts of interests were raised. Heather also reiterated the practice of Committees to disclose any personal or professional relationships prior to discussing a matter. This practice is to reinforce the Board and organization's commitment to transparency.

- Heather took a moment to acknowledge and congratulate the members of the Services Committee for a job well done and the successful launch of Cleaning and Community Guides service on June 1, 2009. Positive feedback has been received from various sources and she reported having witnessed the visibility and improvement the Clean Team and Community Guides are already making in the District. All members of the Services Committee were asked to stand for a round of applause.
- Heather announced that Administrative Assistant Chad Tynan has accepted a full-time position with benefits and his last day with YBCBD will be Friday, June 26<sup>th</sup>. She thanked Chad for his outstanding work and wished him well in his new position. Board members with leads on potential candidates are asked to contact Cathy Maupin.
- Heather provided another update on Heather Hoell. Just after the May board meeting we learned that Heather would continue to be out on leave until at least July. She will be working with her doctors to determine whether she can return to YBA on a full-time or part-time basis.
- Board meeting hosts are needed for the remainder of 2009. If interested in hosting please contact Cathy Maupin.

D-1 RECEIVE Report on the May 21, 2009 YBCBD/Yerba Buena Alliance Joint Executive Committee Meeting. (Almond)

Heather Almond reported on the May 21<sup>st</sup> joint meeting of the Executive Committees from the YBCBD and the YBA (Yerba Buena Alliance). The meeting was very productive. The group discussed the importance of a close working relationship and partnership between organizations and how there may be joint opportunities in the future as both groups move forward, specifically around marketing support. The group jointly determined that sharing an office is not practical and the need to distinguish the two organizations. We are currently in the process of looking for office space and board members are asked to contact Cathy Maupin if they know of available space. The current lease is month-to-month.

D-2 DISCUSS Board Orientation program and dates. (Almond/Flanagan)

After reevaluating conducting three different Board Orientation sessions (in light of summer schedules, legal costs, staff time, etc.), it was recommended that we add the mandatory Board Orientation to the end of an upcoming board meeting. Cathy Maupin will email everyone to determine their availability for the Orientation to be paired with the August 11<sup>th</sup> or September 8<sup>th</sup> board meeting. The agenda for the orientation will be finalized, with legal support, at the next Executive Committee meeting.

D-3 RECEIVE Report from meeting with Legal Counsel. (Almond)

In May, a working group met with our new legal counsel to discuss a list of questions that had been developed over the past several months. The meeting was productive and informative and has resulted in a series of next steps that fall under Board Orientation as well as clarifying procedures. They include Brown Act and Public Record Compliance, Committee Structure and Authority, Expenditure Approvals, and Working Groups to name a few. Specifically as it relates to Working Groups, committees may from time to time establish Working Groups, comprised of less than a quorum of the committee, to work between meetings on a discreet issue. Working Groups do not have decision-making authority and are restricted to making recommendations to Committees or the full Board of Directors.

- D-4 RECEIVE UPDATE on the status of the organizational implementation timeline. (Almond/Maupin)

Cathy Maupin called attention to the implementation timeline (titled CBD Strategic Plan) in the meeting packet. She highlighted the new information added to the Marketing section and that changes were made based on feedback from the last board meeting. Items with a checkmark (✓) have been completed.

## **E. SERVICES OVERVIEW AND UPDATE**

- E-1 DISCUSS status of services currently being provided by MJM Maintenance. (Brennan)

Joe Brennan announced that the contract with MJM Management was finalized in late May and services began on June 1<sup>st</sup>. He introduced two Community Guide representatives from MJM, Sabrina Hall and Wayne Alexis, who gave a brief description of their activities and feedback from the community. We've received very positive feedback about having services on the street.

Joe stated that steam cleaning and painting over graffiti has been completed for about 75% of the district. We currently have 8 community guides and 12 clean team members providing service. Community guides have been spending their time introducing services to businesses and distributing cards with the YBCBD Dispatch Center phone number and No Trespassing signs as well as identifying areas that need cleaning.

A preliminary report from MJM has been received and will be sent to board members after the meeting.

- E-2 UPDATE on the development of a Public Safety Plan. (Elberling/Brennan)

Joe referenced the initial draft of a Public Safety Plan in the meeting packet. A working group of John Elberling, Steven Glick, and Barbara McMillin have been working on it. They plan to do outreach in the neighborhood to inform a full policy however feel that the draft is a solid placeholder that will allow us to move forward with implementing the 10B program.

- E-3 RECEIVE Overview of the San Francisco Police Department's 10B Police Law Enforcement Services Program. (SFPD Sgt. Peter Thoshinsky)

Joe introduced Sergeant Peter Thoshinsky, director of the 10B program, and Sergeant Lisa Frazer. They gave an overview of the program and spoke about the impact 10B officers can and cannot have in the District. Based on a request from the YCBCD and the size of the neighborhood, officers will cover the District on bicycles.

- E-4 APPROVE a contract in the amount of up to \$393,000 with the San Francisco Police Department for provision of 10B Police Law Enforcement Services, with a term of June 17, 2009 to June 30, 2010. (Brennan)

In a unanimous vote, the board approved the 10B contract with the San Francisco Police Department. **MSC Brennan/Berg.**

## **F. FINANCE COMMITTEE REPORT**

- F-1 RECEIVE UPDATE regarding the amount of Assessments received to date. (Goldes)

Dan Goldes announced that earlier this month we received our third disbursement payment from the City in the amount of \$308,804 for a total received to-date of \$1,892,056. As was announced at the May board meeting, the Redevelopment Agency is expected to pay their assessment in July or August, an amount expected to be approximately \$162,000. A final disbursement is expected in August.

Dan also reported that we recently discovered a discrepancy between the amount assessed by the City and the assessment amount listed in the District Management Plan. We are currently working with Lisa Pagan to clarify this discrepancy and determine if any adjustments are necessary.

- F-2 DISCUSS AND APPROVE the YCBCD's Proposed Fiscal Year 2009-2010 Budget. (Goldes)

Dan presented a Budget Memo and the Proposed FY09-10 Budget. He highlighted the following items:

Revenue:

- Recommend we not seek an annual increase in assessments.
- Expecting a carryover of approximately \$722,000 due to starting services later than expected.

Expense:

- Expenses were budgeted conservatively
- Given the current economic climate, contingency was built into each program area to compensate for non-compliance/payment of assessments.
- Assumes the hiring of three permanent staff.

- Community Benefit Fund has been allocated across three program areas to align with the District Management Plan.
- Reserve item added to the budget.

In a unanimous vote, the board approved the Proposed Fiscal Year 2009-10 Budget. **MSC Feldman/Berg**

## **G. MARKETING COMMITTEE REPORT**

- G-1 RECEIVE UPDATE on the Services Launch/News Bulletin being designed to send to all constituents. (MacFadyen)

Rhiannon distributed draft text for the upcoming mailer announcing the start of services. She indicated that mailer would have a perforated Dispatch Center card for residents and businesses to keep. Goal is to have this out prior to the next board meeting.

- G-2 RECEIVE AND DISCUSS board talking points/FAQ's. (MacFadyen)

Rhiannon referenced the draft FAQs in the packet. She encouraged board members to send her feedback by this Friday. She is working with PR Consultant Peter Bartelme on this document. It is expected that this document will be the foundation for materials developed for distribution to various audiences in the District.

- G-3 RECEIVE UPDATE on Marketing Committee activities and upcoming milestones. (MacFadyen)

Rhiannon shared a detailed list of Marketing Committee activities and timeline. Specifically she indicated that they are working on identifying key stakeholder groups and preparing a framework and content for presentations. Board members will be asked to get involved and represent the organization at stakeholder events. More details to come.

## **H. EXECUTIVE DIRECTOR REPORT**

- H-1 APPROVE payment of up to \$2,800 to Yerba Buena Alliance for operational support.

Cathy Maupin presented the May invoice from the Yerba Buena Alliance. It includes both hard costs and some of Katie DeCarlo's time. Cathy announced that this should be the last invoice with YBA staff time.

In a unanimous vote, the board approved paying the YBA invoice. **MSC Brennan/MacFayden.**

## **I. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA**

There was no public comment.

J. ADJOURN  
The meeting was adjourned at 5:40 p.m.