

**Yerba Buena Community Benefit District**  
**Interim Board of Directors Meeting**  
**August 27, 2008**  
**3:30-5pm**

**SFCVB (201 Third Street, Suite 900)**

**MINUTES**

**Present:** Almond, Berg, Bobbitt, Brennan, J. Brown, L. Brown, Crosson, Diamond, Dura, Feldman, Field, Flanagan, Glick, Goldes, Hartman, Johnson, Lamb, Lattin, MacFadyen, McMillin, Nettles, Noguchi, Tao, Yamamoto

**Excused with Absence:** Chappell, Elberling, Pickering

**Staff:** Hoell

**I. Introductions**

**II. Interim Officers**

- Interested candidates (Heather Almond, Joe Brennan, Saul Feldman, Regina Flanagan, Dan Goldes) provided brief remarks about their experience and interest. A slate was presented and after much discussion the following were elected in a unanimous vote: Heather Almond (Chair), Regina Flanagan (Vice Chair), Dan Goldes (Secretary/Treasurer). **MSC Crosson/Bobbitt.**

**III. Incorporation Procedures/Working Committees**

- Incorporation steps were discussed. Interim Committees were formed and the following Committee Chairs were elected in a unanimous vote: Carolyn Diamond (Interim Staff), Joe Brennan (Services/RFPs), and Dan Goldes (Incorporation).

**IV. Interim Staff**

- A recommendation was presented from the Yerba Buena Alliance Board of Directors to explore a coordinated staffing and office space structure to ensure seamless support for the Yerba Buena Neighborhood. Additional information, including a legal opinion, will be required to explore this proposal further.
- Other options (no staff support, hiring permanent CBD staff, and contracting with the Alliance for start-up support) were discussed. After much discussion, in a unanimous vote, the Board asked the Yerba Buena Alliance to provide interim staff support and present a proposal outlining duties and expenses for discussion at the next Board meeting. **MSC Bobbitt/Flanagan.**

**V. CultureBus Funding**

- Several weeks ago, staff were asked to participate in a Task Force to implement a CultureBus. The bus will start in the Yerba Buena Neighborhood and run between 5 cultural destinations (Yerba Buena, Union Square, Civic Center, Golden Gate Park). To launch the bus, Task Force members were asked to contribute \$16,000.
- In a unanimous vote, the Board deferred participation until a marketing/branding strategy was in place but directed staff to have a "conversation of interest" regarding future funding with the Task Force. **MSC Bobbitt/Goldes.**

**VI. Meeting Schedule**

- CBD Board meetings will occur from 4-6pm on the second Tuesday of each month. The next meeting is Tuesday, September 9 at SFCVB (201 Third Street, Suite 900). All YCBCD meetings are open to the public.