

Yerba Buena Community Benefit District
Board of Directors Meeting
February 10, 2009
4-6pm

Nordstrom/Westfield Offices (865 Market Street, 5th Floor)

MINUTES

Present: Brennan, J. Brown, Berg, Bobbitt, Brennan, Bryant, Chappell, Cousineau, Diamond, Drake, Dura, Elberling, Feldman, Flanagan, Glick, Goldes, Heanue, Lamb, McMillin, Nettles, Noguchi, Phelan, Pickering, Sauter, Tao, Yamamoto

Excused Absence: Almond, L. Brown, Crosson, Field, Hartman, MacFadyen, Nettles

Unexcused Absence: Dura, Lamb

Staff: DeCarlo

I. Chair's Report

- Information was relayed regarding the accident Heather Hoell was in and her subsequent extended absence from work.
- Conflict of Interest policy referenced. No conflicts of interests raised.
- The California Registry of Charitable Trusts will be able to provide final step in incorporation process after City transfers assessments to YBCBD.

II. Minutes

- In a unanimous vote, the Board approved the 1/13/09 minutes. **MSC Berg/Pickering.**

III. Board Orientation

- Board Members Job Descriptions were compiled using discussion from previous board meetings.
- Document will be used as a compass to help current and future board members determine the scope and method of their service. There will be a mandatory training for all board members to attend.
- In a unanimous vote, the Board approved the YBCBD Board Member Job Description. **MSC Brennan/Yamamoto**

IV. Finance Committee

- The San Francisco Board of Supervisors approved the contract between the City and County of San Francisco and the YBCBD. The contract is currently in the Office of Contract Review for completion.

V. Executive Committee

- The contract between the YBCBD and the YBA approved at the 1/13/09 Board Meeting was distributed.
- YBA Staff will, on behalf of YBCBD, hire a temporary staff member for 20-30 hours/week.
- Committee researched local and national models regarding staff and presented a model in which the YBCBD contracts with the YBA to provide staffing services, including the hiring of at least two dedicated YBCBD staff. Full Board discussed various concerns/questions regarding the model. The Committee will return to the Board in March with follow-up information.
- The motion read during Open Session at the 1/13/09 Board Meeting from the Inquiry Committee recommendations/discussion was distributed for informational purposes.

Approved 3/10/2009, MSC Berg/Field

VI. Services Advisory Committee

- The Committee met every Thursday between 1/13/09 and 2/10/09 to finalize the RFQ for Cleaning, Maintenance, and Ambassadors. RFQ has been approved by Executive and Services Advisory Committees and is waiting on review/feedback from legal counsel. The final RFQ will be sent to Board Members and posted on the website once it is distributed.
- Committee is exploring options for Interim Services for District and will report back at March Full Board Meeting.

VII. Marketing Committee

- The Committee is working with the designer to finalize the YBCBD Logo/Identity. A final logo will be submitted for approval at the March Full Board Meeting.
- The Committee has decided to send two "introduction" mailing out to property owners. A targeted property survey will gather information for the Services Committee about District properties with linear frontage to determine what specification, if any, they have for the execution of planned cleaning services. An introduction letter/postcard will be sent to all District property owners with an update on the YBCBD.
- A Communication/PR Plan for the calendar year (February 2009-January 2010) was presented for review.
- In a unanimous vote, the Board approved the addition of Danny Phelan to the Marketing Committee. **MSC Pickering/Tao**

VIII. Staff Report

- In a unanimous vote the Board accepted the invoice from the Yerba Buena Alliance for interim staff time in January. **MSC Bobbitt/Yamamoto.**

IV. Public Comment

- There was no public comment.