

## MEETING MINUTES

### Yerba Buena Community Benefit District Board of Directors Meeting July 14, 2009 4-6pm

St. Regis Hotel (125 Third Street)  
Modernist Room – 4<sup>th</sup> Floor

Board Members Present: Heather Almond, Ray Bobbitt, Joe Brennan, John Brown, Jim Chappell, Carolyn Diamond, John Elberling, Saul Feldman, Matt Field, Regina Flanagan, Dan Goldes, LJ Hartman, Paul Lamb, Barbara McMillin, Herman Perez, Cathy Pickering, Bob Sauter, and Audrey Yamamoto

Board Members Excused Absence: Natalie Berg, Laurie Brown, Geoffrey Cousineau, David Crosson, Steven Glick, Rhiannon MacFayden, Danny Phelan and John Noguchi

Board Members Unexcused Absence: Reverend Eduardo Dura

Staff: Paolo Cosulich-Schwartz, Cathy Maupin

Legal Counsel: Allyson Hauck

Members of the Public: Fran Bates, Matt Drake, Libby Garrison, Laura Haber, Missy Heanue, Steve Rogers, Richard Smith, and Meagan Stagnans

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

The meeting was called to order at 4:07 p.m.

#### B. PUBLIC COMMENT ON CLOSED SESSION ITEMS

There was no public comment.

#### C. ADJOURN TO CLOSED SESSION

C-1 Conference with real property negotiator. (Government Code Section 54956.8)

Property located at 5 Third St., San Francisco, California

YBCBD Negotiator: Cathy Maupin

Property Owners: The Hearst Corporation

#### D. ADJOURN FROM CLOSED SESSION

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

F. REPORT FROM COUNSEL OF ANY FINANCIAL ACTIONS TAKEN AND NON-CONFIDENTIAL DISCUSSIONS MADE DURING CLOSED SESSION

- Allyson Hauck reported that the Board of Directors moved unanimously to allow Cathy Maupin to proceed with lease negotiations with The Hearst Company for the rental of office space in the 5 Third St. building. Cathy will have authority to sign a lease so long as it falls within the parameters discussed in the closed session.

G. APPROVAL OF MINUTES

- The Board of Directors unanimously approved the June 16, 2009 meeting minutes as amended. **MSC Chappell/Brennan.**

H. EXECUTIVE DIRECTOR REPORT

H-1 CLARIFY Conflict of Interest. (Almond)

H-2 RECEIVE UPDATE on the status of Heather Hoell. (Almond)

Heather Almond reported that Heather Hoell is not ready to return to work and that there is no date set for her return. Cathy Pickering says that she will not return until at least October.

H-3 RECEIVE dates and locations for board meetings through the end of the 2009 calendar year. (Almond)

A schedule of the Board of Directors meetings through the end of 2009 was included in the meeting packet. The Moscone Center will host the December 8, 2009 Board of Directors meeting.

H-4 RECEIVE UPDATE on the August 11<sup>th</sup> Board Orientation. (Almond)

Heather Almond reported that the Board Orientation will be held directly following the August 11 Board of Directors meeting. The Board will keep the August 11 business agenda light to ensure that the orientation does not run past 6:30 pm. The orientation agenda will be finalized at the July 16 Executive Committee Meeting.

H-5 RECEIVE UPDATE on the establishment of three new advisory committees; a Community Benefit Fund Committee, Greening Committee, and a Fundraising Committee. (Almond)

The Executive Committee has come up with a committee structure framework that has been populated for existing committees. The same framework will be

completed for the Fundraising, Greening and Community Benefit Fund committees, drawing primarily from the District Management Plan. Audit and Nominating Committees will also be considered for creation and in general, more members of the public will be incorporated into committees.

- H-6 RECEIVE UPDATE on the status of the organizational implementation timeline. (Almond/Maupin)

Cathy Maupin reported that the 10B officers are on the streets and that other than updates to the budget and financials, there are no changes to the implementation timeline.

## I. FINANCE COMMITTEE REPORT

- I-1 REVIEW year-end financial statements. (Goldes)

Dan Goldes reported that the Profit and Loss Statement reflects YBA and SPUR in-kind donations but not Nordstrom's in-kind donations for space rental. Dan Goldes also noted that the Profit and Loss Statement also does not reflect payments for 10B officer services because they started July 1, the first day of FY 09-10. Dan Goldes also reported that payments to New City America and Formation Reimbursements to the YBA are one-time expenses that will not show up in next year's budget. Dan Goldes says the YBCBD had \$1.6 million in the bank as of June 30, 2009.

- I-2 UPDATE on the development of financial policies and procedures. (Goldes)

A status update on the draft financial policies and procedures was presented. The Finance Committee will have a final set of financial policies and procedures for review and approval at the August Board of Directors meeting.

- I-3 UPDATE on the amount of assessments received to-date. (Goldes)

Dan Goldes reported the YBCBD has collected \$1,892,056.25 in assessments. Of the unpaid assessments, approximately \$164,000 is due from the SFRA, approximately \$166,000 is due from four properties included in the district in the management plan that were not assessed by the city, and approximately \$162,000 is due from parcels that were assessed but have not paid. Cathy Pickering says the Redevelopment Agency payment is coming soon. Overall, Dan Goldes reported that the YBCBD has received more assessment payments than expected and is in good financial shape. The YBCBD has a \$145,000 dollar contingency fund for unpaid assessments. The next assessment report will arrive in August.

## J. SERVICES OVERVIEW AND UPDATE

- J-1 DISCUSS the recap of services provided in June 2009 by MJM Maintenance. (Brennan)

Joe Brennan reported that cleaning and community guide services started June 1, 2009 and that all areas of the district have been cleaned. The YBCBD received a June services report from MJM Management, that was sent previously to all board members and their alternates, with a summary of all services provided and a daily activity report (DAR).

- J-2 UPDATE on the 10B Police Law Enforcement Services Program that kicked off July 1, 2009. (Brennan)

Joe Brennan reported that 10B bike officer services started July 1. The officers' current schedule is Sun – Thu 11 AM – 9 PM and Fri – Sat 12 PM – 10PM. There is currently a pool of 10 officers who rotate into the 10B shifts. Paul Lamb asked about requesting specific officers and Joe Brennan said that any schedule or personnel changes must be discussed with the police Chief. Eric Tao suggested splitting the daily schedules of officers into two shorter shifts to cover more active times of day and night. Joe Brennan said that at night, the 10B officers are required to work in pairs, meaning the CBD would need to pay for two officers during nighttime hours. Jim Chappell asked about scheduling presentations of the scope of services provided by the 10B officer. Anyone wanting more information on 10B services presentations should contact Cathy Maupin. Joe Brennan clarified that 10B officers address low-level (class C) crimes, and that any higher level or violent crimes should be reported to the SFPD.

Joe Brennan reported that the Services Committee has also created a Public Safety Working Group to assess the top safety and security concerns of the community.

## **K. MARKETING COMMITTEE REPORT**

- K-1 RECEIVE copy of the Services Launch mailing to constituents. (MacFadyen)

The Services Launch mailer was distributed to members of the Board. Cathy Maupin said the mailer would be sent this week. Cathy Maupin also said that the YBCBD had printed twice as many postcards as previous printings and would be distributing the extras to tenants on foot over the next couple weeks.

- K-2 RECEIVE UPDATED version of board talking points/FAQs. (MacFadyen)

Cathy Maupin said that the FAQs would guide the creation of a set of documents that would be distributed publicly, but that the FAQs themselves were for internal use only. Cathy Maupin also reported she had received feedback on the FAQs from some board members but was still awaiting feedback from others. Comments should be sent to Cathy Maupin no later than Friday, July 17 by 5pm.

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

Cathy Maupin reported that Laurie Brown found someone to produce a video for the YBCBD free of charge. The video will be used for meet-n-greets and other community meetings.

Cathy also reported that the BlackBaud contract has been signed. They will help us develop a website that will also include the ability to capture the email addresses of constituents along with back-end communication functionality. Cathy Maupin, Paolo Cosulich-Schwartz and Peter Bartelme have a conference call next week with the BlackBaud web designer to kick off the project.

Cathy Maupin and Danny Phelan are working out an outreach plan by identifying stakeholder groups and putting together a calendar of community events, including HOA meetings. Cathy Maupin asked that any Board member with information about community organizations, groups and events should forward information to her as soon as possible.

Cathy Maupin reported the Neighborhood Branding RFP is still being developed.

#### **L. EXECUTIVE DIRECTOR REPORT**

L-1 APPROVE payment of up to \$1,400 to Yerba Buena Alliance for operational costs. (Maupin)

The Board of Directors unanimously approved payment to the Yerba Buena Alliance for office space and operational costs for the month of June in the amount of \$1,349.68. **MSC Field/Chappell.**

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

- Steve Rogers asked whether one should call the 10B officer in addition to regular law enforcement. Joe Brennan responded that yes, it would be helpful if in addition to calling SFPD people contacted the dispatch to notify them of a crime committed. Joe Brennan clarified that in the case of emergencies people should first dial 911.

#### **N. ADJOURN**

- The meeting was adjourned at 5:18 PM.