

## Meeting Minutes

Yerba Buena Community Benefit District

**Board Meeting**

Tuesday, June 13, 2017

4:00pm – 6:00pm

**The Palace Hotel, Sea Cliff Room**

**2 New Montgomery Street**

*The Sea Cliff Room is located on the 2<sup>nd</sup> Floor of the hotel.*



Attending: Patricia Aleman, Laurel Arvanitidis, Michelle Delaney, Helen Han, Dheeraj Kakar, Kerry King, Lisa Kirvin, Lawrence Li, Frank Miskus, Misty Rasche, Richard Rendon, Gail Ringer, Shelly Robb (alternate for Christopher Sullivan), Scott Rowitz, Bob Sauter (alternate for John Noguchi), Dan Soine, Candace Sue, Brennan Zerbe

Not Attending: Catherine Bartels, John Elberling, Kristin Gonsar, Peter Hartman, Jon Kimball, Wilfred Selvaraj

Staff: Richard Ciccarone, Cathy Maupin

Public: Peter Bartelme, Andrew Bryant, Carolyn Diamond, Jeremiah Gregory, Mary McCue, Judith Propp

### OPEN SESSION

4:00pm

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

**B. INTRODUCTIONS**

**C. APPROVAL OF MINUTES**

The motion to approve of the April Meeting Minutes was unanimously approved. MSC: Zerbe/Miskus

**D. CHAIR/EXECUTIVE COMMITTEE REPORT**

D-1 REPORT on conflicts of interest.

No conflicts of interests or interlocking directorships were reported.

D-2 REPORT on actions taken by the Executive Committee between Board meetings.

Candace Sue reported on actions taken by the Executive Committee including approving the FY18 Budget, assessment rate, committee budget plans, and services assignment.

D-3 ANNOUNCE the resignation of four board members – Dheeraj Kakar, Resident; Steven Vargas, Intercontinental Hotel; Lance Burwell, St. Regis Hotel and Residences; and Muriel Maffre, Museum of Performance and Design.

Candace Sue announced several resignations from the board including Muriel Maffre, Dheeraj Kakar, Stephen Vargas, and Lance Burwell and wished them well on their future endeavors.

- D-4 DISCUSS/APPROVE John Noguchi as the new Chair of the Finance Committee.

With the departure of Dheeraj Kakar, Candace Sue asked to approve John Noguchi as the Chair of the Finance Committee.

The motion to approve John Noguchi as the new Chair of the Finance Committee was unanimously approved. MSC: Kakar/Kirvin

- D-5 DISCUSS/APPROVE Nominating Committee membership.

Candace Sue announced new Nominating Committee memberships whose work would include filling vacant board seats, recommend officers, and chairing various committees. The following slate was nominated for approval:

- At Large Director – Christopher Sullivan/San Francisco Marriott Marquis
- Community Organization – Lawrence Li/SPUR
- Government/Education – Richard Rendon/VA Community-Based Outpatient Clinic
- Nonprofit Arts – Kerry King/Contemporary Jewish Museum
- Resident – Peter Hartman/Museum Parc
- Commercial – Gail Ringer/Kilroy

Per our bylaws, the committee is chaired by the Board Chair, Candace Sue.

The motion to approve this slate of Nominating Committee members for 2018 was unanimously approved. MSC: Miskus/Han

- D-6 REVIEW/DISCUSS/APPROVE a policy recommendation concerning board training requirements.

Candace Sue presented a policy to codify orientation of board members and alternates. The policy specifies that board members and alternates must attend orientation and Brown Act training in order to vote. The YCBCD will have an online orientation for those who have already been trained. The policy has been vetted by the Executive Committee and our legal counsel.

The motion to approve this policy concerning board training requirements was unanimously approved. MSC: Arvanitidis/King

- D-7 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy.

Cathy Maupin gave an update on the formation of the Gardens Conservancy. She reported that the Conservancy board was extremely grateful for the loan offered by the YCBCD. The loan agreement is under review. She added that the Conservancy board hired the law firm of Cox Castle as legal counsel to help with the lease negotiations with the City and other formation related items.

## **E. FINANCE COMMITTEE REPORT**

- E-1 RECEIVE UPDATE on FY17 fundraising efforts.

Dheeraj Kakar reported that the organization met its fundraising requirement for FY17. Total raised is \$398,613 and the goal was \$160,113.

E-2 REVIEW the Budget Memo and DISCUSS/APPROVE the FY18 Budget.

Dheeraj Kakar reviewed the budget memo and proposed FY18 budget. Both documents have been carefully reviewed by the Finance and Executive committees.

Overall the budget projects revenue and expenses of \$4,111,182, a 2.4% increase over the FY17 budget, and includes using \$890,663 in carryover funds. Significant changes include an assessment rate increase of 1.5%, increase in rent costs effective April 1, 2018 due to the conversion of the Hearst Building, adding 2 hours/day to our bike patrol officer (bringing the total daily hours to 12), allocating additional funds for cleaning, adding a second social services specialist to work with our street population, and initiating monthly walking tours of the neighborhood.

The motion to approve the FY18 Budget as presented was unanimously approved. MSC: Ringer/Zerbe

E-3 DISCUSS/APPROVE an assessment rate increase of 1.5% for FY18, and not to exceed 3%.

Dheeraj Kakar reported that the Finance Committee reviews the assessment rate each year to determine whether or not to ask for an increase. During our 8 year history, the rate has increased once – during the renewal process in 2015. We are allowed to increase the rate each year by up to 3% or CPI, whichever is less. After careful consideration, the Finance Committee proposes a 1.5% assessment rate increase for FY18. The increase would generate \$44,407 in additional revenue.

The motion to approve an assessment rate increase of 1.5% for FY18 was unanimously passed. MSC: Kirvin/ Arvanitidis.

After the assessment rate increase was approved, the board discussed how best to inform property owners of the increase. Initial plans were to send a communication to all property owners of the increase and informing them of the additional services. After much discussion, it was generally agreed to send a postcard to all property owners, just prior to the mailing of property tax bills, referencing both the increase and the additional services.

## **F. SERVICES COMMITTEE REPORT**

F-1 REVIEW/DISCUSS/APPROVE an assignment agreement from MJM Management Group to StreetPlus; or APPROVE authorizing Services Committee Frank Miskus and Executive Director Cathy Maupin to finalize the agreement.

Frank Miskus reported that MJM Management Group is discontinuing their services to community benefit districts and intends to assign our agreement, including all responsibilities, to StreetPlus.

StreetPlus has a long history of providing services to community benefit districts – they’ve been working with improvement districts since 1991, longer than any other national contractor providing similar services. Our current agreement with MJM Management Group ends on December 31, 2021 and MJM Management are asking us to consent to assigning our current contract to StreetPlus.

Mary McCue of MJM Management Group gave a brief history of StreetPlus' abilities and why they were chosen as the replacement service provider. After a number of questions and much discussion, a motion was made in support of the assignment.

The motion to approve the Consent to Assignment Service Agreement as presented that would transfer the current MJM Management Group contract to StreetPlus was unanimously approved. MSC: Zerbe/Li

F-2 RECEIVE UPDATE on the latest performance walk and expanded services for FY18.

Frank Miskus announced that the last MJM performance walk was conducted on May 19<sup>th</sup> and the block of Harrison between 4<sup>th</sup> and 5<sup>th</sup> streets scored an 89%.

Frank also mentioned that the committee plans to increase both cleaning and safety services in FY18. Costs were approved in the FY18 budget.

## **G. STREETS AND PUBLIC SPACE REPORT**

G-1 RECEIVE UPDATE on committee projects.

Lisa Kirvin gave a brief update on the status of a few projects including:

- Graphic Crosswalks – SFMTA currently reviewing the designs; hope to install the crosswalks at 6 locations before the end of the calendar year
- Sites Unseen – The project is working on 2 installations – a text-based neon sign from the artist Hank Willis Thomas to be installed on the back of 165 Jessie Street and colorfully painted niches on the Academy of Art University building at 180 New Montgomery from artist Leah Rosenberg
- Annie Street North – Nearby stakeholders have been meeting to improve conditions of the plaza at Market Street; plan is to remove the planter boxes and leave the space open; working on securing funds for the project

G-2 REVIEW/DISCUSS/APPROVE agreements for the acquisition and installation of the second public art project to be located on the building owned by the Salma Family at 165 Jessie Street; or APPROVE authorizing the Executive Committee to approve the final agreements.

Lisa Kirvin reported that there were several agreements which needed approval for the Sites Unseen project with artist Hank Willis Thomas for an installation at 165 Jessie Street. These include contracts with the property owners, artists, and contractors.

The motion to approve the Songha & Company, the Y.A. and Mary Salma, Neonworks, and Pacific Scaffolding agreements as presented **AND** authorize the Executive Committee to approve the Memorandum of Understanding with the California Historical Society was unanimously passed. MSC: Delaney/Zerbe

G-3 RECEIVE UPDATE on priority projects for FY18.

Lisa Kirvin reported that FY18 priority projects for the Streets Committee includes a refresh of the Yerba Buena Street Life Plan, installing 6 graphic crosswalks, installing cigarettes receptacles, explore new trash cans for the district and explore various greening options.

**H. MARKETING COMMITTEE REPORT**

H-1 REVIEW/DISCUSS the Marketing Committee report.

Dan Soine discussed the marketing report which included updates on the walking tours, the Spring quarterly news bulletin, and social media statistics.

H-2 REVIEW the updated YBCBD website.

Dan Soine stated that the new YBCBD website will launch soon and Richard Ciccarone gave a brief page by page overview of the proposed site.

H-3 RECEIVE UPDATE on plans for FY18.

Dan Soine gave an update on committee plans for FY18. They include the walking tours and new website along with the 7<sup>th</sup> Annual Yerba Buena Night and developing new community building events.

**I. EXECUTIVE DIRECTOR REPORT**

I-1 RECEIVE UPDATE on neighborhood activities and YBCBD news.

Cathy Maupin gave an update on several neighborhood projects including the 706 Mission construction, Folsom-Howard Streetscape Improvement Project designs, the Moscone Garage proposed ownership transfer, and off-ramp improvements at 5<sup>th</sup> and Harrison streets.

**J. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**

Michelle Delaney announced the Yerba Buena Alliance Art Walk that takes place on Saturday, June 17<sup>th</sup>.

Candace Sue announced that the SFCTA issued a report on TNCs that shows how the Yerba Buena is affected by car sharing operations. She asked Cathy to share a link to the article with all board members.

**K. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA**

There were no general public comments.

**L. ADJOURN**

Candace Sue thanked Jon Kimball, Benjamin Leblond, and the Palace Hotel for hosting the meeting.