



**Meeting Minutes**

**Yerba Buena Community Benefit District  
Board Meeting  
Tuesday, April 10, 2018  
4:00pm – 6:15pm**

**Contemporary Jewish Museum  
736 Mission Street**

- Attending: Catherine Bartels, Michelle Delaney, Lynn Farzaroli, James Gordon, Don Harms, Linda Harrison, Peter Hartman, Kerry King, Lisa Kirvin, Lawrence Li, Frank Miskus, Laura Mullaney (alternate for Gail Ringer), John Noguchi, Candace Sue, Christopher Sullivan, Micah Tell, Adine Varah (alternate for Noah Bartlett), Brennan Zerbe
- Not Attending: Laurel Arvanitidis, Kristin Gonsar, Helen Han, Jon Kimball, Richard Rendon, Scott Rowitz, Wilfred Selvaraj, Dan Soine
- Staff: Richard Ciccarone, Cathy Maupin, Neal Patel
- Public: Peter Bartelme, Juan Burgos-Gil, Darren Jackson, Judith Propp, Lori Sanchez, Jim Stickley, Peter Winch

**OPEN SESSION**

**4:00pm**

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

Candace Sue called the meeting to order and reviewed the public comment guidelines.

**B. INTRODUCTIONS**

**C. APPROVAL OF MINUTES**

The motion to approve the January Board Meeting minutes was unanimously passed. MSC: Zerbe/Noguchi

**D. INTERACTIVE PRESENTATION FROM WRT LANDSCAPE ARCHITECTURE REGARDING THE DEVELOPMENT OF A NEW YERBA BUENA STREET LIFE PLAN**

Peter Winch and Jim Stickley from the design firm WRT gave a presentation with an update on the new Yerba Buena Street Life Plan. WRT presented several slides that described features of the neighborhood such as tree coverage, the transportation network, public art and more. The team shared the goals of the Plan, which include improvements to open space in the neighborhood, enhancing transportation related safety, greening strategies and opportunities to celebrate the cultural heritage of the area.

WRT then provided an overview of the various efforts to engage the community and get input. WRT conducted street interviews and surveys in three specific locations in the neighborhood to capture those who worked in the district, residents, and visitors. They were set up at SFMOMA, New Montgomery and Minna, and Whole Foods Market in late afternoon. Overall they received 78 surveys and 8 on-camera interviews. The information gathered, which included a desire for less traffic,

homelessness, and trash, will be used to develop the Plan. Other feedback included desired changes to improve crosswalks, reduce congestion, and increase activations and places to sit and rest. WRT also announced the dates and times for the upcoming Charrette Week – the main opportunity for the YBCBD to get public input. WRT shared a flier that included details on Charrette Week and walking tours.

There was a question regarding the Children’s Playground and other edges around Moscone. WRT stated that they have had conversations with Moscone and MJM Management and are gathering information about the potential for improvements to these locations. Another question asked was regarding the potential increase in population in the southern portion of Yerba Buena and if that would be addressed, including wider sidewalks and more attractive sidewalks on the corner of 5<sup>th</sup> and Mission and the sidewalk between 4<sup>th</sup> and 5<sup>th</sup>. Someone made a comment that the corner of Howard and 3<sup>rd</sup> is particularly difficult to navigate on foot and it was suggested to put lights into the pavement as they do at City Hall on Polk Street, and to add more public art.

Charrette Week is scheduled for April 16-19 at YBCA and SFMOMA. Key stakeholder meetings and general public events will be held April 16, 17, and 18 to gather ideas and feedback. A public open house scheduled for April 19th will be more of a summation of what was learned.

#### **E. CHAIR/EXECUTIVE COMMITTEE REPORT**

E-1 REPORT on conflicts of interest.

A conflict of interest was noted by Lisa Kirvin/Renaissance Entrepreneurship Center related to Community Benefit Fund grant recommendations.

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

Candace Sue reported that the Executive Committee approved the Mid-Year Report to the City, a letter of support for a Sunday Streets event in the District, a letter of support for capital funds from the Central SoMa Plan designated for the Yerba Buena Gardens Conservancy, approved event sponsorships grants and mini-grants, and approved recommended funding for full grants.

E-3 DISCUSS/APPROVE Audit Committee membership.

Candace Sue presented Kerry King/Contemporary Jewish Museum and Gail Ringer/Kilroy Realty Corporation as proposed members of the Audit Committee. Both served on the committee last year and expressed interest in continuing to serve. Scott Rowitz/Yerba Buena Center for the Arts was approved as the Audit Committee Chair at the January Board meeting.

The motion to approve Kerry King and Gail Ringer as members of the Audit Committee was unanimously approved. MSC: Noguchi/Bartels

E-4 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy. DISCUSS/APPROVE an YBCBD representative to nominate to serve on the Conservancy Board of Directors.

Cathy Maupin gave an update on the Yerba Buena Gardens Conservancy. She reported that lease negotiations continue, operations could begin as early as July 1, 2018, Executive Director candidates are being interviewed, and that no loan funds have been accessed.

Cathy also reported that applications are currently being accepted to join the permanent board of the Conservancy. One board seat is designated for a representative from the YBCBD.

Candace Sue recommended that the YBCBD Board of Directors name Cathy Maupin as the YBCBD representative for this body. She has served as the Chair of the Interim Board of the Conservancy since July 2016.

The motion to approve Cathy Maupin as the YBCBD designee to serve on the Yerba Buena Gardens Conservancy Board of Directors was unanimously approved. MSC: Noguchi/Hartman

#### **F. COMMUNITY BENEFIT FUND COMMITTEE REPORT**

- F-1 REVIEW/APPROVE funding recommendations for full grants and RECEIVE UPDATE on event sponsorships and mini-grants awarded.

Lynn Farzaroli reported that the committee had \$87,750 to award this cycle and received 13 proposals totaling \$154,500. Five (5) proposals totaling \$118,000 were received for full proposals. After careful consideration, the Community Benefit Fund Committee recommended partial funding for all five applicants totaling \$66,250.

Lynn also reported that the Executive Committee, at its March 22<sup>nd</sup> meeting, approved funding for two (2) event sponsorships and three (3) mini-grants totaling \$21,500.

The board asked questions and/or made suggestions on whether grantees can complete projects if they don't receive their full funding request from the YBCBD and connecting relevant funded projects with related YBCBD projects.

The motion to approve full grants as recommended was unanimously approved. MSC: Sue/Sullivan. Lisa Kirvin/Renaissance Entrepreneurship Center, recused herself due to a conflict of interest.

#### **G. STREETS & PUBLIC SPACE COMMITTEE REPORT**

- G-1 RECEIVE UPDATE on Charrette Week, April 16-19, 2018.

Lisa Kirvin gave an update on the Charrette Week for the new Yerba Buena Street Life Plan. There are multiple opportunities for stakeholders and members of the public to learn about our efforts and provide their input. Events will take place at YBCA and SFMOMA in addition to a couple walking tours of the District.

- G-2 RECEIVE UPDATE on the installation of cigarette butt recycling receptacles.

Lisa Kirvin reported that the YBCBD offered 15 cigarette butt receptacles to the first responders to our offer. The YBCBD ended up purchasing 18 of these receptacles, branded with YBCBD graphics that complement the Bigbelly trash bins, and have received requests for 14 receptacles so far.

Staff is now working with our legal counsel to establish an MOU with property owners and those who requested them and on installation.

#### **H. SERVICES COMMITTEE REPORT**

- H-1 DISCUSS follow-up to the panel discussion on the opioid epidemic.

Brennan Zerbe thanked all Board members and people from the community who attended the panel discussion on the opioid epidemic at our last meeting – it was a helpful conversation around a very sensitive and complicated issue.

He indicated that the Services Committee analyzes dozens of metrics that help the committee understand the work being done in the neighborhood. The Committee will pick out a few data points to share at future board meetings.

There was a comment that other cities are publishing videos that attack the attractiveness of San Francisco as a convention destination. It was requested that some members of the board watch this video.

- H-2 DISCUSS a new Navigation Center at 680 Bryant Street. APPROVE a letter of support OR APPROVE authorizing the Services Committee and the Executive Committee to finalize a letter of support.

Brennan Zerbe reported that the City has identified a Caltrans property at 680 Bryant Street as the site of a new Navigation Center. It's located on a triangular lot that abuts the freeway on-ramp and is directly across the street from the St. Vincent de Paul shelter. The Department of Homelessness and Supportive Housing (DHS) has held 3 community meetings to discuss the Center.

The Center will provide 84 beds for SoMa homeless by invitation only via the DHS Encampment Resolution Team and the Homeless Outreach Team. It will be the first Navigation Center in San Francisco that will have a women's wing. The Services Committee and YCBCD staff have spoken with DHS about how we can connect homeless in the YCBCD neighborhood with the Navigation Center. The Center will be run by Episcopal Community Services, have on-site security and may partner with the Downtown Streets Team to have Center residents help keep the immediate blocks in the area clean.

The motion to support a Navigation Center at 680 Bryant Street, and sending the letter back to the Executive Committee for changes, was approved. MSC: Farzaroli/Harrison. Peter Hartman abstained.

## **I. MARKETING COMMITTEE REPORT**

- I-1 RECEIVE UPDATE on Yerba Buena Night 2018.

Michelle Delaney gave an update on Yerba Buena Night 2018 including changes to the time, artist applications, and an invitation to the board to support the event.

- I-2 DISCUSS Marketing Committee priorities for the next few months.

Michelle Delaney stated that the committee's priorities for the next few months include a redesign of the neighborhood website, a district advertising campaign, and a Yerba Buena Giants game outing for neighborhood residents.

**J. FINANCE COMMITTEE REPORT**

J-1 REVIEW/DISCUSS financial statements through February 2018.

Cathy Maupin reviewed the Flash, Balance Sheet, and Year-to-Date and Current Month versus budget reports. She reported that the next assessment payment should arrive in late April and is expected to be in the \$1M to \$1.3M range.

Year-to-date, the YBCBD is running ahead in fundraising and behind in expenses.

J-2 RECEIVE UPDATE on the FY19 budgeting process.

Cathy Maupin reported that the process to develop the FY19 budget has begun. The Finance Committee will review it three (3) times before it's reviewed by the Executive Committee. It will be presented to the full board in June for approval.

**K. EXECUTIVE DIRECTOR REPORT**

K-1 RECEIVE UPDATE on neighborhood and YBCBD news.

Cathy Maupin gave an update on the neighborhood including the walking tours, the already much discussed Charrette Week, the RSA convention and other local activities.

K-2 RECEIVE UPDATE on the 2018 Implementation Timeline.

Cathy Maupin stated that the organization is on track with goals and activities.

K-3 RECEIVE UPDATE on June Board Meeting items.

Cathy Maupin stated that the next board meeting is scheduled for June 12, 2018 at a location to be determined. Expected items include the FY19 budget, the new Street Life Plan, and updates from all the committees.

**L. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**

Candace Sue announced that board member Laurel Arvanitidis recently gave birth to her 2<sup>nd</sup> daughter, Persephone; daughter Calliope was born a couple of years ago.

**M. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (6:10pm)**

There was no public comment.

**N. ADJOURN**

Candace Sue thanked Kerry King, Joe Hayes, and The Contemporary Jewish Museum for hosting the meeting.

The meeting was adjourned at 6:10pm.