

MEETING MINUTES

**Yerba Buena Community Benefit District
Board Meeting
Tuesday, June 12, 2018
4:00pm – 6:00pm**

**St. Regis Hotel
125 Third Street
Muse Boardroom, 3rd Floor**

OPEN SESSION

4:00pm

Attending: Laurel Arvanitidis, Noah Bartlett, Clifton Clark, Lynn Farzaroli, James Gordon, Helen Han, Don Harms, Kerry King, Lisa Kirvin, Frank Miskus, John Noguchi, Richard Rendon, Gail Ringer, Dan Soine, Candace Sue, Christopher Sullivan, Micah Tell, Brennan Zerbe

Not Attending: Catherine Bartels, Michelle Delaney, Kristin Gonsar, Linda Harrison, Peter Hartman, Lawrence Li, Scott Rowitz, Wilfred Selvaraj

Staff: Constance Cavallas, Richard Ciccarone, Cathy Maupin, Neal Patel

Public: Andrew Bryant, William Clements, Christine Falvey, Jan Ford, Joe Hayes, Judith Propp, Phil Sandri, Adine Varah, Jacqueline Volkart

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 April Board of Directors minutes was unanimously approved. MSC: Farzaroli/Noguchi

D. PRESENTATION ON THE TRANSBAY TERMINAL

Candace Sue introduced the Transbay Terminal representative Phil Sandri to provide an update on the Transbay Terminal.

The new terminal will accommodate a full schedule of buses as of June 16th, including MUNI, AC Transit, SamTrans, and Golden Gate Transit. The terminal is built for the eventual addition of CalTrans and High Speed Rail, though there is no timeline set for either. The terminal includes retail shops,

food vendors, and a 5-acre rooftop park. The park includes an amphitheater and bridge connections to adjacent buildings.

The station is naturally ventilated through geothermal conduits and temperatures will range between 58 and 72 degrees. The entire facility will be LEED Gold.

There was a question about security when the park is closed and who will accommodate that transfer of people into the streets. He reported that the terminal will have a high level of security and 24 hour closed circuit cameras.

E. CHAIR/EXECUTIVE COMMITTEE REPORT

E-1 WELCOME Constance Cavallas, Director of Neighborhood Services & Projects.

Candace Sue welcomed new YCBCD Director of Neighborhood Services and Projects, Candace Cavallas who started on Wednesday, June 6th and will be the lead contact for both the Services and Streets Committee.

E-2 REPORT on conflicts of interest.

No conflict of interest or interlocking directorships were reported.

E-3 REPORT on actions taken by the Executive Committee between Board meetings.

Candace Sue reviewed the actions taken by the Executive Committee which included support letters for the Navigation Center, CleanSafe365 Coalition, and the FY19 budget.

E-4 DISCUSS/APPROVE Nominating Committee membership.

Candace Sue reported that there will be 9 board seats to fill in January 2019. The role of the Nominating Committee is to recommend a slate of directors, officers, and committee chairs.

She presented candidates to serve on the Nominating Committee for 2019, including:

Community Organization – Lynn Farzaroli/Tourism Improvement District
Government/Education – John Noguchi/Moscone Center
Nonprofit Arts – Kerry King/Contemporary Jewish Museum
Resident – Peter Hartman/Museum Parc
Commercial – Michelle Delaney/111 Minna Gallery

The motion to approve the slate of Nominating Committee members for 2019 as presented was unanimously approved. MSC: Han/Kirvin

E-5 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy.

Cathy Maupin gave an update on the Yerba Buena Gardens Conservancy including formation and start up process, transfer of ownership, lease agreement, hiring Scott Rowitz as interim executive director, seating the Conservancy board, and the projected timeline. She indicated that the Conservancy has not yet accessed any loan funds but expects to do so in the next couple of months.

- E-6 RECOGNIZE the outstanding contributions of Christopher Sullivan, San Francisco Marriott Marquis.

Candace Sue reported that board member Christopher Sullivan of the San Francisco Marriott Marquis will be leaving the Board of Directors to take on the General Manager position with the Oakland Marriott and Convention Center. She recognized his outstanding contributions, generosity, and support while serving on the board.

Candace Sue also recognized Clifton Clark, new General Manager of The Palace Hotel, who is the newest member of the YCBCD Board.

F. FINANCE COMMITTEE REPORT

- F-1 RECEIVE UPDATE on FY18 fundraising efforts.

John Noguchi reported that we exceed our fundraising goal for FY18. We've raised \$339,805 through April 2018 – exceeding our annual goal by \$174,535.

- F-2 REVIEW the FY19 Budget Memo and DISCUSS/APPROVE the FY19 Budget.

John Noguchi presented the FY19 Budget Memo and FY19 Proposed Budget. He indicated that the budget has been reviewed by the Finance Committee three times and was presented to the Executive Committee in May for review and approval. The Marketing, Services, and Streets committees were also involved in the formation of the proposed budget. The Budget Memo provides a narrative explanation of the budget and future projections.

Overall the FY19 Proposed Budget is \$4,253,861 – a 6.6% increase over FY18. It includes using \$990,133 in carryover funds. All budget sections are within the +/- 10% range, as stipulated in the Management Plan and required by the City.

The motion to approve the FY19 Budget as presented was unanimously approved MSC: Farzaroli/Kirvin

- F-3 DISCUSS/APPROVE an assessment rate increase of 1.5% for FY19, and not to exceed 3%.

John Noguchi reported that each year the Finance Committee determines whether or not to seek an increase in the assessment rate. After careful consideration, the Finance Committee proposes an assessment rate increase of 1.5% for FY19. We are capped at a maximum 3% increase or CPI, whichever is less. CPI for the last 12 months is 3.2%.

The motion to approve an assessment rate increase of 1.5% for FY19 was unanimously approved. MSC: Zerbe/Sullivan

G. STREETS & PUBLIC SPACE COMMITTEE REPORT

- G-1 RECEIVE UPDATE on development of the new Yerba Buena Street Life Plan.

Lisa Kirvin reported that the Streets Committee will spend the next two months working with key stakeholders on the new Yerba Buena Street Life Plan. The committee plans to present it to the board in September for approval. The plan will be sent to all board members in advance of the September meeting.

G-2 RECEIVE UPDATE on Sunday Streets planned for August 19, 2018.

Lisa Kirvin reported that the 10th Anniversary Route of Sunday Streets includes the Yerba Buena neighborhood. Coordinated by the nonprofit Livable City, we plan to partner with them to ensure a successful event in the neighborhood. We are exploring opportunities for sponsorship and participation.

G-3 RECEIVE UPDATE on current projects.

Lisa Kirvin gave an update on other projects including cigarette butt receptacles and graphic crosswalks. Progress is being made on both projects.

G-4 RECEIVE UPDATE on priority projects for FY19.

Lisa Kirvin reported on priority projects for the upcoming fiscal year, including a focus on pedestrian safety, possibly expanding the Bigbelly and cigarette butt receptacles program, and expanding greening and public art throughout the neighborhood.

H. SERVICES COMMITTEE REPORT

H-1 REVIEW/DISCUSS current street conditions and stats.

Brennan Zerbe stated his intention to share statistical information at each board meeting. He shared information on trash, reporting that our teams have collected 250,000 pounds of trash since the beginning of the fiscal year, basically 25,000 pounds per month.

H-2 RECEIVE UPDATE on priority projects for FY19.

Brennan Zerbe indicated that priority projects for the Services Committee in FY19 includes adding 2 more members to our Clean Team, developing a safety program for neighborhood businesses and residents, revisiting our sidewalk cleanliness evaluation measures and making adjustments as needed, and improving how we monitor and interpret data.

A board member asked if there is anything that can be done to alleviate the puddling that occurs in the temporary sidewalk on Mission Street that's related to the 706 Mission construction.

H-3 RECEIVE INFORMATION on the San Francisco Marriott Marquis' commitment to improving their block.

Brennan Zerbe introduced Christopher Sullivan from the Marriott to talk about their efforts to help keep the neighborhood clean. Chris reported that each department at the Marriott works a one-hour shift twice a day focused on addressing cleanliness and other issues around the perimeter of the hotel. He's also had his team download the YCBCD Assist app on their phones to use it to report issues. Chris offered gift certificates to the Marriott's View Lounge to board members who had the app on their phones.

I. MARKETING COMMITTEE REPORT

I-1 RECEIVE UPDATE on Yerba Buena Night 2018.

Dan Soine reminded everyone of the event date – Saturday, October 13th. He said that we're in the process of selecting talent for the event and finalizing the layout. He asked everyone to consider volunteering at one of the two Information Booths.

I-2 RECEIVE UPDATE on priority projects for FY19.

Dan Soine shared the Marketing Committee's priority projects for FY19. They include redesigning the neighborhood website, a neighborhood day of baseball with the San Francisco Giants, development and implementation of a neighborhood promotional campaign, and development of a new, aggressive social media campaign.

J. EXECUTIVE DIRECTOR REPORT

J-1 RECEIVE UPDATE on neighborhood and YCBCD news.

Cathy Maupin reviewed neighborhood news including the CJM's 10th Anniversary, Yerba Buena Gardens Festival performances, and National Night Out. She reminded the board of the monthly neighborhood walking tours and encouraged everyone to attend.

J-2 RECEIVE UPDATE on the 2018 Implementation Timeline.

Cathy Maupin reviewed the implementation timeline and indicated that we're on track.

J-3 RECEIVE UPDATE on September Board Meeting items.

Cathy Maupin stated that the next board meeting is scheduled for Tuesday, September 11th at Bespoke in the Westfield Mall. Expected agenda items include review and acceptance of the FY18 audit, review and approval of the new Yerba Buena Street Life Plan, and a presentation on The Yerba Buena Gardens Conservancy.

K. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

- Clifton Clark asked if the YCBCD was involved in the selection of a new design for public toilets.
- Candace Sue spoke about the upcoming West Portal/Twin Peaks MUNI Metro line closure for safety improvements.

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

M. ADJOURN

Candace Sue thanked James Gordon and Jacqueline Volkart of the St. Regis for hosting the meeting.