



MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting
Tuesday, September 11, 2018
4:00pm – 6:00pm

Bloomingtondale's
865 Mission Street,
Mission View Room, 3rd Floor

Attending: Kristin Gonsar, James Gordon, Linda Harrison, Peter Hartman, Joe Hayes (alt. for Kerry King), Lawrence Li, Frank Miskus, John Noguchi, Richard Rendon, Erin Rheinschild (alt. for Lynn Farzaroli), Gail Ringer, Scott Rowitz, Candace Sue, Micah Tell, Adine Varah (alt. for Noah Bartlett), Brennan Zerbe

Not Attending: Catherine Bartels, Clif Clark, Michelle Delaney, Helen Han, Lisa Kirvin, Shelly Robb, Wilfred Selvaraj, Dan Soine

Staff: Constance Cavallas, Richard Ciccarone, Cathy Maupin

Public: Peter Bartelme, Sue Kent, Michel Notten, Judith Propp

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 June Meeting Minutes passed. MSC: Noguchi/Tell. Abstention: Hartman

D. AUDIT COMMITTEE REPORT

D-1 REVIEW/ACCEPT FY18 audit. (Rowitz with Marcum LLP representative Sue Kent)

Scott Rowitz introduced Sue Kent of Marcum, LLP who stated that the audit is required under the California Non-profit Integrity Act. The YBCBD hired Marcum to complete this process. The Audit Committee met with Marcum during the audit process to discuss controls, expectations, and documents and agreements.

The result was an audit with an unmodified opinion, with a positive net income and an increase in liabilities. There wasn't a great deal of change between 2017 and 2018, but overall revenue decreased due primarily to Sites Unseen.

There were two reports discussed with the Audit Committee; a management letter relating to one material weakness concerning a conditional contribution and a report to the Audit Committee to communicate any key estimates and adjustments.

Scott indicated that the audit report is due to the city each year by September 30th. The Form 990 is expected to be filed by May 15, 2019.

The motion to accept the FY18 audit was unanimously approved. MSC: Noguchi/Ringer

E. PRESENTATION – The Virgin Hotel at 250 4th Street, with General Manager Michel Notten

Michel Notten, General Manager of the new Virgin Hotel, opened his presentation stating he was going to bring the “red hot” to this meeting and give an overview of the soon to be completed Virgin Hotel located at 4th Street and Clementina. He indicated the hotel will include a coffee shop, rooftop lounge, and several event spaces. He made special note that unlike most mini-bars in hotels, theirs will offer comparable pricing to any shop in the immediate area.

There will be a Commons Club which will have music, art, social events, comedy, and maybe even poetry. The hours of music will be from 11am to 1am depending on the day. There is a 1,700 square foot ballroom which can be divided into three separate spaces.

Michel closed by stating that opening of the hotel is expected in mid-to-late November 2018.

F. CHAIR/EXECUTIVE COMMITTEE REPORT

F-1 REPORT on conflicts of interest.

No conflict of interest or interlocking directorships were reported.

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

Candace Sue shared recent Executive Committee actions that included a letter of support for a new bar called Executive Order Bar & Lounge at the corner of Mission and Jessie East, a letter of support for an entertainment permit for the Virgin Hotel, a contract with Creative: Mint to develop a new neighborhood campaign, and a contract extension for WRT to complete the new Yerba Buena Street Life Plan.

F-3 RECEIVE UPDATE on Nominating Committee activities.

Candace Sue reported that for 2019 the Nominating Committee will need to fill all three officer positions, four committee chair positions, and 10 director vacancies. The outreach has started and candidate interviews will soon begin, after which final selections and a new slate of candidates to be approved at the January Board meeting.

F-4 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy.

Scott Rowitz stated that the Yerba Buena Gardens real estate assets were transferred to the City Department of Real Estate in June, who now oversee the Garden’s management. Transfer to the Yerba Buena Gardens Conservancy is expected in November, contingent on final approval of the lease agreement. The Conservancy has accessed the \$97,000 of the loan funds to date, leaving an available balance of \$203,000.

F-5 RECEIVE UPDATE on the Navigation Center.

Candace Sue reported that staff and board members recently toured the Navigation Center in Dogpatch and everyone seemed to be quite impressed. It's a modular center exactly like the one being built at 680 Bryant Street. The opening is tentatively set for October.

G. STREETS & PUBLIC SPACE COMMITTEE REPORT

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

Lawrence Li stated that the Streets Committee reviewed a draft of the Yerba Buena Street Life Plan at the August meeting and decided that significant edits were required to complete this plan. As a result, the committee decided to extend the project timeline and prepare to present the plan to the Board for approval in November. The committee also approved a contract amendment with WRT to accommodate the extended deadline and the cost of additional services.

G-2 RECEIVE UPDATE on other projects.

Lawrence Li reported that the first Sunday Streets event in SoMa was held on August 19th and was a resounding success with a large number of people attending. The YCBCD hosted a hub of activities on Folsom between 3rd and 4th Streets which included bands, children's activities, and information about the organization. The Children's Creativity Museum, California Historical Society, Museum of the African Diaspora, and 111 Minna Gallery all contributed activities as well and it was a wonderful success.

Lawrence Li also reported on the installation of two new cigarette butt recycling receptacles in the district and the continued effort to install graphic crosswalks. On that front, progress has been made on securing approvals and permits.

G-3 RECEIVE UPDATE on City projects in the neighborhood.

Lawrence Li reported on a few City projects in the neighborhood. Staff is exploring the possibility of organizing a tour of the 2nd Street Improvement Project for key stakeholders and businesses along 2nd Street. The City continues to develop plans for Folsom and Howard streets and staff continue to be in communication with DWP on this project.

H. SERVICES COMMITTEE REPORT

H-1 REVIEW UPDATE on service changes.

Brenan Zerbe reported that the Services Committee is happy to announce that Streetplus, our service provider, has just hired two new Clean Team members.

H-2 REVIEW/DISCUSS the 6-month report on the Bigbelly waste receptacles.

Brennan Zerbe share a report on the lessons learned from Bigbelly receptacles over the past 6 months. Collections have been reduced due to the compacting feature however most receptacles are still emptied before they're full. Locations with the highest usage are located at 785 Market Street, Market and Annie North, and two at the corners of 4th and Mission.

Anecdotally, the Clean Team has reported that sidewalks near the receptacles have less staining and litter. Brennan reported that the Services Committee is pleased with the performance of the receptacles and has started exploring locations for more. He also reported that we requested \$30,000 from Supervisor Kim for more Bigbelly receptacles and the money was added into the overall City FY19 budget. We have to go through a process to receive the money that is expected to take several months. Installation of any additional receptacles won't happen until early 2019.

I. MARKETING COMMITTEE REPORT

I-1 RECEIVE UPDATE on Yerba Buena Night 2018.

In the absence of committee chair Michelle Delaney, Cathy Maupin shared a brief video on last year's event. She added that this year there will be 30 separate performances in four stages. She requested volunteer support and distributed promotional information for the event.

I-2 RECEIVE UPDATE on the neighborhood promotional campaign.

Cathy Maupin reported that the Marketing Committee has been working to develop a new neighborhood campaign to promote the district not just to residents of Yerba Buena, but to the entire city and eventually nationally and globally. The theme of the campaign is Yerba Buena: Colorful to the Core and design elements are being developed. We expect to implement the campaign in early 2019.

I-3 RECEIVE UPDATE on other projects.

Cathy Maupin shared the ballot for nominations for the 2nd Annual Yerba Buena Community Excellence Awards. Again this year, the awards will be distributed at the Annual Meeting in January in celebration of those who have served the community with selfless actions and tireless dedication. The board was asked to consider nominees and to share the ballot with others in the neighborhood.

Cathy reported that the organization's first Yerba Buena Night Out at AT&T Park on August 28th to see the Giants soundly defeat the Diamondbacks of Arizona was a success. This was an event to bring local residents together. Attendees included a mixture of residents, board, staff, and a few members of our Streetplus team. Everyone received a baseball commemorating the event and the group was recognized on the message screen during the game.

Cathy Maupin also reviewed the efforts of the Marketing Committee's social media efforts which included a new Facebook and Instagram segment called "Where Are We Wednesdays" in which a small but uniquely distinctive piece of Yerba Buena is highlighted for people to guess its location. Winners receive a Yerba Buena Night sweatshirt or t-shirt. The Marketing Committee also has started a new You Tube channel featuring local businesses and events in the district and one of the videos was shown at the meeting.

J. EXECUTIVE DIRECTOR REPORT

J-1 RECEIVE UPDATE on neighborhood and YBCBD news.

Cathy Maupin gave an update on the Governor's Global Climate Summit to take place on September 12- 14 and announced that the public is invited to Green Thursday Night, September 13th between 5pm and 9pm where most neighborhood cultural institutions are open for free.

Howard Street will be closed between Third and Fourth streets for the remainder of the month of September for the Global Climate Summit, Dreamforce, and construction.

Cathy Maupin also announced that the YCBCD is hosting a District 6 Candidate's Forum on Saturday, September 29th at 10:00am at the Children's Creativity Museum moderated by Heather Knight of the San Francisco Chronicle. Candidates Matt Haney, Christine Johnson, and Sonja Trauss will be in attendance.

She reported that the conversion of the Hearst Building from offices to a boutique hotel has been delayed. We learned recently that we won't need to relocate our offices until the 3rd quarter of 2019 at the earliest. On another topic, Cathy mentioned that members of the CleanSafe365 Coalition – of which the YCBCD is a member – met with Mayor Breed last week to discuss the challenges on our streets.

J-2 RECEIVE UPDATE on the 2018 Implementation Timeline.

Cathy Maupin shared the 2018 Implementation Timeline and reported that all committees are on track to complete their tasks by the end of the year.

J-3 RECEIVE UPDATE on November Board Meeting items.

The November Board Meeting will be on Tuesday, November 13th at 111 Minna Gallery. Expected agenda items include approval of the Yerba Buena Street Life Plan and Community Benefit Fund grants.

K. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

Scott Rowitz announced a neon art installation on the YBCA Theater during the Climate Summit.

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

M. ADJOURN

Candace Sue thanked Bloomingdale's, Catherine Bartels, and Ariel Rivera for the generous hospitality in hosting the meeting. The meeting was adjourned at 6:00pm.