

MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting
Tuesday, November 13, 2018
4:00pm – 6:00pm

111 Minna Gallery
111 Minna Street



Attending: Noah Bartlett, Clif Clark, Michelle Delaney, Elizabeth Gessel (alt. for Linda Harrison), Kristin Gonsar, James Gordon, Peter Hartman, Kerry King, Lisa Kirvin, Lawrence Li, Frank Miskus, John Noguchi, Richard Rendon, Gail Ringer, Shelly Robb, Scott Rowitz, Micah Tell, Brennan Zerbe

Not Attending: Catherine Bartels, Lynn Farzaroli, Helen Han, Wilfred Selvaraj, Dan Soine, Candace Sue

Staff: Constance Cavallas, Richard Ciccarone, Cathy Maupin

Public: Peter Bartelme, Judith Propp, Adine Varah

OPEN SESSION 4:00pm

A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES

John Noguchi called the meeting to order and reviewed the public comment guidelines.

B. INTRODUCTIONS

C. APPROVAL OF MINUTES

The motion to approve the September Board meeting minutes was unanimously approved.
MSC: Zerbe/Ringer; Abstentions: Bartlett, King, Kirvin

D. CHAIR/EXECUTIVE COMMITTEE REPORT

D-1 REPORT on conflicts of interest.

John Noguchi asked all members of the board to disclose any conflicts of interest or interlocking directorships. Elizabeth Gessel, Noah Bartlett, Kerry King, and Lisa Kirvin stated that they were being considered for a Community Benefit Fund grant and would need to recuse themselves while the Board votes on that item.

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

John Noguchi reported that since the September board meeting, the Executive Committee approved a letter of support for an entertainment permit for a new

neighborhood business – Executive Order Bar & Lounge, approved funding for the Community Benefit grants that are up for approval later in the meeting, and approved the new Street Life Plan also up for approval later in the meeting.

D-3 RECEIVE UPDATE on Yerba Buena Community Excellence Awards.

John Noguchi reported that the 2nd Annual Yerba Buena Community Excellence Awards are scheduled for January 15, 2019 at the Annual Meeting. Nominations are being proposed at the committee level and will be presented to the Executive Committee for approval in December.

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

Scott Rowitz reported that the Conservancy is still in lease negotiations with the City however progress has been made. He expects the agreement to be finalized early next year.

E. STREETS & PUBLIC SPACE COMMITTEE

E-1 REVIEW/DISCUSS/APPROVE the second edition of the Yerba Buena Street Life Plan.

Lisa Kirvin presented the second edition of the Yerba Buena Street Life Plan for approval. The plan focuses on public realm improvements and serves as a guide for Streets Committee and neighborhood constituents and partners to identify, prioritize, and implement improvements to the neighborhood’s public spaces over the next 5-10 years.

The plan was developed through an extensive community outreach process with consultant partners WRT, PR Strategies, and Creative: MINT.

The second edition of the plan is intentionally written to be flexible, with fewer specific projects and serving as a guide more than a mandate. The plan includes eight (8) areas of focus that captured community interests:

- Activation
- Alleyways
- Greening
- Open Space
- Public Art
- Safety
- Sidewalk Improvements
- Street Furniture

Lisa Kirvin also stated that achieving this product required a robust community engagement strategy including multiple sessions for street interviews with the public and an opportunity to submit surveys in person and online. Outreach also included workshops with key stakeholders, walking tours of the neighborhood, a public drop-in opportunity at the YBCA, a parklet demonstration project and feedback opportunity, and a charrette at SFMOMA collecting reaction to initial ideas.

In comments from the board, Kristin Gonsar requested specific edits recently sent to YCBCD staff be incorporated. Lisa indicated that the changes will be made in the final plan.

Lisa also reported that letters of support for the plan have been requested from Mayor Breed and Supervisor Kim. Both will be incorporated when received.

The motion to approve the second edition of the Yerba Buena Street Life Plan with requested changes and two letters of support was unanimously approved. MSC: Delaney/Zerbe

E-2 RECEIVE UPDATE on a project to improve Annie North.

Lawrence Li reported that several adjacent properties have partnered with the YCBCD and the Department of Public Works to make improvements to the Annie North Plaza including Brookfield, The Hearst Corporation, The Palace Hotel, and JMA Ventures.

Each has committed to contributing funds for the improvement project and we expect to receive all funds by the end of calendar year. The project calls for the removal of the brick planter boxes and a repaving of the plaza to improve sightlines.

Construction of the project is expected to begin in early 2019. The YCBCD is currently working with the Department of Public Works to confirm the City's responsibility for liability and maintenance of the public plaza. The project is expected to take 8-10 weeks once underway.

F. COMMUNITY BENEFIT FUND COMMITTEE REPORT

F-1 REVIEW/DISCUSS/APPROVE funding recommendations for full grants.

Kristin Gonsar presented the Community Benefit Fund Committee's grant funding recommendations. She added that the recommendation also received approval from the Executive Committee.

A total of eight (8) full proposals were received and all eight (8) are recommended for partial funding totaling \$76,250. Kristin referred the board to the written recommendation in their packets.

The motion to approve full grant funding as presented was unanimously approved. MSC: Zerbe/Li

G. SERVICES COMMITTEE REPORT

G-1 RECEIVE UPDATE on committee projects.

Brennan Zerbe reminded the Board that there are currently 9 Bigbelly trash receptacles installed in the district. We've received positive feedback on the receptacles and have noticed a marked improvement in cleanliness around them. The Streets Committee has budgeted to expand program in FY19 and the YCBCD has applied for additional Bigbelly expansion grant funds from the City.

Brennan mentioned that the Services Committee has been working for the past several months to develop a recommendation of new locations for the receptacles. The recommendation will be presented to the Streets Committee for approval at their next meeting. We will also seek input and approval on the locations from the Department of Public Works and Recology. Installation is expected in March 2019.

Brennan Zerbe announced that the opening of new Navigation Center at 680 Bryant has been delayed until December 2018. The Services Committee has been discussing opportunities for volunteering or providing other resources to the center and will work to coordinate with the Department of Homelessness and Supportive Housing and Episcopal Community Services to determine feasibility and logistics of the projects.

Brennan closed his report by indicating that the Services Committee will present a trend analysis report at January Board meeting. The report will examine key services metrics from fiscal years 2016, 2017, and 2018.

H. MARKETING COMMITTEE REPORT

H-1 RECEIVE UPDATE on Yerba Buena Night – October 13, 2018.

Michelle Delaney reported that Yerba Buena Night was another success. It was held on Saturday, October 13th and included three staging areas with 27 separate performances. Partners this year included, SF Media Company, SFMTA, Impark, Hearst Corporation, MJM, YBCA, Four Seasons, and Yerba Buena Gardens. She offered a special thanks to board members for volunteering.

H-2 RECEIVE UPDATE on other committee projects.

Michelle Delaney reported that the committee has been developing a new campaign to promote the neighborhood. The committee expects to present the campaign to the Executive Committee at its next meeting and unveil it at the Annual Board Meeting in January. The campaign design will be used in multiple ways, including the soon-to-be launched new neighborhood website.

I. FINANCE COMMITTEE REPORT

I-1 REVIEW/DISCUSS the first quarter financials.

John Noguchi reviewed the first quarter financials including the Flash Report, Balance Sheet, and Current Month & Year-to-Date vs. Budget statement. The organization has total assets and liabilities of \$4.124 million and overall expenses are running under budget.

J. EXECUTIVE DIRECTOR REPORT

J-1 RECEIVE UPDATE on neighborhood and YBCBD news.

Cathy Maupin made several announcements including:

- 111 Minna Gallery was selected as the Small Business of the Year by the San Francisco Chamber of Commerce
- Moscone has generously provided free Auto Show Tickets – contact Richard if interested
- Moscone Opening Celebration scheduled for January 3rd at 10am
- New businesses:
 - Candytopia – a pop-up experience
 - The Cordial – bar/lounge
 - Eagle Club Indoor Golf
 - Luke’s Lobster
 - Oren’s Hummus
- New businesses coming soon:
 - Blue Bottle
 - Delfina
 - Executive Order Bar & Lounge
 - Virgin Hotel
- YCBCD Administrative Office Holiday Schedule
 - Thanksgiving – closed November 22 and 23
 - Christmas – closed December 21 to January 1

J-2 RECEIVE UPDATE on the 2018 Implementation Timeline.

Cathy Maupin provided an update on the 2018 Implementation Timeline.

J-3 RECEIVE UPDATE on January Board Meeting items and location.

Cathy Maupin stated that the next meeting is Tuesday, January 15th at 4:00pm. This is the 3rd Tuesday of January and location is to be determined. The agenda will include recognition of outgoing directors, election of new directors, review of 2018 accomplishments, and a service trends analysis presentation.

K. ANNOUNCEMENTS

There were no announcements.

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no public comment.

M. ADJOURN

John Noguchi thanked Michelle Delaney and her team at 111 Minna Gallery for hosting the meeting.