

AGENDA

Yerba Buena Community Benefit District Executive Committee Meeting

Thursday, February 28, 2019

1:30 – 3:00pm

YBCBD Conference Room

5 Third Street, Suite 914



All YBCBD committee meetings are open to the public. Attendees may address the committee on items appearing on the agenda and may also address the committee on items not on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the committee's authority. Each speaker shall have up to 2 minutes to address the committee.

PLEASE NOTE: The times listed next to each agenda item are suggestions only. The YBCBD reserves the right to take up any agenda item at any time after the posted meeting time, and in any order, at the discretion of the Chair or by a vote of a majority of the members present.

OPEN SESSION

1:30pm

- A. **CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES** (1:30pm)
- B. **INTRODUCTIONS** (1:32pm)
- C. **APPROVAL OF MINUTES** (1:35pm)
- D. **CHAIR REPORT** (1:40pm)
 - D-1 REVIEW/DISCUSS/APPROVE a letter concerning the hotel conversion of the Hearst Building. (Hartman)
 - D-2 RECEIVE UPDATE on recent neighborhood development projects. (Hartman)
 - D-3 RECEIVE UPDATE on the re-opening of Stockton Street and re-routing of bus lines back to 4th Street. (Hartman)
 - D-4 RECEIVE UPDATE on the recent Board Orientation & Brown Act Training. (Hartman)
 - D-5 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy. DISCUSS/APPROVE a contribution of up to \$10,000 to The Yerba Buena Gardens Conservancy. DISCUSS a public realm opening event. (Rowitz/Hartman)
- E. **SERVICES COMMITTEE REPORT** (2:15pm)
 - E-1 RECEIVE UPDATE on the agreement and project with San Francisco Travel regarding the Downtown Streets Team. (Zerbe)
 - E-2 RECEIVE UPDATE/DISCUSS the City's Fix-It effort holding a community meeting in Yerba Buena on Tuesday, March 12th. (Zerbe)
 - E-3 RECEIVE UPDATE on recent team building activity with the Clean Team and Community Guides. (Zerbe)

F. STREETS COMMITTEE REPORT (2:25pm)

F-1 RECEIVE UPDATE on the Annie North Plaza project. (Bartlett)

F-2 RECEIVE UPDATE on planned 3rd Street Improvements. (Bartlett)

F-3 RECEIVE UPDATE on status of support letters and rollout of the second edition of the Yerba Buena Street Life Plan. (Bartlett)

G. MARKETING COMMITTEE REPORT (2:35pm)

G-1 RECEIVE UPDATE on the 2nd Annual Yerba Buena at the San Francisco Giants, Saturday, April 13th at 1:05pm versus the Colorado Rockies. (Delaney)

G-2 RECEIVE UPDATE on the rollout of the neighborhood promotional campaign, Colorful to the Core. (Delaney)

G-3 RECEIVE UPDATE on Yerba Buena Night 2019 planning. (Delaney)

H. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION (2:45pm)

I. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA (2:50pm)

J. ADJOURN (3:00pm)

**Please RSVP to Richard Ciccarone (rciccarone@ybcbd.org) or 415.644.0728
by 5:00pm Wednesday, February 27, 2019.**

Upcoming Executive Committee Meeting – March 28, 2019