



Meeting Minutes

**Yerba Buena Community Benefit District
Board Meeting/Annual Meeting
Tuesday, January 22, 2019
4:00pm – 5:30pm**

**The Palace Hotel
2 New Montgomery Street
Twin Peaks Room**

Attending: David Allison, Julie Anderson, Noah Bartlett, Clif Clark, Michelle Delaney, Kristen Gonsar, Elizabeth Gessel, James Gordon, Peter Hartman, Pat Kilduff, Kerry King, Lisa Kirvin, Frank Miskus, John Noguchi, Michele Notten, Jason Phillips, Richard Rendon, Gail Ringer, Shelly Robb, Scott Rowitz, Wilfred Selvaraj, Candace Sue, Micah Tell, Brennan Zerbe

Not Attending: Catherine Bartels, Lynn Farzaroli, Helen Han, Lawrence Li, Dan Soine

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

Public: Michelle Anderson, Brian Berry, Katy Birnbaum, Jim Bourgart, Andrew Bryant, Karen Carr, Paris Carthen, Cora Chen, Tanika Chenier, Anna Escobedo, Judith Fast, May Fair, Stan Feinstein, Alice Flood, Charlie Gibbons, Jim Gorbach, Virginia Grandi, Joe Hayes, Lidia Hernandez, Catherine Isaacs, Sean Jefferies, Jeff Jelsma, Ryan Litsey, Jim Miller, Robert Owens, Jim Patrick, Judith Propp, Tom Radulovich, Mike Seder, Mary Strobe, Jean-Paul Torres, Jacqueline Volkart, Xang Yang, Ellen Yeung

**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 November Meeting Minutes was unanimously approved.
MSC: Noguchi/Clark

D. CHAIR/EXECUTIVE COMMITTEE REPORT

D-1 REPORT on conflicts of interest

No conflict of interest or interlocking directorships were reported.

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

Candace Sue reported that the Executive Committee took two actions since the board meeting in November. The Streets Committee approved an expansion of Bigbelly receptacles throughout the neighborhood and the Marketing Committee approved a new neighborhood promotional campaign.

D-3 RECOGNIZE outgoing officers, committee chairs, and directors.

Candace Sue recognized outgoing board members for their contributions to the organization. Outgoing board members are Boston Properties/Helen Han, Dugoni School of Dentistry/Dan Soine, Intercontinental Hotel, Resident Laurel Arvanitidis, and St. Regis Hotel & Residences/James Gordon.

Candace also recognized outgoing committee chairs - Kristen Gonsar/Millennium Partners/Community Benefit Fund, and Lisa Kirvin/Renaissance Entrepreneurship and Lawrence Li/SPUR as Streets Committee Co-Chairs.

Candace recognized outgoing officers John Noguchi/Moscone Center/Secretary-Treasurer and Finance Chair, and Scott Rowitz/YBCA/Vice Chair and Audit Committee Chair.

Cathy Maupin offered special recognition to outgoing Board President and board member Candace Sue/SFMTA.

E. BOARD DIRECTORS, COMMITTEE CHAIRS, AND OFFICERS ELECTION

E-1 PRESENT/APPROVE the 2019 slate of board officers, committee chairs, and directors.

Candace Sue reported that the Nominating Committee has met several times over the past few months to interview and select candidates for board membership. The Committee recommended the following:

Officers (one-year terms; can serve a maximum of two terms)

Chair – Lynn Farzaroli/Tourism Improvement District

Vice Chair – Peter Hartman/Resident

Secretary/Treasurer – Scott Rowitz/Yerba Buena Gardens Conservancy

Committee Chairs (one-year terms; can serve a maximum of two terms)

Audit Committee – Kerry King/Contemporary Jewish Museum

Community Benefit Fund Committee – Lynn Farzaroli/Tourism Improvement District

Finance Committee – Scott Rowitz/Yerba Buena Gardens Conservancy

Marketing Committee – Michelle Delaney/111 Minna

Services Committee – Brennan Zerbe/Hearst Corporation

Streets & Public Space Committee – Noah Bartlett/SFMOMA

- Directors** (three-year terms; can serve a maximum of two terms)
- At-Large – Patelco Credit Union/Jason Phillips (first term)
 - At-Large – Palace Hotel/Clif Clark (second term)
 - Commercial/At-Large – Hearst Corporation/Brennan Zerbe (second term)
 - Commercial/Hotel – Virgin Hotel/Michel Notten (first term)
 - Community Organization – SPUR/Lawrence Li (second term)
 - Community Organization – Yerba Buena Gardens Conservancy/Scott Rowitz (first term)
 - Government/Education – Moscone Center/John Noguchi
 - Nonprofit Arts – Children’s Creativity Museum/Pat Kilduff (first term)
 - Resident/Owner – David Allison/246 2nd Street (first term)
 - Resident/Tenant – Julie Anderson/788 Harrison Street (first term)

The motion to approve the 2019 slate as presented was unanimously approved.
MSC: Zerbe/Gordon

- E-2 RECEIVE UPDATE on open board seats.

Candace Sue indicated that 4 board seats remain open. The Nominating Committee will continue its efforts to fill the seats and present them at a future meeting for consideration.

F. HIGHLIGHTS/ACCOMPLISHMENTS OF 2018

- F-1 REPORT of highlights and accomplishments of 2018 and preliminary plans for 2019.

A video was played featuring the accomplishments of the organization in 2018 as well as the plans for 2019.

G. SERVICES COMMITTEE REPORT

- G-1 PRESENTATION on service statistics and trend analysis over the past 3 years.

Brennan Zerbe stated the mission statement of the YBCBD and underscored the goals of the organization including public safety, cleanliness, and beautification. He provided additional details on the work of the Clean Team, Community Guides, Social Services Specialist, and the SFPD Bike Patrol Officer.

The Services Committee spent the past few months doing a deep dive into the statistical information gathered over the past 10 years, with a special focus on the past 3 years since the YBCBD was renewed. Brennan shared data and trend information in three key areas – public safety, quality of life, and beautification.

Public Safety: The report focused on the work of the SFPD Bike Patrol Officer. Over the past year, the officer primarily addressed sit/lie violations and erratic and unusual behaviors.

Quality of Life: The analysis focused on the street population monthly count, sit/lie violations, erratic and unusual behavior, and sleeper/campers. The average monthly count of people sleeping on Yerba Buena streets decreased 12% from last year – from a monthly average of 63 to 55. For context, of the 4,353 people in 2017 without shelter in San Francisco, 1.4% of that population is in Yerba Buena. Brennan also reported that we have seen a decline in the number of sleeper/campers and a slight uptick in sit/lie violations over the past 3 years. Erratic and unusual behavior has increased significantly over the past year, up 18% from an average of 15 per month to 43. Community Guides and Social Services Specialists receive de-escalation training and work closely with SFPD Bike Patrol officer, the Department of Homelessness and Supportive Housing, and the Department of Public Health on these issues.

Beautification: Another word for cleaning, the beautification analysis focused on needles, graffiti and stickers, and trash. Needle removal is on the rise in Yerba Buena, as it seems to be City-wide. Our teams are trained on how to remove them safely and have the equipment to do so. Graffiti and stickers, however, are steadily declining over the past few years – with one spike in April and May of 2017. This decrease follows the City-wide decrease in graffiti that some say is connected to the arrest of 7 prolific taggers in late 2017. Trash, on the other hand, is increasing. Last year, the YBCBD Clean Team collected 162 tons of trash, an average of 900 pounds of trash every day.

Yerba Buena streets are dynamic and analysis needs to continue in order to better understand the issues and how to address them. Brennan closed by stating that this analysis will help inform the budgeting process for FY20 and how we can make improvements.

H. MARKETING COMMITTEE REPORT

H-1 PRESENTATION on the new neighborhood promotional campaign.

Michelle Delaney presented the new neighborhood marketing campaign theme, Colorful to the Core, and street banner designs.

I. EXECUTIVE DIRECTOR REPORT

J-1 RECEIVE UPDATE on Brown Act Training & Board Orientation.

Cathy Maupin announced that the Brown Act Training & Board Orientation will be scheduled for either February 13th or February 27th from 3:00-5:00pm. All new board members are required to attend the training. Continuing board members are welcome to attend.

J-2 RECEIVE UPDATE on April Board Meeting items.

Cathy Maupin indicated that agenda items for the April 9th Board Meeting are expected to include approval of Community Benefit Grants, review of the quarterly financials, approval of the audit committee membership, and a presentation on the Central Subway project.

J. COMMENTS/Q&A WITH DISTRICT 6 SUPERVISOR MATT HANEY

Candace Sue welcomed and introduced District 6 Supervisor Matt Haney to share a few words about his priorities as our new supervisor. Matt stated that he expects to see an increase in residents in District 6 and his priority is to make sure that it is a safe, healthy, and clean community for all. He added that several indicators reveal that there is work to be done to be sure gaps in services are being addressed.

He indicated his interest in working with all the community benefit districts in District 6 to identify needs and ways to improve services. He hopes to create an environment where changes are possible by better coordinating the services of City departments and community benefit districts.

Community members made comments and asked questions such as his position on the downtown rail extension project, a desire to have him walk the district, and impacts of the Moscone Center on nearby residences.

K. ANNOUNCEMENTS AND REQUEST FOR INFORMATION

There were no announcements or requests for information.

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

A member of the public stated that everyone should pay close attention to downtown rail extension project which can have a big impact in the community. They recommended that this be included into future meetings.

M. ADJOURN

Candace Sue thanked the Palace Hotel and in particular Cliff Clark for hosting the meeting.