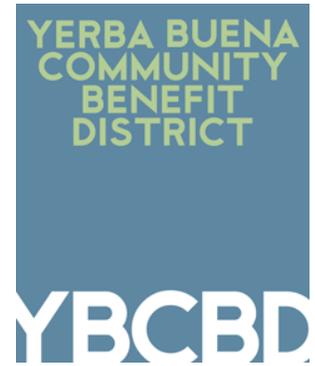


**MEETING MINUTES**

**Yerba Buena Community Benefit District  
Board Meeting  
Tuesday, April 9, 2019  
4:00pm – 6:00pm**

**San Francisco Museum of Modern Art  
151 Third Street  
White Box, 4<sup>th</sup> Floor**



**Attending:** David Allison, Julie Anderson, Noah Bartlett, Michelle Delaney, Lynn Farzaroli, Elizabeth Gessel, Peter Hartman, Pat Kilduff, Kerry King, Lisa Kirvin, Lawrence Li, Frank Miskus, John Noguchi, Michel Notten, Jason Phillips, Gail Ringer, Shelly Robb, Brennan Zerbe

**Not Attending:** Catherine Bartels, Clif Clark, Richard Rendon, Scott Rowitz, Wilfred Selvaraj, Micah Tell

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

**Public:** Peter Bartleme, Brian Berry, Andrew Bryant, Phillip Pierce, Judith Propp, Terilyn Steverson, Adine Varah

**OPEN SESSION  
4:00pm**

**A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES**

Lynn Farzaroli called the meeting to order and reviewed the public comment guidelines.

**B. INTRODUCTIONS**

**C. APPROVAL OF MINUTES**

The motion to approve the January meeting minutes was unanimously approved. MSC: Zerbe/Noguchi

**D. PRESENTATION ON THE CENTRAL SUBWAY PROJECT**

Lynn Farzaroli introduced Phillip Pierce of the Central Subway Project who stated the vision SFMTA is to provide excellent transportation choices, including extending the T line on Third Street. The benefits include connecting dense housing, job centers, hospitals and growing neighborhoods. It will connect with BART, CalTrain, and various Muni lines.

The line will run from 4<sup>th</sup> and Brannan to Green Street in Chinatown. Two massive boring machines were used for 173 days to bore the tunnel. The surface stations along the line will have the same design as other T 3<sup>rd</sup> Street stops. The line goes underground just south of the I-80 freeway and will be underground through Yerba Buena. The Yerba Buena/Moscone Station will be located at 4<sup>th</sup> and Clementina and will include natural light and public art. The station is near hotels and will eventually be adjacent to an affordable housing building with 70-75 units.

The Union Square station is built into the Union Square plaza with an underground pedestrian walkway that connects to the Powell Station for Muni and BART transfers. The Chinatown station will be the tallest and have a rooftop public plaza.

Phillip reported that the intersection of 4<sup>th</sup> and Folsom was recently paved. Construction on the Yerba Buena Station is expected later this year with revenue service scheduled to begin by late December 2019.

A question was raised concerning security at the station. Phillip indicated that SFMTA plans to hire private security and will also work closely with SFPD and BART.

Lynn Farzaroli announced that a tour of the subway has been scheduled with a few spots still available. Several board members signed up and Phillip offered to host another tour in the fall for those unable to participate. Interested board members included Julie Anderson, Pat Kilduff, Frank Miskus, Lisa Kirvin, Michelle Delaney, John Noguchi, Michel Notten, and Gail Ringer.

#### **E. CHAIR/EXECUTIVE COMMITTEE REPORT**

##### **E-1 REPORT on conflicts of interest.**

Several conflicts of interest related to the Community Benefit Fund grant recommendations were noted, including Kerry King/Contemporary Jewish Museum, Lawrence Li/SPUR, and Lisa Kirvin/Renaissance Entrepreneurship Center.

No other conflicts were reported.

##### **E-2 REPORT on actions taken by the Executive Committee between Board meetings.**

Lynn Farzaroli reported that the Executive Committee took several actions between the last two board meetings including approving the Mid-Year Report to the City, a letter outlining requested public realm improvements for the Hearst Hotel conversion, \$15,000 in funding for 2 event sponsorships and \$61,250 in full grants, and an agreement with the Moscone Expansion District to work with the Downtown Streets Team for extra cleaning.

##### **E-3 DISCUSS/APPROVE Audit Committee membership.**

Lynn Farzaroli presented two additional members for election onto the Audit Committee, board members Gail Ringer and David Allison.

The motion to approve Gail Ringer and David Allison as members of the Audit Committee was unanimously approved. MSC: Zerbe/Noguchi

##### **E-4 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy.**

Cathy Maupin reported that the final stages of the Conservancy lease with the City are being negotiated. It's hoped that the Conservancy Board of Directors will be in a position to approve the lease in April. It is projected that the City Administrator will approve the lease by the end of May and ratified by the San Francisco Board of Supervisors by the end of June. If all goes as projected, the Conservancy would begin operations in July.

Cathy Maupin announced that the organization will be seeking letters of support when the legislative process begins, and is also accepting financial contributions to help cover legal and start-up costs.

- E-5 RECEIVE UPDATE on plans to celebrate public art and public spaces created by the Moscone Expansion.

Lynn Farzaroli stated that the community is planning a joint celebration of the public art and spaces created within the Moscone Expansion Project and the Conservancy lease signing with the City. Tentative dates are June 13<sup>th</sup> or 20<sup>th</sup>.

- E-6 RECEIVE UPDATE on the Hearst Hotel project.

Brennan Zerbe reviewed the history of the conversion of the Hearst Building to a hotel. The project had to maintain very high standards as it is an edifice of historical significance. The Historic Planning Commission unanimously approved the project. The Planning Commission will meet April 25<sup>th</sup> to decide the next steps. If approved by the commission, the Board of Supervisors will need to vote on this as it is being rezoned from an office space to a hotel.

If all goes according to plan, construction is projected to begin the 2<sup>nd</sup> quarter of 2020. The hotel will have 160 rooms and the lobby entrance will be moved to Stevenson, near where the Lark Bar is currently located. A hotel operator has not yet been selected.

The board offered a few comments including a concern that moving the lobby would significantly impede traffic through Stevenson and onto Annie Street, and the displacement of 7 retail establishments and 66 tenants.

#### **F. COMMUNITY BENEFIT FUND COMMITTEE REPORT**

- F-1 REVIEW/APPROVE funding recommendations for full grants and RECEIVE UPDATE on event sponsorships and mini-grants awarded.

Kerry King, Lawrence Li, and Lisa Kirvin recused themselves for this item.

Lynn Farzaroli reported that nine (9) proposals were received totaling \$154,777, with only \$76,250 to award this cycle. The Executive Committee approved 2 event sponsorships and one mini-grant totaling \$15,000. She presented full grant proposal recommendations of \$61,250.

The motion to approve the full grant funding as presented was unanimously approved. MSC: Ringer/Delaney

#### **G. STREETS & PUBLIC SPACE COMMITTEE REPORT**

- G-1 REVIEW/DISCUSS/APPROVE changes to the Streets & Public Space Committee.

Noah Bartlett announced that the committee is requesting a change to their committee structure to codify committee membership from representatives from relevant City agencies, specifically the Planning Department, Public Works and SFMTA. Committee membership by these agencies is recommended, not required.

The motion to approve the addition to the Streets Committee structure recommending inclusion of up to three City agency representatives was unanimously approved. MSC: Hartman/Zerbe

G-2 RECEIVE UPDATE on Annie North Plaza.

Noah Bartlett announced that the project to redesign Annie North is moving forward with anticipated completion in June of this year. JR, the artist who will be exhibiting his work at the SFMOMA, will be creating and installing a mural for the barricades.

G-3 RECEIVE UPDATE on changes to Howard Street.

Noah Bartlett stated that the SFMTA Board of Directors recently approved immediate bicycle safety improvements on Howard Street between 3<sup>rd</sup> and 6<sup>th</sup> Streets. The changes were fast-tracked after a fatal crash at the intersection of Howard and 6<sup>th</sup> streets. As of now, the SFMTA has restricted parking on the north side of Howard between 4<sup>th</sup> and 6<sup>th</sup> streets, installed barrier-protected bike lane between 5<sup>th</sup> and 6<sup>th</sup> streets, and restriped part of the bike lane between 3<sup>rd</sup> and 4<sup>th</sup>.

## **H. SERVICES COMMITTEE REPORT**

H-1 RECEIVE UPDATE on the deployment of the Downtown Streets Team.

Brennan Zerbe stated that beginning in February, the Moscone Expansion District contracted with the Downtown Streets Team to provide additional cleaning and homeless outreach services near the Moscone Center. The Executive Committee approved a service agreement between YCBCD and the Moscone Expansion District in March that calls for the YCBCD to be responsible for managing communication and coordination of Downtown Streets Team activities with our own services, alert SF Travel to any issues or discrepancies with service, and in return will receive a small administration fee to perform this role.

The DST has a limited scope including litter removal and needle removal and a focus on the Moscone Center area.

H-2 RECEIVE UPDATE on the installation of additional Bigbelly SMART waste receptacles.

Brennan Zerbe stated that 9 of the 13 new Bigbellys were installed in the neighborhood on March 27<sup>th</sup>. The remaining 4 are scheduled to be installed on Wednesday, April 24<sup>th</sup> and all together there will be 22 Bigbellys in the neighborhood.

H-3 RECEIVE UPDATE on the City's Fix-It Community Meeting and Neighborhood Walk.

Brennan Zerbe reported that the Fix-It Team is the Mayor's multi-departmental team that works to address quality of life issues in targeted neighborhoods. Earlier in the month they held a meeting at SPUR to gather feedback from the community about issues in the neighborhood.

An agency walk with representatives from the appropriate City departments will be scheduled to develop and share an action plan to address issues and report back to community when issues are resolved.

- H-4 RECEIVE UPDATE on the most recent performance walk to measure cleanliness of the sidewalks.

Brennan Zerbe stated that in February, staff completed a sidewalk cleanliness performance walk with our service provider along 3<sup>rd</sup> Street from Howard to Folsom. Combined the blocks received a cleanliness score of 91%. These walks are held on a quarterly basis and all are invited.

**I. MARKETING COMMITTEE REPORT**

- I-1 RECEIVE UPDATE on the 2<sup>nd</sup> Annual Yerba Buena Day at the San Francisco Giants, Saturday, April 13<sup>th</sup> at 1:05pm versus the Colorado Rockies.

Michelle Delaney stated that on April 13<sup>th</sup> the organization is hosting a Community Appreciation Day by attending the Giants Versus Rockies Game at Oracle Park. All 50 tickets have been purchased by neighborhood residents and businesses.

- I-2 RECEIVE UPDATE on other projects:

Michelle Delaney reminded the board of two important upcoming events: Sunday Streets on August 18<sup>th</sup> and Yerba Buena Night on October 12<sup>th</sup>. She encouraged board members to attend one of the monthly Yerba Buena walking tours and reported that an updated neighborhood website will be launched by the end of the year.

**J. FINANCE COMMITTEE REPORT**

- J-1 REVIEW/DISCUSS/APPROVE a YBCBD reserve policy.

In the absence of Treasurer and Finance Committee Chair Scott Rowitz, Cathy Maupin gave the Finance Committee Report. She presented a reserve policy for review and approval. The Finance Committee worked on the proposal over the past few months at the request of the Executive Committee. The goal of the policy is to ensure the organization has a minimum of 8 months of operating funds in reserve.

The motion to approve the YBCBD Operating Reserve Policy was unanimously approved. MSC: Zerbe/King

- J-2 REVIEW/DISCUSS financial statements through February 2019.

Cathy Maupin reviewed the financial statements through February 28, 2019. A total of \$1,153,459 assessments remain due for period of FY08-09 to FY18. She indicated that fundraising efforts are behind projections at this point however we should still hit our goal by the end of the fiscal year. Assets and liabilities stand at \$4.313M and expenses for FY19 are under projections to-date.

- J-3 RECEIVE UPDATE on the FY20 budgeting process.

Cathy Maupin stated that the Finance Committee reviewed a first draft of the FY20 budget at its March meeting and will review the budget two more times before it's presented to the Executive Committee for review. The final budget will be presented to the full board for review, discussion, and approval at the June meeting

**K. EXECUTIVE DIRECTOR REPORT**

K-1 RECEIVE UPDATE on neighborhood and YCBCD news.

Cathy Maupin reported that the CBDs in District 6 have been meeting regularly with District 6 Supervisor Matt Haney and he plans to continue meet with all CBDs in his district on a regular basis. She added that the Mayor’s budget priorities for the coming year are in alignment with our priorities including reducing homelessness and cleaning the streets.

Cathy Maupin also announced the opening of the Virgin Hotel, the coming of the How Weird Street Faire, Bay to Breakers, and other upcoming conventions.

K-2 RECEIVE UPDATE on June Board Meeting items.

Cathy Maupin announced the next board meeting for June 11<sup>th</sup> at a location to be determined. Agenda items are expected to include review and approval of the FY20 assessment rate, the FY20 budget, and the 2020 Nominating Committee.

**L. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**

Lynn Farzaroli thanked Noah Bartlett and Jim Weber of SFMOMA for their generosity in hosting the meeting.

Michelle Delaney stated that tomorrow, April 10<sup>th</sup> is Walk to Work Day and encouraged everyone to participate. She also invited everyone to a birthday celebration for Candace Sue on Saturday, April 13<sup>th</sup> at 8:00pm at 111 Minna Gallery.

Pat Kilduff announced that the Children’s Creativity Museum is celebrating their anniversary on May 18<sup>th</sup> in the Yerba Buena Gardens from 11am to 2pm.

**M. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA**

There was no general public comment.

**N. ADJOURN**

Lynn Farzaroli adjourned the meeting at 6:00pm.