

MEETING MINUTES

**Yerba Buena Community Benefit District
Board Meeting
Tuesday, June 11, 2019
4:00pm – 6:00pm**

**Contemporary Jewish Museum
736 Mission Street**



Attending: David Allison, Julie Anderson, Noah Bartlett, Clif Clark, Lynn Farzaroli, Elizabeth Gessel, Peter Hartman, Joe Hayes (alt. for Kerry King), Lisa Kirvin, Alex Kivelstadt (alt. for Michelle Delaney), Michel Notten, Richard Rendon, Gail Ringer, Shelly Robb, Scott Rowitz, Micah Tell, Brennan Zerbe
Not Attending: Catherine Bartels, Pat Kilduff, Lawrence Li, Frank Miskus, John Noguchi, Jason Phillips, Wilfred Selvaraj
Staff: Constance Cavallas, Richard Ciccarone, Cathy Maupin
Public: Brian Berry, Sherry Lin, Judith Propp

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 April Board Meeting minutes was unanimously approved. MSC: Zerbe/Rowitz

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 between Board meetings.

Lynn Farzaroli reported that the Executive Committee approved the Audit Committee's recommendation for an audit firm for FY19; and approved the Finance Committee's recommendations for the proposed FY20 Budget, FY20 committee budget plans, and a proposed assessment rate increase.

D-3 DISCUSS/APPROVE Nominating Committee membership.

Lynn Farzaroli indicated that the full Board of Directors approves membership on the Nominating Committee each year. The recommended slate includes:

At-Large – Clif Clark/Palace Hotel
Community Organization – Lawrence Li/SPUR
Government/Education – John Noguchi/Moscone Center
Nonprofit Arts – Kerry King/Contemporary Jewish Museum
Resident – Julie Anderson/SOMA at 788
Commercial – Michel Notten/Virgin Hotel

The motion to approve this slate of Nominating Committee members for 2020 was unanimously approved. MSC: Zerbe/Bartlett

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

Scott Rowitz reported that the lease between the Conservancy and the City was introduced to the San Francisco Board of Supervisors and will be forwarded to the Land Use Committee on June 17th. It will go back to the Board of Supervisors for final approval and then to the Mayor for signing. It's expected everything will be in order by the end of June, with the Conservancy taking over operations on July 1, 2019.

D-5 RECEIVE UPDATE on a public event celebrating the new public spaces at Moscone and the official start of Conservancy operations.

Lynn Farzaroli reported that a joint celebration of the Moscone Expansion Project and the Yerba Buena Gardens Conservancy is being planned, tentatively in July. Board members will be invited.

D-6 RECEIVE UPDATE/DISCUSS the recently passed local ordinance on conservatorships.

Lynn Farzaroli reported that State Legislature passed Senate Bill 1045, Improving California Conservatorship Law, late last summer and the Governor signed it in September 2018. Senate Bill 1045 allows the creation of a 5-year pilot conservatorship program for San Francisco, San Diego, and Los Angeles counties, requiring housing with wraparound services to the most vulnerable on our streets.

Since last fall, the City and the Board of Supervisors has been developing the local framework for the program which passed the Board of Supervisors last Tuesday. In order to be considered for conservatorship, an individual must be chronically homeless and suffering from serious mental illness and substance use disorder such that these co-occurring conditions have resulted in frequent emergency room visits, frequent detention by police under a 5150, or frequent hold for psychiatric evaluation and treatment. The details are still being worked out though overall this effort should help individuals who are unable to care for themselves due to a co-diagnosis of serious mental illness and substance abuse disorder.

E. FINANCE COMMITTEE REPORT

- E-1 RECEIVE UPDATE on FY19 fundraising efforts.

Scott Rowitz reminded the board that the organization is required to raise a minimum of 5% of our annual budget from sources other than assessment funds. He announced that for FY19, we've raised \$364,040 – exceeding our requirement of \$167,800 by \$196,240.

- E-2 REVIEW/DISCUSS the FY20 Budget Memo and the FY20 Budget.

Scott Rowitz presented the budget memo and the FY20 Budget for approval. He stated that the Finance Committee is proposing a budget of \$4,665,952.80, an increase of 9% over FY19. The budget includes using \$1,327,685 in carryover funds (projecting a carryover balance of \$3.85 million as of June 30, 2019). The significant changes in the budget included increasing the SFPD Bike Patrol officer from 12 to 14 hours/day, salary increases for our services team, additional Bigbelly receptacles, and implementation of the recently approved reserve policy.

- E-3 DISCUSS/APPROVE an assessment rate increase of 3% for FY20.

Scott Rowitz reported that the Finance Committee recommends a 3% assessment rate increase for FY20, which will generate an additional \$91,500 for the organization to help cover the costs of the increases for services.

The motion to approve an assessment rate increase of 3% for FY20 was unanimously approved. MSC: Ringer/Hartman

- E-4 APPROVE the FY20 Budget.

The motion to approve the FY20 Budget as presented was unanimously approved. MSC: Allison/Kirvin

F. AUDIT COMMITTEE REPORT

- F-1 RECEIVE UPDATE on FY19 audit firm and process.

Gail Ringer reported that the committee conducted an RFP process this year for a new audit firm. As a result, the committee recommended the firm of Moss Adams, and that recommendation was approved by the Executive Committee. The firm was highly recommended from other nonprofits and several YBCBD board members. The Committee has negotiated a 3-year agreement with the fee to remain flat for all 3 years. The audit is expected to get underway in the next 2 weeks.

G. STREETS & PUBLIC SPACE COMMITTEE REPORT

- G-1 RECEIVE UPDATE on Annie North Plaza.

Noah Bartlett reported that the Annie North project is a public-private partnership between the YBCBD, the City, and adjacent property owners. This project will remove the planters, open sight lines, and create a flexible space.

There has been a delay in the project due to high levels of toxicity in the soil, which requires careful containment and removal. Staff is currently working with Public Works on finding a solution.

G-2 RECEIVE UPDATE on graphic crosswalks.

Staff continues to work with SFMTA and Public Works on this project. Progress is being made though a timeline is still not known.

G-3 RECEIVE UPDATE on priority projects for FY20.

Noah Bartlett reported that the Streets Committee has identified a number of priority projects to pursue in FY20 including the Natoma Street Project. That project is a partnership between SFMOMA, YCBCD, Planning Department, Public Works, and SFMTA, and will enhance public art along the corridors of Natoma and Minna between 2nd and 3rd streets.

Another new development for FY20 is the Matching Grant Program. Inspired by the Community Benefit Fund and a related effort in the Civic Center, the program will offer grant funds to property owners interested in making improvements to their properties that also improve the streetscape and safety of the public realm.

Noah added that other projects the committee expects to work on include 2 dog spots and adding art to the Bigbelly wraps.

H. SERVICES COMMITTEE REPORT

H-1 REVIEW/DISCUSS the most recent performance walk.

Brennan Zerbe reported that the last performance walk to measure sidewalk cleanliness was held in May. Both sides of 4th Street between Market and Howard were scored, with scores ranging from 82% to 93%. The biggest markdowns came from unabated graffiti and stickers. The YCBCD has a zero tolerance policy for graffiti and stickers.

H-2 RECEIVE UPDATE on the Fix-It Team's follow-up items.

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. They held a Yerba Buena community meeting and neighborhood walk in March to identify and evaluate neighborhood issues. Some issues that have already been resolved include a repaved intersection at 4th and Howard Streets. Staff will continue to work with the Fix-It Team to ensure all issues are addressed.

H-3 RECEIVE UPDATE on the Bigbelly receptacles.

Brennan Zerbe stated that 13 new Bigbellies were installed in March and April bringing the total to 22 Bigbellies in the neighborhood. The next step is to replace the graphic wraps on the first 9 cans, as Noah mentioned in his report.

H-4 RECEIVE UPDATE on uniform changes.

Brennan Zerbe reported that we're making changes to the uniforms. We're eliminating green as one of our uniform colors and outfitting everyone in blue. Additionally, team members will receive blue waterproof jackets – a much more visible option. Expect to see the uniforms in the next few months.

I. MARKETING COMMITTEE REPORT

I-1 RECEIVE UPDATE on Yerba Buena Night 2019.

Micah Tell reviewed Yerba Buena night information stating that it will take place on Saturday, October 12th from 6:00pm to 10:00pm. The event this year will focus on theater arts by partnering with A.C.T and a local middle school. A photo shoot for the bus ads is scheduled for Monday.

I-2 RECEIVE UPDATE on Sunday Streets planned for August 18, 2019.

Micah Tell stated that Sunday Streets will include help from 111 Minna Gallery and most neighborhood cultural institutions. And with the generous support of the Yerba Buena Gardens Festival, the LGBT Freedom Marching Band will perform. Kid's favorite Tree Frog Treks will be at the event with their assortment of lizards and other creepy crawling friends.

I-3 RECEIVE UPDATE on Marketing Committee membership.

Micah Tell stated that the Committee is looking for new Marketing Committee members and to approach YCBCD staff if interested.

J. EXECUTIVE DIRECTOR REPORT

J-1 RECEIVE UPDATE on neighborhood and YCBCD news.

Cathy Maupin introduced District 6 Supervisor Matt Haney's 10 point plan which includes more trash cans, expanding public restrooms to 24 hours, syringe disposal boxes, and a more responsive and effective 311 service.

Cathy Maupin also reviewed the upcoming conventions at Moscone Center.

J-2 RECEIVE UPDATE on staffing changes.

Cathy Maupin reported that with the recent departure of Neal Patel, she has instituted a new staffing structure to streamline to work of the organization. Constance maintains her position and title, and Richard has been promoted to the Director of Branding, Activation, and Marketing. Still to be hired is an Administrative Manager.

J-3 RECEIVE UPDATE on the 2019 Implementation Timeline.

Cathy Maupin reviewed the implementation timeline and indicated that all committees are on track to achieve their goals.

J-4 RECEIVE UPDATE on September Board Meeting items.

The next board meeting is scheduled for September 10th, at a location to be announced. The meeting will include a presentation of the FY19 audit and updates from all committees.

K. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

There was a comment highlighting the outstanding work of the Downtown Streets Team, saying that they have been a great addition to the neighborhood.

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There were no general public comments.

M. ADJOURN

Lynn Farzaroli thanked Kerry King and Joe Hayes for their generosity in hosting the meeting. The meeting was adjourned at 6:00pm.