

MEETING MINUTES

**Yerba Buena Community Benefit District
Board Meeting
Tuesday, September 10, 2019
4:00pm – 6:00pm**



**SPUR
654 Mission Street, 2nd Floor**

Attending: Noah Bartlett, Clif Clark, Michelle Delaney, Lynn Farzaroli, Elizabeth Gessel, Peter Hartman, Kerry King, Lisa Kirvin, Lawrence Li, Frank Miskus, Jason Phillips, Richard Rendon, Gail Ringer, Scott Rowitz, Bob Sauter (alt. for John Noguchi), Micah Tell, Brennan Zerbe

Not Attending: David Allison, Julie Anderson, Shelly Robb, Wilfred Selvaraj

Staff: Constance Cavallas, Richard Ciccarone, Sophia Cross, Cathy Maupin

Public: Peter Bartelme, Brian Berry, Angelica Felix, Alex Kivelstadt, Judith Propp, 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 June Meeting Minutes passed. MSC: Zerbe/Delaney. Abstention: King

D. AUDIT COMMITTEE REPORT

D-1 REVIEW/ACCEPT FY19 audit.

Kerry King introduced Angelica Felix of Moss Adams, the audit firm. Angelica Felix reported the auditor's report was an unmodified opinion, which is the highest grade that can be given.

There were no difficulties encountered in the required communications with the governing body. There were no deficiencies in internal controls or material witnesses. Angelica Felix reviewed the changes in the final draft and stated that overall the audit went very smoothly.

The motion to review the FY19 audit passed unanimously. MSC: Zerbe/Kirvin

E. CHAIR/EXECUTIVE COMMITTEE REPORT

E-1 REPORT on conflicts of interest.

No conflicts of interest or interlocking directorships were reported.

E-2 WELCOME Sophia Cross, YCBCD Administrative Manager.

Lynn Farzaroli welcomed the newest YCBCD staff member, Operations Manager Sophia Cross. Sophia graduated from Tulane University with a double major in English and Environmental Studies. She started part-time on September 6th and will begin full-time on October 28th.

E-3 REPORT on actions taken by the Executive Committee between Board meetings.

Lynn Farzaroli reported that the Executive Committee took several actions between board meetings, including approving the draft FY19 audit report, a new Public Realm Improvement Matching Grant Program, a letter of support for a brass plaque honoring the late George Moscone to be placed in the Yerba Buena/Moscone Central Subway Station, and a letter of support for two Illuminate projects – Troubadour and the Path of Gold LED bulb replacement project along Market Street.

E-4 RECEIVE UPDATE on Nominating Committee activities.

Lynn Farzaroli reported that for 2020 the Board must fill 12 open seats in addition to one officer position and 3 committee chairs. Outreach efforts are underway and the final slate is expected to be finalized by mid-December.

E-5 DISCUSS nomination process for the Yerba Buena Community Excellence Awards.

Lynn Farzaroli announced that it's time to prepare for the Yerba Buena Community Excellence Awards, awarded annually to individuals and organizations that make the neighborhood better. Board members were encouraged to submit nominations by October 15th.

Lynn also announced that Shelly Robb, the board member representative from the Marriott Marquis, is relocating to Texas at the end of the month. Lynn thanked Shelly for her participation and support.

E-6 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy.

Scott Rowitz reported that the Conservancy has officially started operations. The lease agreement with the City has been finalized and operations commenced on July 1st. He acknowledged that the Conservancy owes the YCBCD repayment of the \$300,000 loan. He also invited all board members to attend a community event on September 26th to celebrate the kick-off of the Conservancy. Formal invitations will be forthcoming.

F. SERVICES COMMITTEE REPORT

F-1 REVIEW/DISCUSS key service stats for FY19.

Brendan Zerbe reviewed key service statistics for the just ended fiscal year.

- Public Safety – Figures from our Bike Patrol Officer indicates that they spent a significant amount of time on sit/lie violations, followed by addressing erratic and unusual behavior.
- Homelessness/Street Population – The average number of individuals sleeping on Yerba Buena sidewalks was 39 people, a decrease from the previous year. As context,

in the recent 2019 San Francisco Homeless Point-in-Time Count, 3,659 homeless individuals were counted in District 6.

- Sit/Lie and Sleeper/Camper – We saw an increase in sleeper/camper numbers while our sit/lie numbers remained steady. These figures reflect interactions with our Community Guides and Social Service Specialist, not the Bike Patrol Officer.
- Erratic and Unusual Behavior – After seeing a spike in these numbers in March 2019, we've seen a steady decline. Numbers for FY19 are similar to FY18.
- Needles – We saw a huge spike in needles in October 2018 and have seen a steady decline since. Our overall numbers from this past year are down significantly from the previous year.
- Graffiti & Stickers – Removal fluctuated throughout the year, with a low month of 50 incidences to a high of 450.
- Litter – Our team collected 194 tons of litter in FY19, averaging 16 tons a month up from 14 tons in FY18.

F-2 REVIEW/DISCUSS the San Francisco 2019 Homeless Count Report.

Brennan Zerbe reported that every two years the City and County of San Francisco participates in a nation-wide point-in-time count of the homeless population in the city. Some important statistics from the January 2019 report are:

- A 17% increase in the number of homeless between 2017 and 2019 – a total of 8,011 people
- Of that amount, 5,180 are unsheltered
- Also of the 8,011, 3,659 were counted in District 6
- 1,990 people in District 6 are unsheltered

F-3 RECEIVE UPDATE on new uniforms.

Brennan Zerbe announced that the teams are outfitted in their new uniforms which are brighter and easier to see. The biggest changes are that everyone wears the same color of uniforms and the new jackets are bright blue.

G. MARKETING COMMITTEE REPORT

G-1 RECEIVE UPDATE on Yerba Buena Night 2019.

Richard Ciccarone reminded the board that Yerba Buena Night is scheduled for Saturday, October 12th. 2019 is the 9th year of the event and it's expected to be bigger and better than ever. Richard shared program details and highlights along with a video of last year's event.

G-2 RECEIVE UPDATE on the new neighborhood website.

Michelle Delaney reported that visits to the neighborhood website, www.visityerbabuena.org, have increased since its relaunch. We've received positive feedback from users, especially from visitors and conventioners. The design is based on the Colorful to the Core campaign, features places to visit, eat, shop, and stay in the neighborhood, and is targeted for the largest population that could use this information: conventioners and visitors. Listings include a brief description, contact information, and a link to a Google map.

G-3 RECEIVE UPDATE on Sunday Streets.

Michelle Delaney reported that for the second year, the YBCBD participated in Sunday Streets SoMa. This year the event was held August 18th and our hub between 3rd and 4th on Folsom featured Tree Frog Treks with their reptile petting zoo, Gregangelo Velocity Circus with their bubble making machine and tent of wonder, SPIN with two ping-pong tables, and 111 Minna with live, interactive painting. Overall attendance was higher than last year and the event was very well managed by Livable City.

H. STREETS & PUBLIC SPACE COMMITTEE REPORT

H-1 RECEIVE UPDATE on neighborhood projects.

Noah Bartlett reported that the Annie North Plaza project has been on hold for several months due to the unexpected and out-of-budget cost related to toxic soil removal. Staff and other neighborhood partners have been working with the City to come up with a solution. The Street's Committee reallocated some of it's funding for the toxic soil removal, if needed. We will continue to work with the City for financial support as well as from the other project partners.

Noah Bartlett mentioned that the original nine Bigbellys installed in our neighborhood in December 2017 are in need of a refresh of the wraps (graphics). The Streets, Services, and Marketing committees are working together to replace the existing wraps with designs that embrace the arts and culture spirit of Yerba Buena. A call for design submissions was released in June. After careful review, three artists were selected - Andrew Li, Hung Kei Shiu, Kalani Ware. The next step will be to work with the artists to finalize designs and the replacement designs should be installed before the end of the year.

Noah Bartlett reported that the Yerba Buena Gardens Conservancy is serving as the project lead for the Slope Improvement Project around Moscone South. The area includes the planter beds on 3rd Street, 4th Street, and Folsom Streets. The project also include 2 Dog Spots that are a project of the YBCBD Streets Committee. The Dog Spot pet relief areas are located on Folsom Street at the intersections of 3rd and 4th streets. The entire project is expected to be completed by June 2020.

Noah Bartlett announced a new program has been created to leverage our resources and encourage neighborhood properties to make improvements that would positively impact the public realm. The Matching Grant Program is available to all properties in Yerba Buena. Communication and targeted outreach of the new program will start soon.

H-2 RECEIVE UPDATE on City projects in the neighborhood.

Noah Bartlett shared information on a few City projects in Yerba Buena.

- Natoma/Minna Art Corridor Project – It is intended to connect the Salesforce Transit Center to the Yerba Buena Gardens via Natoma and Minna streets. The project, led by the Planning Department and Public Works, aims to improve pedestrian access and safety, and incorporate art into the streetscape. SFMOMA hosted the first key stakeholder meeting in July. Next steps include creating initial design alternatives, a curatorial statement, and continued outreach to interested stakeholders.

- Howard Street Improvements between 2nd and 3rd Streets – This is a “quick-build” project led by the Planning Department. The project aims to extend parking protected bikeways from 3rd Street to the Embarcadero, and includes pedestrian crosswalks and increase in loading zones. A community meeting was held in the neighborhood in July to help inform the planning and design process. Installation is expected to begin in Winter 2020.
- 3rd Street Improvement Project – Led by SFMTA, the project runs from Market to Townsend and seeks to reduce bus delays and improve pedestrian safety. Changes include the addition of dedicated right-turn lanes at congested intersections, relocation of the red transit lane, new Muni boarding islands, consolidated bus stops, and painted “safety zones” to slow turns and create more buffer between pedestrians and cars. Implementation will begin in a few weeks and is expected to be completed by the end of 2019. A second phase including widening sidewalks, corner sidewalk extensions, and other improvements will take place in 2023-2024.
- 4th Street Improvement Project – Also led by SFMTA, the project will run from Market to Folsom and seeks to improve transit efficiency. Implementation will be timed with the opening of the Central Subway.

I. EXECUTIVE DIRECTOR REPORT

I-1 RECEIVE UPDATE on neighborhood and YCBCD news.

Cathy Maupin shared information on new businesses in the district and upcoming conventions.

I-2 RECEIVE UPDATE on the 2019 Implementation Timeline.

Cathy Maupin reviewed the 2019 Implementation Timeline.

I-3 RECEIVE UPDATE on November Board Meeting items.

Cathy Maupin announced that the next Board Meeting is scheduled for November 12th at a location to be determined. Agenda items are expected to include approval of Community Benefit Fund grants, recap of Yerba Buena Night, and updates from all committees.

J. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

Cathy Maupin announced that Board Chair emeritus, Candace Sue, will be having a party at 111 Minna Gallery September 12th from 5pm – 7pm to celebrate her departure from SFMTA and her new position with the University of California.

Michelle Delaney announced that Palette is holding a gallery opening Friday, September 13th from 6:00pm to 9:00pm.

K. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

L. ADJOURN

Lynn Farzaroli adjourned the meeting at 6:00pm.