



MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting
Tuesday, November 12, 2019
4:00pm – 6:00pm

SFMOMA
151 3rd St
Koret Education Center, 2nd Floor

Attending: David Allison, Noah Bartlett, Clif Clark, Michelle Delaney, Katharine Greenbaum, Peter Hartman, Joe Hayes (alternate for Kerry King), Lisa Kirvin, Lawrence Li, Frank Miskus, John Noguchi, Richard Rendon, Scott Rowitz, Micah Tell, Brennan Zerbe
Not Attending: Lynn Farzaroli, Elizabeth Gessel, Gail Ringer, Jason Phillips, Wilfred Selvaraj
Staff: Zoe Baker, Constance Cavallas, Richard Ciccarone, Sophia Cross, Cathy Maupin
General Public: Brian Berry, Judith Propp

OPEN SESSION 4:00pm

A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES

Peter Hartman called the meeting to order and reviewed the public comment guidelines.

B. INTRODUCTIONS

Peter Hartman announced that Lynn Farzaroli is out on medical leave and is scheduled to return in 2020.

Peter Hartman welcomed YBCBD's newest board member, Katharine Greenbaum of the Children's Creativity Museum.

C. APPROVAL OF MINUTES

The motion to approve the September Meeting Minutes passed unanimously. MSC: Zerbe/Rendon

D. CHAIR/EXECUTIVE COMMITTEE REPORT

D-1 REPORT on conflicts of interest.

Peter Hartman asked if there were any conflicts of interest or interlocking directorships. Noah Bartlett of SFMOMA and Joe Hayes of the CJM both reported conflicts as their organizations were being considered for a Community Benefit Fund grant.

D-2 WELCOME Zoe Baker, USF student and YBCBD Intern.

Peter Hartman welcomed YBCBD's fall intern, Zoe Baker. She is a San Francisco native and second semester Junior at USF, where she is studying Politics and Computer Science.

Constance Cavallas reported that Zoe has been working with the YBCBD since September 2019, focusing on 2 key projects:

- Conducting an inventory of security cameras, lighting, public art, and public spaces in Yerba Buena
- Compiling a resource guide of homeless, substance abuse, and mental health services

Zoe will be leaving the YBCBD at the end December 2019 to spend her next semester interning in Washington, D.C.

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

Peter Hartman reported that the Executive Committee took several actions between Board meetings, including approving the 2020 recipients of Yerba Buena Community Excellence Awards and the Community Benefit Fund Committee recommendations for distributing the \$78,500 available for full grant awards. These recommendations will be up for approval later in the meeting.

D-4 RECEIVE UPDATE on Nominating Committee activities.

Peter Hartman reported that for 2020, the Nominating Committee is tasked with filling 12 seats along with one officer position and three committee chairs. Outreach efforts are underway, with a particular emphasis on women and diversity, and the slate of nominees is expected to be finalized at the Committee's next meeting on December 12th. Board members are invited to contact Cathy Maupin before that date with any candidate recommendations they may have.

D-5 REVIEW/DISCUSS/APPROVE Yerba Buena Community Excellence Awards recipients for 2020.

Peter Hartman announced that the 3rd Annual Yerba Buena Community Excellence Awards ceremony will take place on January 21, 2020, directly following the Board's Annual Meeting.

Peter Hartman asked the board to approve the final list of recipients, with the six proposed nominees including:

- Excellence in Community Service – Elmer Boone, YBCBD Clean Team Member
- Excellence in Public Art – Jamie Patrick/Patrick & Co. for their mural on Minna Street
- Excellence in Public Realm Improvements – Public Works for the 2nd Street Improvement Project
- Excellence in Community Spirit – SPIN for their participation with both Sunday Streets and Yerba Buena Night
- Excellence in Community Promotion – SFMOMA for bringing the JR exhibit outside of their doors to other parts of the neighborhood and the City
- Excellence in Community Stewardship – The Yerba Buena Gardens Conservancy Interim Board of Directors for their leadership in ensuring a strong future for the Yerba Buena Gardens

The motion to approve the nominees for the 3rd annual Yerba Buena Community Excellence Award winners for 2020 was approved. MSC: Kirvin/Zerbe. Abstention: Bartlett/Rowitz

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

Scott Rowitz reported that the Yerba Buena Gardens Conservancy has been up and running since July 1, 2019. He added that the landscaping project along 4th, Folsom, and 3rd streets, should be completed by July 2020.

Scott Rowitz acknowledged the Conservancy's appreciation for the YBCBD's loan that funded legal and formation costs. He announced that the Conservancy recently paid back the loan in full.

E. COMMUNITY BENEFIT FUND COMMITTEE REPORT

E-1 REVIEW/DISCUSS/APPROVE funding recommendations for full grants.

Noah Bartlett and Joe Hayes recused themselves for this agenda item.

With the absence of committee chair Lynn Farzaroli, Cathy Maupin gave the committee report. She reported that overall 11 proposals were received totaling \$249,000. One applicant was disqualified because there was no connection to the neighborhood. The Community Benefit Fund had \$78,500 to allocate this cycle.

The Community Benefit Fund Committee recommended partial funding for 8 proposals totaling \$78,500. Proposals recommended for support included the California Historical Society, The Contemporary Jewish Museum, the Museum of the African Diaspora, the Northern California MLK, Jr. Foundation, SFMOMA, the S.F. Urban Film Festival, The Senior & Disability Action, and the Yerba Buena Center for the Arts.

The motion to approve the Committee's funding recommendations was approved. MSC: Rowitz/Allison. Recusals: Bartlett/Hayes

F. MARKETING COMMITTEE REPORT

F-1 RECEIVE UPDATE on Yerba Buena Night 2019.

Michelle Delaney reported on the 9th Annual Yerba Buena Night, which was held October 12, 2019 at Jessie Square and along Yerba Buena Lane. The event included many new artists this year, as well as some veteran performers. The crowd seemed larger than last year and held throughout the evening. Michelle thanked the volunteers and staff for organizing such an amazing event.

F-2 RECEIVE UPDATE on upcoming committee activities.

Michelle Delaney reported that the Marketing Committee is preparing for the Professional Convention Management Association (PCMA) conference in early January 2020. This is a conference of 5,000 event professionals from around the world, here to learn more about San Francisco in hopes that they will recommend the city to their clients.

Michelle Delaney also reported that the Committee is also planning a festive ceremony for the 3rd Annual Yerba Buena Community Excellence Awards. The awards will be distributed at the conclusion of the Annual Meeting on January 21, 2020.

G. STREETS & PUBLIC SPACE COMMITTEE REPORT

G-1 RECEIVE UPDATE on neighborhood projects.

Noah Bartlett reported that the City has given notice to proceed with the Annie North Plaza, with special thanks to Frank Miskus for his tenacity in securing this approval. The City has agreed to cover 60% of the cost for toxic soil removal, and the Streets Committee has allocated funds to cover the remaining 40% of the cost. The City's team has met with the project manager (Frank Miskus), and work is expected to start during this month (November 2019). The project has been given permission to continue through the City's building moratorium during the holidays, and the Committee expects the project to be completed in early 2020. Once the project is complete, the Committee will plan an opening event for the public.

Noah Bartlett reminded the Board that two dog spots are planned for the corners of 3rd/Folsom and 4th/Folsom as part of a large planting project around the exterior of Moscone South, specifically 3rd Street, 4th Street, and Folsom Street. The Yerba Buena Gardens Conservancy is serving as Project Manager. An RFP was released in September, and one proposal was received and is currently in review. If the proposal meets all the requirements, the next step will be to negotiate the terms of completion. Scott Rowitz affirmed that the submitted proposal meets all requirements. If all goes well, the project is expected to be completed by July 2020.

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

Noah Bartlett reported that the City has approved plans to move forward with the Better Market Street project, which has a full scope of 2.2 miles from the Embarcadero to Octavia Street. The construction will take place in phases, with the first phase (between 5th Street and 8th Street) breaking ground in late 2020 or early 2021. The YCBCD will be included in a later phase that will likely break ground closer to 2023/24. Planned improvements will include improved transit service, protected sidewalk-level bikeway, a streetscape with new pavers, furnishings, plantings, and public art, as well as renewal and replacement of aging infrastructure.

Noah Bartlett reported that the City also approved "Quickbuild" projects along the Market Street corridor that will be implemented in early 2020. These changes support Vision Zero, an initiative to eliminate pedestrian traffic deaths by 2024. A key component is making Market Street a car-free zone east of 10th Street.

Noah Bartlett reported that the first phase of the 3rd Street Transit and Safety project construction is underway on the lower section of 3rd Street, and will continue through the winter. Construction will take place on weekends and at mid-day, with night work on select dates. First phase improvements will include the addition of dedicated right-turn lanes at congested intersections, relocation of the red transit lane, addition of Muni boarding islands, and consolidated bus stops. Noah Bartlett reported that the second phase of the project will take place in 2023/24.

Noah Bartlett reported that at the Streets Committee's last meeting, the Committee heard a presentation about the Central SoMa Freeway Corridor Transformation Strategy. This project aims to create public recreation areas under I-80 from 4th to 6th Streets, covering about 10 acres in total. Some funding is available for the project as part of the Central SoMa Plan, and

SF Planning is looking for community partners to provide ideas and support for implementation and maintenance in the public areas. A small parcel of the planned space is within YCBCD boundaries. Noah Bartlett reported that members of the Streets Committee toured the space last week, and at their next meeting the Committee will discuss how to best leverage this opportunity to make improvements to this area of the neighborhood.

H. SERVICES COMMITTEE REPORT

H-1 RECEIVE UPDATE on committee activities.

Brennan Zerbe reported on the Committee's decision to form a working group to review the monthly stats report, which currently tracks 70 items. The working group will see if there are places that can be consolidated or categories that can be tightened to track what makes the most sense.

Brennan Zerbe announced that the Service Committee is looking to add another board member to the Committee in order to maintain the required balance between Board and community members on the Committee. The Committee's next meeting is scheduled for December 12th at 1:30pm in the YCBCD Conference Room. Board members interested in attending should reach out to Brennan Zerbe or Constance Cavallas.

H-2 RECEIVE UPDATE on recent meeting with Streetplus national management.

Brennan Zerbe reported that Cathy Maupin, Constance Cavallas, and himself met with Streetplus national management last week. Among the key topics discussed were employee training/retention, sidewalk cleaning, dispatch services, and employee safety. The conversation was positive, and a follow-up meeting is scheduled for December. The Committee plans to start meeting with the national management team on a quarterly basis starting in 2020, in addition to the monthly meetings already in place with local Streetplus management.

Brennan Zerbe reported a high turnover rate of Community Guides and Clean Team member for the most recent fiscal year. The board discussed employee retention and encouraged the committee to explore options to reduce turnover. These issues will be the focus of further discussion with Streetplus.

I. EXECUTIVE DIRECTOR REPORT

I-1 RECEIVE UPDATE on neighborhood and YCBCD news.

Cathy Maupin reminded the board that Dreamforce is coming up and Howard Street will be closed between 3rd and 4th, thru Sunday, November 24th. The convention is scheduled for November 19-22, with attendance expected to be upwards of 100,000.

Cathy Maupin announced the opening of several new businesses in the area: Performance for Life (650 Mission Street), Tacolicious Chico (685 Market Street), and Donburi Ya (674 Harrison).

Cathy Maupin reminded the board that the YCBCD administrative office will be closed on Thursday and Friday, November 28th and 29th for the Thanksgiving holiday. The office will also be closed for Christmas December 23rd thru January 3rd, reopening on January 6th. All Clean &

Safe services will continue during the holidays, and the dispatch number will still be active during that time.

I-2 RECEIVE UPDATE on the 2019 Implementation Timeline.

Cathy Maupin shared the most recently updated Implementation Timeline, which lists the expected activities for all committees in 2019. All committees are on track to achieve the majority of items by the end of the calendar year.

I-3 RECEIVE UPDATE on the January Annual Meeting.

Cathy Maupin announced that the YBCBD Board's Annual Meeting will take place on Tuesday, January 21st at 4:00pm. Clif Clark of The Palace Hotel offered to host the meeting. Projected agenda items include a review of 2019 accomplishments and a look forward to 2020; election of Officers, Committee Chairs and Directors; and recognition of outgoing Officers, Committee Chairs, and Directors.

Cathy Maupin announced that the YBCBD has invited Dr. Anton Nigusse Bland, the City's Director of Mental Health Reform, to speak at the meeting about his research and recommendations to address the mental health issues on our streets. Immediately following the board meeting is the Yerba Buena Community Excellence Awards celebration, followed by a social mixer to welcome new members and provide an opportunity for the Board to engage with members of the public.

J. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

Cathy Maupin announced that Michelle Delaney will be honored at the Yerba Buena Alliance Gala later in the evening from 5:00 – 8:00pm, where she will receive the 'Unsung Hero' award in recognition of her good work in the community. The event takes place in the City View Room at the Metreon.

K. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

L. ADJOURN

Peter Hartman adjourned the meeting at 5:00pm.