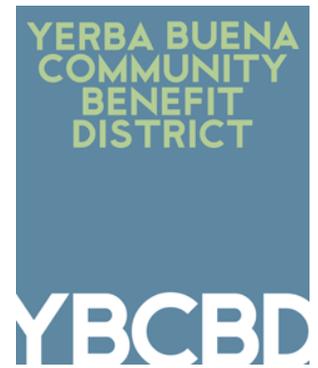


MEETING MINUTES

Yerba Buena Community Benefit District  
Board Meeting

Tuesday, September 8, 2020

4:00pm – 6:00pm



Via Zoom Videoconference

**Attending:** David Allison, Noah Bartlett, Mark Beevor, Andrew Bryant, John Carrillo, Clif Clark, William Clements, Michelle Delaney, James Gordon, Rachel Gordon, Katharine Greenbaum, Kerry King, Lawrence Li, Frank Miskus, John Noguchi, Tara Patanian, Richard Rendon, Scott Rowitz, Micah Tell, Monetta White, Brennan Zerbe

**Not Attending:** Jason Phillips

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

**Public:** Peter Bartelme, Brian Berry, Liz Dollar, Zachary Gard, Elizabeth Gessel, Judith Propp

OPEN SESSION

4:00pm

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

Noah Bartlett called the meeting to order and reviewed the public comment guidelines.

**B. INTRODUCTIONS**

Noah Bartlett introduced John Carillo, the Operations Manager of the Park Central Hotel. John has replaced Michael Baier as the hotel's board representative.

**C. APPROVAL OF MINUTES**

The motion to approve the minutes from the June board meeting passed unanimously. MSC: Noguchi/Zerbe

**D. AUDIT COMMITTEE REPORT**

D-1 REVIEW/ACCEPT the FY20 audit.

Kerry King introduced the two representatives from Moss Adams, Liz Dollar and Zachary Gard. This is the second year that Moss Adams prepared the YBCBD's audit. Overall, the audit went smoothly and the YBCBD received an unmodified opinion (the highest possible rating).

Zachary Gard presented the board with an overview of the YBCBD audit process and highlights for the previous fiscal year. No difficulties were encountered in performing the audit, and there was little difference from the audit performed for FY19.

The motion to accept the FY20 audit passed unanimously. MSC: Noguchi/J. Gordon

There was no public comment on this item.

**E. CHAIR/EXECUTIVE COMMITTEE REPORT**

- E-1 REPORT on conflicts of interest.

There were no conflicts of interest reported.

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

Noah Bartlett shared the actions taken by the Executive Committee since the June Board meeting. Actions included approving David Allison as the Chair of the Small Business Support Committee and the framework for awarding small business grants, approving six Community Benefit Fund grants, authorizing staff to work with legal counsel to negotiate terms with Brookfield Properties to provide cleaning servings around the 5M Project, approving a matching grant for the Academy of Art University to put student murals on the plywood around their two locations in the neighborhood, and approving a letter of support for SFMTA to receive Active Transportation Grant Funds for the Howard-Folsom Corridor Improvement Project.

There was no public comment on this item.

- E-3 RECEIVE UPDATE on Nominating Committee activities.

Noah Bartlett announced that the Nominating Committee met in August to begin the process of filling nine (9) available board seats. Application information has been posted on the YCBCD website and targeted outreach has begun. Candidate interviews will be held in October and November and the slate will be finalized in early December. The slate will be presented for approval at the YCBCD Annual Meeting in January.

There was no public comment on this item.

- E-4 DISCUSS/APPROVE David Allison as the Small Business Support Committee Chair.

The motion to approve David Allison as chair of the Small Business Support Committee passed unanimously. MSC: Delaney/Clark. Abstention: Allison

- E-5 DISCUSS/APPROVE Lawrence Li as the Streets & Public Space Committee Chair for the remainder of 2020.

The motion to approve Lawrence Li as chair of the Streets & Public Space Committee passed unanimously. MSC: Noguchi/Clements. Abstention: Li

- E-6 DISCUSS plans for Yerba Buena Community Excellence Awards.

Noah Bartlett announced that due to the events of this year and the public health restraints limiting usual neighborhood improvement participation, some changes are proposed for the Yerba Buena Community Excellence Awards. These awards are issued yearly at the YCBCD Annual Meeting and serve to highlight those who show outstanding participation in improving the Yerba Buena neighborhood. In general, these activities (cleaning, neighborhood events, beautification) were not permissible for the better part of 2020.

The proposed areas of consideration for the 2020 Excellence Awards include:

- Adaptation – how well an individual or organization has reorganized their efforts to help the community
- Service – how an individual or organization has helped to serve those devastated by the social and economic impact of COVID-19
- Engagement – how an individual or organization has bolstered public spirits during this time through programming, engagement, or entertainment.

With these new categories in mind, award candidates will be discussed at the committee level before being brought to the Executive Committee for final approval in November.

There was no public comment on this item.

## **F. SMALL BUSINESS SUPPORT COMMITTEE REPORT**

### **F-1 RECEIVE UPDATE on support framework and outreach.**

David Allison reminded the Board of the Ad Hoc Committee (since renamed the Small Business Support Committee) formed at the June board meeting, tasked with developing a framework and process to administer small grants to for-profit small businesses in the neighborhood. The Committee's overall goal is to assist businesses with adapting operations in response to the COVID-19 pandemic, and to make the process of securing said assistance as simple as possible. In order to be eligible for this grant, businesses must be small, ground-floor and storefront (e.g. restaurants, bars, retail) located within the boundaries of the YCBCD. Businesses must have a current San Francisco business license or permit, adhere to all City/County public health orders and social distancing recommendations, and be current with YCBCD assessment payments (if applicable). Applicants must submit a request letter and a copy of their business license or permit, as well as complete a simple form with their business information (contact, revenue, number of employees, etc.). After being approved, businesses must commit to spending grant funds within ninety (90) days of receipt.

The Committee also allocated \$7,000 of its \$57,000 budget for the purchase of single-use disposable masks and hand sanitizer to provide to all neighborhood businesses free of charge, whether or not they receive a grant.

In-person and social media outreach efforts started in August to ensure that all eligible neighborhood businesses are aware of available grant funds. These efforts include emails, social media posts and hand-delivered information, as well as a feature in YCBCD weekly and monthly newsletters.

There was no public comment on this item.

### **F-2 RECEIVE UPDATE on grants awarded.**

David Allison announced that the Small Business Committee has approved 11 (eleven) grants so far, for a total of \$27,500 in funding to the following neighborhood businesses: SoMa Eats, SoMa Restaurant, VSC Sports (Yerba Buena Ice Rink & Bowling Alley), Sunrise Deli, Flytrap Restaurant, Carlos Shoe Repair, City Wine & Spirits, Samovar, Luke's Lobster, Thirsty Bear and Zero Zero. These businesses have seen a drastic drop in revenue and many have had to significantly reduce their staff. The awarded grant funds will be used to pay back rent, vendors, utilities, and payroll for the employees that remain. The Committee has \$22,500 remaining to award.

YBCBD staff will work with the District's public relations consultant, Peter Bartelme, to draft a press release about grants awarded. This will be posted on the YBCBD website and social media pages, as well as sent to local news outlets. The press release will include a notice that funds are still available for businesses that have not yet applied.

There was no public comment on this item.

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

### **G-1 RECEIVE UPDATE on COVID-19 grants.**

David Allison reported that the committee made six (6) grants of \$15,000 each to neighborhood nonprofits totaling \$90,000. Grants went to the American Bookbinders Museum, California Historical Society, Children's Creativity Museum, Museum of the African Diaspora, Renaissance Entrepreneurship Center, and Yerba Buena Arts and Events.

The most frequently cited uses of grant funds included improving digital engagement and online programming, retaining personnel, paying artist fees and improving security systems.

The Committee also allocated \$5,000 for purchase of single-use disposable surgical masks and hand sanitizer for neighborhood nonprofits, after conducting a survey that showed a strong need for personal protective equipment (PPE). The Committee now has \$30,000 remaining in available funds for the remainder of FY21. The Committee plans to reconvene in December to discuss what further needs to be done to support neighborhood organizations.

Rachel Gordon stated that the City is also offering free PPE for businesses and nonprofits through the Office of Economic and Workforce Development. This information has been shared and will continue to be shared throughout the neighborhood.

There was no public comment on this item.

## **H. SERVICES COMMITTEE REPORT**

### **H-1 RECEIVE UPDATE on services during COVID-19.**

Brennan Zerbe announced that YBCBD Dispatch, Clean Team, and Community Guides are currently working in four-day blocks each week, with the fifth day spent completing a series of online trainings. The current schedule is 8:00am – 8:00pm Monday through Friday, and 9:00am – 8:00pm on Saturday and Sunday. In addition to regular street cleaning, the team has focused their efforts on disinfecting high-touch areas such as crosswalk signals, benches and Bigbelly handles. The team has reinstated socially distanced meet-and-greets for neighborhood businesses still in operation.

The YBCBD continues to have SFPD bike officers patrol the neighborhood seven (7) days a week, working in shifts of fourteen (14) hours on weekdays and twelve (12) hours on weekends.

There was no public comment on this item.

### **H-2 RECEIVE UPDATE about new YBCBD services app and reporting system.**

Brennan Zerbe announced that the YBCBD has an updated service request app, called District Report, which went live at the start of the new fiscal year on July 1<sup>st</sup>. Changes in the new app

include a different name (formerly YBCBD Assist), a new design, and consolidated reporting categories to facilitate easier public use. Because the 311 app uses the same infrastructure, direct reporting to 311 is incorporated into the app as well. However, the app has been designed to encourage users to report several overlapping service items to the YBCBD before 311: graffiti, illegal postings, and street/sidewalk cleaning. The new app is currently being promoted via YBCBD social media and weekly email newsletter, as well as through a new business card for Community Guides to distribute during neighborhood meet-and-greets.

Brennan Zerbe informed the Board that Streetplus also upgraded their internal reporting system to a program called Statview, which all employees will use to keep track of their work in the field. This will allow both Community Guides and Clean Team members to track their work progress in the district. The information collected through Statview will allow for more robust reports that include heat maps and route tracing, and the YBCBD will have full access to these reports at any time. The Services Committee will present examples of these reports at a future board meeting.

There was no public comment on this item.

H-3 RECEIVE UPDATE on safety and security working group.

Brennan Zerbe announced that the Services Committee formed a working group to re-evaluate the YBCBD's Safety and Security Program, which was last examined during the YBCBD's renewal approximately five (5) years ago. This group will examine the current program, which consists of Community Guides and SFPD bike officers, to determine whether it still meets the neighborhood needs as intended. The group will also look into other options to supplement or partially replace current services. These options may range from hiring behavioral health specialists to installing new security cameras and lighting features. This group will report out to the Services Committee, with any recommended changes to the current program going before the Executive Committee and then the Board for final approval. The group met last week for the first time, and will provide an update at the next Services Committee meeting.

There was no public comment on this item.

H-4 RECEIVE UPDATE on contracting for services with Brookfield Properties Development for the area around the 5M Project.

Brennan Zerbe announced that YBCBD is in contract negotiations with Brookfield Properties Development to provide cleaning services around the 5M construction project at 5<sup>th</sup> and Mission. This area is located just outside YBCBD boundaries. The requested services will be provided five (5) days a week and include sidewalk and curb line sweeping, and liter, waste, and needle removal. In order to provide the requested services, Streetplus (YBCBD's contracted service provider) hire an additional Clean Team member, with all associated costs passed on to Brookfield. The YBCBD will charge a small administrative fee for coordinating the requested services. In conjunction with Streetplus and legal counsel, staff has drafted an agreement outlining the services to be provided and associated costs. This draft agreement is currently under review by Brookfield. The agreement will be in effect for a minimum of six (6) months, and the 5M project is expected to last approximately one (1) year. Updates on negotiations will be provided at future meetings.

There was no public comment on this item.

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

I-1 RECEIVE UPDATE on neighborhood projects.

Noah Bartlett updated the Board on the status of several ongoing neighborhood projects:

### **Bigbelly Art**

A total of five (5) artists have been selected to create new art wraps for thirteen (13) Bigbelly cans around the neighborhood. Staff are working with the artists to finalize agreements and designs. The expected installation date for these new designs is late Fall 2021. Staff will determine how to celebrate in accordance with public health and social distancing recommendations, in lieu of an in-person event like the one earlier this year.

### **Annie North Plaza**

This project is ongoing though has been slowed by the pandemic. The site has been leveled and graded, with a new trench drain system put into place. The remaining work, per SF Public Works and the Public Utilities Commission, will involve remounting and replacing light posts in the project area as well as installing new electrical infrastructure serving the light poles. This has added an additional cost in excess of \$45,000 to the project. As such, the YCBCD has contributed additional funds, bringing our total project commitment to \$79,000. There is a remaining shortfall of \$30,000, which the other project partners are currently working to cover. Once funding is secured and the new light posts are installed, the project will be approximately 4 to 6 weeks from completion.

### **Yerba Buena Gardens Lawn Art/Social Distancing Circles**

The Yerba Buena Gardens Conservancy is working on a public art program that will serve the dual purpose of encouraging social distancing for visitors in the Gardens. This project was presented to the Streets Committee and the committee pledged \$8,000 to help cover installation and artist stipend costs for the project. The earmarked funds will be released upon final vetting of the project plans and budget by YCBCD staff.

There was no public comment on this item.

## **J. EXECUTIVE DIRECTOR REPORT**

J-1 RECEIVE UPDATE on neighborhood and YCBCD news.

Cathy Maupin updated the Board on the following points of interest from around the neighborhood:

### **Moscone Center**

Moscone South continues to serve as the City's Emergency Operations Center, which is expected to continue through the end of 2020. Moscone West currently houses 165 homeless guests, out of a capacity for 200. All guests have tested negative for COVID-19.

### **COVID-19 Resources & Businesses Reopening**

The City recently opened a new COVID-19 testing site on Jessie East at 4<sup>th</sup> Street. An updated list of open neighborhood businesses remains available on the YCBCD website ([www.ycbcd.org](http://www.ycbcd.org)), along with other COVID-19 resource information.

### **Hotel Cleaning Protocols**

San Francisco Travel is posting information on its website ([www.sftravel.com](http://www.sftravel.com)) about the cleaning protocols of City hotels, including six (6) hotels in Yerba Buena.

### **Shared Spaces**

Several businesses in the YCBCD have been approved for shared spaces permits by the City including Jamber Wine Pub, Novela, The Pink Elephant Alibi, and Soma Restaurant. Further information about shared spaces locations and applications is available at [www.sf.gov/shared-spaces](http://www.sf.gov/shared-spaces). This link is included in each YCBCD weekly email, encouraging neighborhood businesses to take advantage of the permit program.

### **Hearst Garage Initial Plans**

The Hearst Parking Garage is currently under preliminary proposal to become a mixed-use tower with fifty-two (52) stories. The tower is projected to include 354 residential units; 313 hotel rooms; 50,000 square feet of office space and 313,590 of retail space. The YCBCD will continue to monitor this project and update the Board with any new developments.

There was no public comment on this item.

#### **J-2 RECEIVE UPDATE on marketing activities and changes to the Marketing Committee.**

Cathy Maupin reported that the Marketing Committee has experienced significant changes since the onset of the COVID-19 pandemic. Multiple committee members have moved out of both the neighborhood and the Bay Area and the committee no longer meets the operational requirements outlined in the board-approved committee structures document. Because of this, as well as the cancellation of all events through the end of 2020, the committee is currently on hiatus. This hiatus will be used to re-evaluate and re-organize the Committee's work. A new framework will be presented to the Board for approval before the committee is reconstituted.

At present, the YCBCD's marketing activity has shifted focus to the digital promotion of neighborhood businesses. Richard Ciccarone is currently overseeing production of short promotional videos for currently open businesses, which are regularly posted to the YCBCD YouTube channel. Other marketing activities includes expanding YCBCD's social media footprint across all platforms, as well as promoting the activities of other committees.

#### **J-3 RECEIVE UPDATE/DISCUSS plans for the Annual Board Meeting in January.**

Cathy Maupin informed the Board that the next YCBCD Annual meeting has been scheduled for January 19<sup>th</sup>, 2021 and will most likely be held virtually. Expected agenda items include a review of 2020 accomplishments and plans for 2021, election of officers, directors, and committee chairs, recognition of outgoing board members, Yerba Buena Community Excellence Awards ceremony, and a board social.

Clif Clark offered the Palace Hotel as a venue in the event it becomes possible to hold the 2021 Annual Meeting in person.

There was no public comment on this item.

### **K. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**

Kerry King extended thanks to James Gordon and David Allison for participation on the Audit Committee. Kerry also announced that the Contemporary Jewish Museum has been designated as a polling place for the election in November. The Yerba Buena Center for the Arts is also a polling location.

Rachel Gordon announced that Public Works will hold a design review from the Arts Commission on Monday, September 20<sup>th</sup>, regarding new designs for trash cans set to be installed in the neighborhood.

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

There was no general public comment.

**M. ADJOURN**

Noah Bartlett adjourned the meeting at 6:00pm.