

MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting
Tuesday, June 9, 2020
4:00pm – 6:00pm



Via Zoom Videoconference

<https://us02web.zoom.us/j/88406481836?pwd=NWJEOFo2VXRnenk0enprSXA5eG0ydz09>

Attending: David Allison, Michael Baier, Noah Bartlett, Andrew Bryant, Clif Clark, William Clements, Michelle Delaney, James Gordon, Rachel Gordon, Katharine Greenbaum, Kerry King, Lawrence Li, Tara Patanian, Richard Rendon, Scott Rowitz, Bob Sauter (alternate for John Noguchi), Micah Tell, Monetta White, Brennan Zerbe

Not Attending: Mark Beevor, Frank Miskus, Jason Phillips, Bob Sassani

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

Public: Peter Bartelme, Molly Burke, Mark Dana, 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

The representatives from BART, Molly Burke and Mark Dana, were introduced to all Board members and staff present.

C. APPROVAL OF MINUTES

The motion to approve the minutes from the April Board Meeting passed unanimously. MSC: Allison/Gordon

D. PRESENTATION – BART Canopy Project + COVID-19 Response

Noah Bartlett introduced Molly Burke and Mark Dana from BART to share a presentation on their Market Street Canopy and Escalator Project.

Molly Burke reviewed the overall project benefits and discussed the planned escalator installation during summer 2020 and planned canopy construction during winter 2020/2021. The project will be implemented over the next 6 – 8 years. The current plan is to install 22 canopies along Market Street and improve approximately 40 escalators.

Board members asked numerous questions about the canopies including the incorporation of art, their structural integrity, signage, and the location of pay gates. Molly encouraged people to contact her with additional questions at her email address, mburke@bart.gov.

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 reported on the following actions taken by the Executive Committee since the April board meeting.

- Finance
 - Approved the Proposed FY21 Budget
 - Approved the assessment rate for FY21
 - Approved the FY21 Budget Plans for Marketing, Services, and Streets
- Streets & Public Space
 - Approved a letter of support for the Central SoMa Freeway Transformation Strategy

E-3 DISCUSS/APPROVE Nominating Committee membership.

Noah Bartlett reminded all present that the Nominating Committee is seated each year in June. The work of the Nominating Committee includes filling vacant Board seats, recommending board officers, and recommending committee chairs. The terms of seven board members are up in January 2021, only two of which are eligible to serve another term. The Board has four current vacancies: one community organization seat, one government/education seat, and two resident/tenant seats. This adds up to 9-11 vacant board seats overall. The Nominating Committee’s work must be completed by December 18, 2020 and the committee must reflect the composition of the Board.

For the 2021 Nominating Committee, the following slate was recommended for approval:

- At-Large – Clif Clark/Palace Hotel
- Community Organization – Lawrence Li/SPUR
- Government/Education – John Noguchi/Moscone Center
- Nonprofit Arts – Monetta White, Museum of the African Diaspora
- Resident – William Clements/Cubix
- Commercial –Mark Beevor/Hotel Zetta

The Nominating Committee is chaired by the Board chair, per the YCBCD Board bylaws.

The motion to approve the slate of Nominating Committee members for 2021 passed unanimously. MSC: Baier/Greenbaum

There was no public comment on this item.

E-4 RECEIVE UPDATE on the YCBCD and neighborhood response to COVID-19 and current events.

Noah Bartlett reported that the YCBCD Clean Team and Community Guides continue to provide clean and safe services to the neighborhood. They are working Monday through Saturday, 9:00am – 5:30pm, to accommodate limited public transportation schedules. As such, street cleaning is being done during the day instead of overnight. Team members work in three-day blocks to limit the number of times they need to leave their homes. However, even with the reduced schedule, the team is able to maintain a consistent level of service as fewer people are frequenting the neighborhood during shelter-in-place. The YCBCD Dispatch

Center re-opened on May 4, 2020, and currently fields about half of the normal volume of calls for service. SFPD Bike Patrol Officers continue their normal schedule of 14 hours/day, 7 days a week.

Team member safety remains a top priority. Precautions taken include required masks and gloves for all team members and thorough cleaning of equipment after each use. Noah highlighted the support from the City's Office of Economic and Workforce Development and the Emergency Operations Center for continual contributions of personal protective equipment (PPE).

Since the City has started to re-open, the schedule for the Clean Team and Community Guides will change as of June 15, 2020. The new hours will be Monday through Friday, 8:00am - 8:00pm and Saturday through Sunday, 9:00am - 8:00pm. YBCBD office staff will continue to work from home for the foreseeable future.

YBCBD staff continues to provide a list of resources for businesses and nonprofits and a list of open businesses in Yerba Buena on www.ycbcd.org.

Noah Bartlett announced that several neighborhood businesses were damaged due to looting that occurred on Saturday, May 30th. Six businesses had their windows broken, a few some stores were ransacked, along with 57 instances of graffiti throughout the neighborhood. On Tuesday, June 1st, the YBCBD reached out to street-front businesses to offer cleaning and graffiti abatement services. No additional damage has occurred since.

There was no public comment on this item.

E-5 RECEIVE UPDATE on The Yerba Buena Gardens Conservancy.

Scott Rowitz informed the Board that as of July 1, 2020, the Yerba Buena Gardens Conservancy will bring all Gardens' operations in-house. The Conservancy has hired a full-time General Manager to oversee these operations and is in the process of hiring additional staff.

F. COMMUNITY BENEFIT FUND COMMITTEE REPORT

F-1 REVIEW/DISCUSS/APPROVE changes to grant guidelines for FY21.

David Allison announced that, following an announcement of intent at the April meeting, the Community Benefit Fund Committee had met to discuss the pandemic's impact on the neighborhood and how the CBF can best support anchor nonprofit institutions.

Overall, the committee agreed that a departure from business-as-usual was needed for FY21, and a series of modifications were proposed. These recommended modifications include moving to a rapid, responsive approach and allocating all funds in a single round, supporting long-term grantees most in need, offering general operating rather than project-based support, and streamlining the application and reporting process. Eligibility was proposed to be restricted to nonprofits headquartered within the boundaries of the YBCBD, recent grantees since FY16, and targeted to organizations with annual budgets of less than \$5M.

The proposed changes are intended to be temporary, only for FY21. All eligible organizations will be invited to apply. Applicants will be asked to submit a one to two-page letter summarizing how the pandemic has challenged their work and demonstrating their need for funding to address said challenges. Awards of up to \$15,000 will be made, out of an available total of \$125,000.

There was no public comment on this item.

The motion to approve the proposed grant modifications to the Community Benefit Fund for FY21 passed unanimously. MSC: Beevor/Clark

- F-2 DISCUSS/APPROVE formation of an Ad Hoc Committee focused on supporting Yerba Buena businesses.

David Allison reported an additional desire to make a deliberate effort to support small neighborhood businesses impacted by the pandemic. The Community Benefit Fund Committee proposes creation of an Ad Hoc Committee, which will be tasked with establishing a framework and process to distribute supportive funds to small neighborhood businesses as they plan to re-open. A total of \$57,000 has been allocated for this effort, with contributions from both the Community Benefit Fund and the Streets committees. The allocation of these funds is included in the proposed FY21 Budget that will be up for approval later in the meeting.

David Allison recommended that membership of this new committee include one representative from each YBCBD standing committee: Community Benefit Fund, Finance, Marketing, Services and Streets. The framework developed by the Ad Hoc Committee will be reviewed and approved by the Executive Committee prior to its implementation.

There was no public comment on this item.

The motion to approve formation of an Ad Hoc Committee focused on supporting Yerba Buena businesses passed unanimously. MSC: Delaney/R. Gordon

G. FINANCE COMMITTEE

- G-1 RECEIVE UPDATE on FY20 fundraising efforts.

Scott Rowitz reminded the Board that the YBCBD is required to raise a minimum of 5% of its annual budget from sources other than assessment funds. The fundraising goal for FY20 is \$172,381, with \$101,579 raised through April 30, 2020. There is an expected \$150,000 in-kind contribution pending from the Downtown Streets Team, which is expected to be approved and come in before June 30, 2020.

There was no public comment on this item.

- G-2 REVIEW/DISCUSS the FY21 Budget Memo and FY20 Budget.

Scott Rowitz presented the proposed FY21 Budget, as well as the Budget Memo. These documents were reviewed, discussed and approved by the Finance Committee and the Executive Committee. Additionally, the Finance Committee developed 5-year budget projections as a tool to better manage the YBCBD's finances in the long term. The proposed budget was developed with these projections in mind, as well as anticipation of the financial impacts of COVID-19.

The FY21 budget was developed with several assumptions, including no assessment rate increase, not needing to relocate the office in FY21, no increase in the Streetplus contract, a slight reduction in SFPD bike patrol officer hours (4 hours weekly), the cancellation of Yerba Buena Night, no staff salary increases, and the possible delay in assessment payments.

Overall, the projected budget for FY21 is \$4.365M - a decrease of 6.5% from the previous fiscal year. The projected budgets includes using a little more than \$1M in carryover funds to cover expenses. Key changes include increasing the projection of unpaid assessments (budgeted at 15% versus 2.36% historically), slight reduction of SFPD bike patrol officer hours, cancellation of Yerba Buena, and the creation of a fund to support small neighborhood businesses.

The primary challenge for FY21 is the possible delay in property tax payments until May 2021. The organization expects to end the current fiscal year with a carryover balance of \$3.725M, with a projected carryover balance of \$2.67M as of June 30, 2021. The latter figure includes a reserve balance of \$1.088M. The Finance Committee will carefully monitor the budget and make adjustments when necessary.

G-3 DISCUSS/APPROVE the assessment rate for FY21.

Scott Rowitz updated the Board on the Finance Committee's annual discussion regarding whether or not to increase the assessment rate. Per our Management Plan, we are allowed to take up to a 3% annual increase or CPI, whichever is less. CPI was at 1.1% in April 2020. Given the global pandemic and current economic climate, the Finance and Executive Committees do not recommend an assessment rate increase for FY21.

There was no public comment on this item.

The motion to approve no assessment increase for FY21 passed unanimously. MSC: Clements/Baier

G-4 APPROVE the FY20 Budget.

Scott Rowitz requested a motion to approve the FY21 budget as presented.

There was no public comment on this item.

The motion to approve the FY21 budget as presented passed unanimously. MSC: King/Li

H. SERVICES COMMITTEE REPORT

H-1 RECEIVE UPDATE on plans for FY21.

Brennan Zerbe reported that the Services Committee does not anticipate any significant changes in clean and safe services in FY21, as many of the costs are dictated by existing contracts. The committee was able to slim its budget by removing funds for additive cleaning and safety services outside of the minimum requirements outlined in the management plan.

The Committee will continue the existing \$1.7M Streetplus contract, with no increase and no change to services. The contract includes the Clean Team, Community Guides, Steam Cleaners, a Social Services Specialist, a Program Manager, and the Dispatch Center. The contracted amount includes supplies, equipment, training, wages/benefits, and management fee.

Additionally, the YCBCD will continue to lease two parking spaces in the 5th and Mission garage which houses the Streetplus equipment storage facility. SFMOMA also donated garage space for steam cleaning trucks. The YCBCD Assist app, also an extra cost, remains unchanged. The organization will also continue to cover the cost of branded uniform pieces.

As for public safety, the organization will continue to work with SPFD for our Bike Patrol Officer. The plan is to slightly decrease the hours (4 hours weekly) in FY21, resulting in a cost savings of \$22,400. The committee will monitor the new schedule and may recommend adjustments if needed.

Brennan reported that the Bigbelly lease remains intact. We have 22 receptacles in the neighborhood and are entering the 3rd year of a 5-year contract.

Brennan Zerbe indicated that the committee has a few “add back” items that may be added to the budget if funds allow. Those add back items include additional cleaning and/or safety services along with the possibility of re-engaging the Downtown Streets Team.

There was no public comment on this item.

I. STREETS & PUBLIC SPACE COMMITTEE REPORT

I-1 RECEIVE UPDATE on plans for FY21.

Noah Bartlett reminded the board that the Streets Committee is allocated 8% of assessment revenues each year – a total of \$251,318.87 for FY21. Additionally the committee requested and received \$40,000 in carryover funds for the FY21 budget.

The committee plans to prioritize several projects in FY21 including adding art to Bigbelly receptacles, honoring former Board Chair Lynn Farzaroli with a custom designed bench in the Tot Lot, installing two dog spots, and celebrating completed projects.

The committee also plans to partner with City projects including the Minna-Natoma Art Corridor Project, Central SoMa Freeway Transformation Project, and the Howard-Folsom Street Project. Additional funds have been allocated to allow for the flexibility to support other new opportunities as they develop.

There was no public comment on this item.

J. MARKETING COMMITTEE REPORT

J-1 RECEIVE UPDATE on plans for FY21.

Michelle Delaney informed the Board that due to concerns related to the pandemic, the Marketing Committee has decided to cancel Yerba Buena Night 2020. Instead the committee will focus on the digital promotion of the neighborhood for FY21. Projects include a virtual public art tour, short videos of Yerba Buena businesses and amenities, and a refresh of the YBCBD website for easier navigation.

There was no public comment on this item.

J-2 RECEIVE UPDATE on Marketing Committee membership.

Michelle Delaney announced that Michael Baier, General Manager of the Park Central Hotel, has joined the committee. More members are still needed so board members were urged to reach out to Michelle Delaney or Richard Ciccarone if interested.

K. EXECUTIVE DIRECTOR REPORT

K-1 RECEIVE UPDATE on neighborhood and YBCBD news.

Cathy Maupin shared a few neighborhood updates including that Moscone Center continues to house the Emergency Operations Center and as a homeless shelter; and staff continues to provide an extensive list of COVID-19 resources on the YBCBD website. She also reported that the San Francisco Property-Based Improvement Districts/SFPID (19 CBDs and BIDs) are working collaboratively and have been in securing donations of personal protective equipment (PPE) from the City in addition to lodging and transportation subsidies, and free COVID-19 testing.

There was no public comment on this item.

K-2 RECEIVE UPDATE on September Board Meeting items.

Cathy Maupin announced that the September 8th board meeting will likely be virtual. Expected agenda items include a presentation and approval of the FY20 audit, and updates from all committees.

There was no public comment on this item.

L. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

Several board members shared general updates on the effects that COVID-19 has had on their operations.

M. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

N. ADJOURN

Noah Bartlett adjourned the meeting at 6:00pm.