

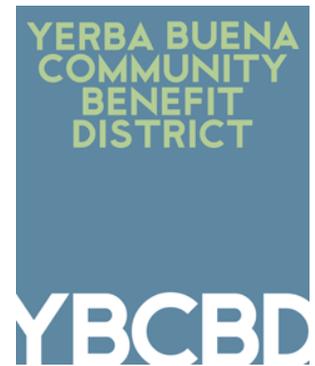
MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting

Tuesday, November 10, 2020

4:00pm – 6:00pm

Via Zoom Videoconference



Attending: David Allison, Noah Bartlett, Mark Beevor, John Carrillo, Clif Clark, William Clements, Michelle Delaney, Elizabeth Gessel (alternate for Monetta White during agenda item E-2), Rachel Gordon, Katharine Greenbaum, Kerry King, Lawrence Li, John Noguchi, Jason Phillips, Richard Rendon, Scott Rowitz, Micah Tell, Monetta White, Brennan Zerbe

Not Attending: James Gordon, Frank Miskus, Tara Patanian

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

Public: Peter Bartelme, Brian Berry, Christopher Corgas, Jill Linwood, Judith Propp, Joaquín Torres, Adine Varah

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

Cathy Maupin introduced Christopher Corgas and Joaquín Torres from San Francisco's Office of Economic and Workforce Development.

C. APPROVAL OF MINUTES

The motion to approve the September meeting minutes passed unanimously. MSC: Noguchi/Beevor.

D. SPEAKER – JOAQUIN TORRES, DIRECTOR OF THE OFFICE OF ECONOMIC AND WORKFORCE DEVELOPMENT

Noah Bartlett invited Joaquín Torres, Director of the San Francisco Office of Economic and Workforce Development (OEWD), to speak about the department's ongoing pandemic response. OEWD is currently working to provide extra support for businesses, neighborhoods, businesses and job-seekers during the COVID-19 pandemic.

Joaquín Torres informed the Board that, overall, the OEWD feels confident about the City's pandemic response. The OEWD has set up a hotline to help guide businesses through accessing city, state, and federal aid. Other department relief efforts include \$2.5 million in permit and fee relief specifically targeted at restaurants and bars, as well as zero-interest loans to finance business re-openings. Over 227 businesses have taken advantage of these loans. Of that number, 72% are owned by entrepreneurs of color and over 50% are owned by women.

The OEWD has also partnered with business improvement/community benefit districts across the City, aiding in efforts to serve their respective neighborhoods. This aid has included donating personal protective equipment (PPE) for frontline workers and small businesses, providing complimentary hotel accommodations for essential service workers, and the Shared Spaces program. The Shared Spaces program allows businesses to expedite the permit process for creation of outdoor dining or retail space, with over 2,000 applications city-wide to date. Further details on OEWD's efforts to aid workers and small businesses are available in the SF Economic Recovery Task Force Report, which was published earlier this year.

Cathy Maupin commented that the adaptations to shelter-in-place were not originally intended to be long-term, and OEWD has been a lifeline in adapting those measures for a lengthier period. Several YBCBD street team members have taken advantage of complimentary hotel accommodations. The organization continues to receive PPE from OEWD.

There was some Board discussion of the City's recent rollbacks to businesses re-opening, following a rise in case numbers. There was also discussion of measures to bring back permanently closed businesses once pandemic restrictions have been lifted in full, as well as the ongoing process of re-opening City schools.

Joaquín Torres encouraged board members to contact Christopher Corgas, the OEWD liaison for CBDs, with any further questions or comments: chris.corgas@sfgov.org.

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 REVIEW/APPROVE signing onto a letter in opposition to moving forward with the SFCTA Congestion Pricing Study during a global pandemic.

Noah Bartlett asked the Board to consider approval of a YBCBD signing a letter of opposition to moving forward with a congestion pricing study conducted by the San Francisco County Transportation Authority (SFCTA). This study started prior to the pandemic, with the intent of having a recommendation ready to present to the SFCTA by the spring of 2021. Following this, several additional steps would be required prior to any actual changes in congestion pricing, including state legislation and the development of a detailed policy and system design. The letter of opposition has already been signed by numerous organizations city-wide.

There was some Board discussion of the letter's rationale for opposition. The letter chiefly asserts that the study does not adequately reflect the current reality of pandemic impact on the City's economy and public transportation systems. While the study itself is only one part of a long-term planning process, there was concern that a study launched pre-pandemic would not be conducive to understanding the full scope of necessary post-pandemic economic recovery measures.

Cathy Maupin noted that the letter of opposition has bypassed committee vetting, due to the time-sensitive nature of a SFCTA meeting on Thursday, November 12th to consider moving the project forward. Cathy emphasized that the letter is in opposition to the study's timing, and not to the study itself.

The motion to approve signing onto the opposition letter of the implementation of congestion pricing during the pandemic and recovery period passed, with all Board members not abstaining or opposed voting in favor. MSC: Clark/Zerbe. Abstention: Gessel. Opposed: Li.

There was no public comment on this item.

E-3 REVIEW/DISCUSS the Civil Grand Jury Report on Sustaining the Moscone Convention Center.

Noah Bartlett invited John Noguchi to share his thoughts about the San Francisco Civil Grand Jury's recent report on sustaining the Moscone Convention Center.

John Noguchi reported that Moscone Center worked closely with the civil grand jury throughout the process of compiling its report. Overall, the report indicates that the Center is well-run and operating at a high level. The key challenges facing the Center's future are both the cleanliness and safety of the surrounding streets and the ongoing costs of operation. A hearing has been tentatively scheduled at the Board of Supervisors' Government, Audit and Oversight Committee for December 3, 2020. The hearing will discuss both the report itself and the City's response to its recommendations.

Noah Bartlett added that the YCBCD was also interviewed by the civil grand jury and was referenced in the report. The Executive Committee, after discussion, has determined that the report is an opportunity to remind the community about the YCBCD's current efforts to support the Center, such as leveraging the Clean Team and Community Guides to align their work with convention schedules as much as possible. The report will also go before the Services Committee for discussion about how the YCBCD can further increase its presence around the Center during key periods.

There was some Board discussion regarding the time-sensitive nature of returning the Moscone Center to full operations, given its essential role in supporting neighborhood businesses and cultural institutions. At present, the Center's calendar is clear through at least March of next year and the remainder of 2021 remains uncertain. Moscone will continue taking direction from city and state Departments of Public Health regarding the safety of indoor gatherings.

There was no public comment on this item.

F. SMALL BUSINESS SUPPORT COMMITTEE REPORT

F-1 RECEIVE UPDATE on grants awarded and other efforts.

David Allison announced that the Small Business Support committee has awarded eighteen (18) grants so far, totaling \$45,000. The committee has enough remaining funds to award four (4) more grants, and continues to work on ensuring that current grantees are aware of City efforts to support small businesses. The committee is also providing PPE to all neighborhood small businesses upon request, free of charge.

The committee began offering up to \$250 in Property Protection Grants at the end of October, available to non-profit, for-profit, and residential properties. This grant is a reimbursement for actions related to maintaining the safety and security of neighborhood properties including plywood, shuttering, and hiring of security personnel. A total of \$2,500 has been allocated for this effort, and eight (8) properties have taken advantage of the grant opportunity thus far.

There was no public comment on this item.

G. SERVICES COMMITTEE REPORT

G-1 RECEIVE UPDATE on safety and security survey.

Brennan Zerbe announced that the Safety and Security Working Group has developed a survey to collect community feedback on current neighborhood safety. This survey is the first step in examining the YCBCD's safety plan to ensure it still meets the community's needs as intended. The survey is eighteen (18) questions long, including standard demographic questions, and will be made publicly available online in early 2021. The Working Group will evaluate the survey results and recommend next steps.

The link to the online survey will be distributed through a variety of outreach strategies, both in-person and online, to the 2,300 properties in the neighborhood. The survey will also be promoted through all YCBCD communication channels and social media.

There was no public comment on this item.

G-2 RECEIVE UPDATE on contracting for services with Brookfield Properties Development for the area around the 5M Project. (Zerbe)

Brennan Zerbe announced that the service agreement between the YCBCD and Brookfield Properties Development was finalized in October. At the start of November, the YCBCD began providing basic cleaning services in the area around Brookfield's 5M Project at 5th and Mission, located just outside YCBCD boundaries. These services include sidewalk and curb sweeps as well as litter, needle, and bio-waste removal. The YCBCD will provide services five (5) days a week. One additional staff person has been hired to cover the area. Brookfield will cover the full costs associated with this hire, and the YCBCD will receive an administrative fee to oversee the service contract.

There was no public comment on this item.

H. STREETS & PUBLIC SPACE COMMITTEE REPORT

H-1 RECEIVE UPDATE on neighborhood projects.

Lawrence Li updated the Board on the status of several ongoing neighborhood projects:

Bigbelly Art

The final Bigbelly art designs have been printed and are ready to install on thirteen (13) cans around the neighborhood. The installation is currently being phased in, with completion expected before the end of November. Staff will put together a celebratory video with artist interviews to announce the installation. The video will likely be published in early December.

Academy of Art Murals

In June, the Streets Committee awarded its first matching grant to the Academy of Art for installation of murals on their boarded windows. The Academy installed twenty (20) murals of student art in mid-September. Though the Academy originally requested \$4,350 in grant funds, the final cost of installation came to just \$1,600.

Folsom Street Improvement Project

The Streets Committee has been in communication with the project team, and construction is expected to begin in the summer of 2021. The project team has proposed two (2) YBCBD-specific partnership opportunities:

- Inclusion of YBCBD benches and bike racks
 - The project team has agreed to include the bench fabrication and installation costs in the project budget. Several proposed locations have been presented to the YBCBD for feedback, as well as a request for suggestions of alternate or additional locations. The YBCBD will be responsible for basic maintenance of the benches, including wipe-downs and graffiti abatement. The YBCBD will also have the responsibility to cover the repair and/or replacement of damaged benches. If the YBCBD is unable to do so, the bench will be removed without replacement.
 - The project team has identified approximately twenty (20) new locations for bike racks along the Folsom Street corridor, with an opportunity for the YBCBD to suggest alternate or additional locations. In addition to the new locations, standard city bike racks will be replaced with YBCBD racks.

- Inclusion of a graphic crosswalk at a new mid-block crossing
 - The YBCBD will provide the design for one of two new graphic crosswalk locations in the neighborhood, located between 4th and 5th Streets across Folsom. A previous design from Future Form Labs will be scaled to the new crosswalk dimensions. The cost of graphic crosswalk fabrication and installation will be included in the project budget, and the YBCBD will have the opportunity to cover the repair of worn or damaged crosswalks. If the YBCBD is unable to do so, the crosswalk will remain as-is.

Dog Spots

The YBCBD Dog Spots project, in partnership with the Yerba Buena Gardens and Moscone Center, has been put on hold due to the pandemic. The spots were originally designed for inclusion in a larger landscaping project along 3rd, 4th and Folsom Streets. During this delay, the Gardens has conducted additional community outreach to gauge the relevance of the project's design with the project's landscape architects, CMG. Construction on the first dog spot location, on 3rd Street, will begin in the summer of 2021.

There was no public comment on this item.

I. EXECUTIVE DIRECTOR REPORT

I-1 RECEIVE UPDATE on neighborhood and YBCBD news.

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

Openings

Numerous cultural institutions in the neighborhood have re-opened since the board last met in April including SFMOMA, the Contemporary Jewish Museum, and American Bookbinders Museum. The California Historical Society is set to re-open later this month. The Museum of the African Diaspora is set to re-open in January 2021, and the Children's Creativity Museum will re-open no earlier than Spring 2021.

Business Closings

Staff has seen an increasing number of permanent business closings, mostly restaurants, during regular neighborhood walks. In the northeast part of the neighborhood, the following businesses have closed permanently since the pandemic began:

- Peets at 3rd and Mission
- Specialty's at Mission and New Montgomery
- Chipotle at New Montgomery and Minna
- Trou Nourmand on New Montgomery

New Shared Spaces

Several new shared spaces have been installed on Folsom Street, between 4th and 5th Streets. The spaces are being utilized by various neighborhood restaurants: Jamber Wine Pub, Buena Vista Cantina, Zero Zero, and Palette.

New Public Art

SoMa Pilipinas has installed new art on several utility boxes in the neighborhood, as well as temporary chalk art on Bonifacio and Lapu Lapu Streets.

There was no public comment on this item.

I-2 RECEIVE UPDATE on the Annual Meeting, January 19, 2021.

Cathy Maupin reminded the Board that the YCBCD Annual Meeting will be held on Tuesday, January 19th from 4:00pm – 6:00pm. The meeting will be held virtually, via Zoom videoconference call. An invitation to the meeting will be mailed to all property owners in the neighborhood. 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.

There was no public comment on this item.

J. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

Clif Clark announced that a 500-square-foot space in the Palace Hotel lobby is being converted into a museum of the hotel's history called Landmark 518.

K. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

L. ADJOURN

Noah Bartlett adjourned the meeting at 6:00pm.