

MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting

Tuesday, April 13, 2021

4:00pm – 5:40pm

Via Zoom Videoconference



Attending: David Allison, Noah Bartlett, Mark Beevor, John Carrillo, Clif Clark, William Clements, Michelle Delaney, Caroline Edward, Paul Frentzos, James Gordon, Rachel Gordon, Katharine Greenbaum, Kerry King, Lisa Kirvin, Lawrence Li, Tom Maguire, John Noguchi, Kerry O'Toole, Tara Patanian, Richard Rendon, Scott Rowitz, Monetta White

Not Attending: Frank Miskus, Jason Phillips, Micah Tell, Matt Voss

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

Public: Peter Bartelme, Brian Berry, Judith Propp, Alex Kivelstadt, Justin Limoges, Victor Ruiz-Cornejo

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 asked all present, both board members and members of the public, to introduce themselves and share their neighborhood affiliation.

C. APPROVAL OF MINUTES

The motion to approve the January meeting minutes passed unanimously. MSC: Carrillo/Clark.

There was no public comment on this item.

D. CHAIR/EXECUTIVE COMMITTEE REPORT

D-1 REPORT on conflicts of interest.

There were no conflicts of interest to report.

There was no public comment on this item.

D-2 REPORT on actions taken by the Executive Committee.

Prior to discussing actions taken by the Executive Committee, Noah Bartlett announced that the Marketing Committee report had been moved to follow the Small Business Recovery Act legislation.

Noah Bartlett reported that the Executive Committee approved the following items since the January board meeting:

- The Mid-Year Report to the City
- Signing on to a letter from the Vision Zero Coalition to the SFMTA, stating its Vision Zero Action Strategy priorities

There was no public comment on this item.

D-3 DISCUSS/APPROVE supporting the proposed Small Business Recovery Act Legislation for the City and County of San Francisco.

Noah Bartlett introduced Victor Ruiz-Cornejo, Policy Advisor to the Mayor's Office, to present information on the proposed Small Business Recovery Act Legislation. This legislation was proposed in March with the intent to help small businesses adapt and thrive in a post-pandemic economic landscape by reducing bureaucratic hurdles for permitting and renovations. The YCBD has been asked to support this legislation.

Victor Ruiz-Cornejo shared several key points and priorities of the proposed Small Business Recovery Act legislation:

- Guarantee that businesses will receive permits within 30 days if they are ground floor, principally permitted business
- Expand access to conditional use permit hearings for businesses such as bars, nighttime entertainment, medical cannabis, and small-form retail
- Streamline rooftop business permits to accommodate increased need for outdoor space
- Review density calculations for restaurants
- Simplify planning definitions
- Expand flexibility for adding components to retail space
- Relax requirements for limited live performance permits

Board members discussed the possible benefits of continuing the measures outlined in the Small Business Recovery Act legislation beyond the officially designated pandemic recovery period. The board also discussed the proposed extension of the Shared Streets permit program through at least the end of the calendar year.

The motion to approve organizational support of the Small Business Recovery Act legislation, given that staff will work with the board chair and legal counsel to draft a letter of support, passed unanimously. MSC: Kirvin/Allison.

D-4 DISCUSS/APPROVE Audit Committee membership.

The motion to approve David Allison and James Gordon as members of the Audit Committee passed unanimously. MSC: Noguchi/King. Abstentions: Allison, Gordon.

- D-5 RECEIVE UPDATE on plans to formalize the operational structure of the San Francisco Property-Based Improvement Districts Consortium.

Cathy Maupin announced that the group of San Francisco property-based improvement districts recently decided to form an officially designated 501c6 organization. This group, which has been informally organizing meetings of district Executive Directors every other month for more than 12 years, includes representatives from all 18 property-based improvement districts in the City, including representatives from the Green Benefit District, the Moscone Expansion District, and the Tourism Improvement District.

The primary goals behind formalizing the operational structure of the group, now called the San Francisco Property-Based Improvement Districts Consortium, are to:

- Enable SFPBIDs to speak with a singular voice
- Have political influence on decisions that impact districts
- Support individual districts in a formalized manner

The Consortium will initially be entirely volunteer-run, including a board and officers with clear responsibilities. The organization will be guided by a clearly defined strategic plan.

Cathy announced that the YCBCD submitted a grant proposal to the Office of Economic and Workforce Development (OEWD) on behalf of the Consortium, to help fund the formalization process. The grant was accepted, and the OEWD has awarded \$20,000 for the purpose of covering formation costs. These costs include consultants to aid in the formation process, namely in the development of: Mission/Vision, Bylaws/Governance, Fiscal/Financial Structure and Strategic Plan. All Consortium members have agreed to contribute financially to the project on a sliding scale based on assessment budgets, with the YCBCD serving as fiscal sponsor. The process is scheduled to begin on April 21, 2021, with the goal of having the Consortium fully formalized and operational by January 1, 2022.

There was no public comment on this item.

E. MARKETING COMMITTEE REPORT

- E-1 PRESENTATION of the new Marketing Plan.

Michelle Delaney reported that the Marketing Committee did not meet from May 2020 to February 2021, due to quorum and committee structure requirements. During that time, YCBCD staff worked with PR consultant Peter Bartelme to develop a strategy for the Marketing Committee's focus and future work. This plan is now fully developed and has been reviewed by both the Marketing and Executive Committees.

Richard Ciccarone shared the YCBCD's New Marketing Plan, which was created in an effort to enhance YCBCD marketing strategies and tactics as well as improve the Marketing Committee's criteria and processes for measuring the impact of its work. The plan includes three promises to the community:

- Define and brand the Yerba Buena neighborhood to increase visitors, business, and community recognition
- Market Yerba Buena through multiple channels to support the neighborhood's economic growth and viability
- Provide grants to neighborhood nonprofits that contribute to the cultural and economic vitality of Yerba Buena

The plan defines the target audiences for future marketing efforts and includes newly developed criteria and processes for the Marketing Committee to measure the impact of its work.

The board discussed the defined "target audience" of various YBCBD marketing efforts. The board also discussed the criteria that will be used to evaluate the performance metrics of marketing campaigns and events.

There was no public comment on this item.

E-2 DISCUSS a neighborhood promotional campaign.

Michelle Delaney announced that neighborhood leaders have developed a framework for marketing and activation campaign to promote the neighborhood as more businesses re-open. This plan includes a timeline concentrating the campaign's focus on the months of August, September and October 2021. A smaller neighborhood committee was created to flesh out the plans with representatives from the YBCBD, the Yerba Buena Gardens Conservancy, the Yerba Buena Alliance, and 111 Minna Gallery. This committee will develop a calendar of activations and events throughout the neighborhood, coordinate efforts between businesses and organizations, and plan additional events. Thus far, the committee's planned activations include a performance in Yerba Buena Gardens by the American Conservatory Theater (A.C.T.) on June 5, 2021, and a neighborhood Art Walk on October 8th. The Art Walk will include live performances at the district's museums, shops, restaurants and galleries.

The board discussed several new activations by various businesses in the neighborhood.

There was no public comment on this item.

F. SERVICES COMMITTEE REPORT

F-1 RECEIVE UPDATE committee activities.

James Gordon announced that the YBCBD has a new dumpster location provided by the Yerba Buena Gardens Conservancy. Recology service at the new location began in March, with Recology continuing to waive the cost of pick-up service as an in-kind donation to the YBCBD. A second dumpster location is under consideration at Renaissance Entrepreneurship Center on 5th near Folsom Street. Staff is currently working with the streets team to assess need for the proposed second location.

James reported that on the evening of February 18, 2021, the YBCBD hosted a Residential Town Hall via Zoom with District 6 Supervisor Matt Haney and SFPD Southern Station Captain Tim Falvey. The District Attorney's new public outreach team was also in attendance. The Town Hall was primarily targeted towards Yerba Buena

residents, with approximately 60 people in attendance. During the event, the Supervisor and Captain provided opening remarks and answered resident questions submitted in advance. Participants also had the ability to pose additional questions in the meeting chat function during the event. The meeting was recorded for those unable to attend. A link to the recording was sent to the full registration list and can also be found on the YCBCD website. Overall the event was a success.

Katharine Greenbaum reported that on March 11, 2021, committee members completed a performance walk along five (5) connected alleyways in the district with staff, the Streetplus Operations Manager, and the new Streetplus Supervisor. The evaluated area involved the following set of alleys located south of Folsom between 3rd and 4th Streets: Mabini, Bonifacio, Rizal, Lapu Lapu, and Tandang Sora. The cleanliness scores of this area ranged from 82% to 100%, with primary issues being graffiti, stickers, and health and safety hazards such as broken glass.

Katharine announced that the YCBCD Safety and Security Survey closed at the end of March 2021 with nearly 300 responses. This survey was released in January to gain feedback about neighborhood needs and guide potential adjustments to current services. Trends in responses include concern around homelessness, people experiencing mental health issues, and cleanliness (particularly feces). The Safety and Security Working Group will analyze the survey results and use them to inform adjustments to communications and services going forward.

Katharine reported that, in partnership with the City, approximately half of the streets team has been fully vaccinated to date. Streetplus continues to offer vaccine education and information to any other team members to encourage vaccination.

Katharine announced that the YCBCD field team returned to working standard 5-days-per-week shifts as of April 1, 2021, after previously working in incremental shifts since the pandemic began to lower their exposure to the virus. The decision to return to full-time hours is based on two factors: availability of the vaccine to team members and San Francisco's upgrade to the orange tier of COVID-19 case numbers. As more businesses are able to re-open, the consequent increase in neighborhood foot traffic necessitates that the team spend more time in the field. The new hours of service are 7:00am – 8:00pm, Monday through Friday and 9:00am – 8:00pm on Saturday and Sunday. Service hours will return to the pre-pandemic start time of 6:00am when the City moves into the yellow tier. Evening hours will remain limited to 8:00pm due to reduced evening hours of BART services.

There was no public comment on this item.

G. STREETS & PUBLIC SPACE COMMITTEE REPORT

G-1 RECEIVE UPDATE on neighborhood projects.

Lisa Kirvin announced that construction on the Annie North Plaza project has resumed, and is expected to be completed by the end of May. This project will create a new outdoor plaza space at the northmost end of Annie Street. After the project is completed, the YCBCD and other partners will explore holding an opening event to celebrate if conditions allow.

Lisa reported that the City has approved the YBCBD design for a new mid-block graphic crosswalk, by artist Terilyn Steverson. The crosswalk will be installed across Folsom Street, between 4th and 5th Streets, as part of the Folsom Improvement Project. Construction on the project is expected to begin in the spring of 2022.

Lisa announced that the Yerba Buena Gardens Conservancy has released the Invitation to Bid for the 3rd Street Planting Project, which will also include construction of the 3rd and Folsom Street Dog Spot. The final bids are due at the end of April 2021, and the project will ideally be completed before conventions begin returning to the neighborhood in September. The 4th and Folsom Street Dog Spot will be included in a separate project led by the Conservancy, which will focus on making improvements at 4th and Folsom Streets.

There was no public comment on this item.

H. EXECUTIVE DIRECTOR REPORT

H-1 RECEIVE UPDATE on YBCBD and neighborhood news.

Cathy Maupin announced that conventions will begin returning to the Moscone Center this fall. The American Society for Surgery of the Hand will hold their convention at Moscone on September 30 – October 2, 2021, with 3,400 expected attendees. In addition to this, there are two (2) other possible small conventions earlier in September and seven (7) other conventions scheduled for October through December.

Cathy reported news of a recent pedestrian hit-and-run at 3rd and Folsom Streets, the second one within the last few months (first incident was at 2nd and Mission). These incidents highlight the need for safe streets for all, which is a key focus of the Folsom Street Improvement project. The YBCBD has recently submitted a graphic crosswalk design to this project, which will be installed at a new mid-block crossing across Folsom Street between 4th and 5th Streets. Once installed, the graphic crosswalk will give better visibility to pedestrian crossings.

Cathy reported that the SFMTA has approved the first Slow Streets locations in SoMa, all of which are in the Yerba Buena neighborhood. The approved locations are Bonifacio, Lapu Lapu, Mabini, Rizal and Tandang Sora, all of which are small interior streets between Folsom/Harrison and 3rd/4th Streets. A large number of senior living residences are located on these streets, as well.

Cathy announced that SFMOMA, the Contemporary Jewish Museum, and the California Historical Society will soon re-open to the public. The Children's Creativity Museum, the Museum of the African Diaspora, and the American Bookbinders Museum have yet to confirm their re-opening timelines.

Cathy announced that neighborhood restaurants Mathilde's Bistro, Fogo de Chão, Zero Zero and Oren's Hummus will be participating in SF Restaurant Week on April 9 – 18, 2021. During this time, Oren's Hummus will be donating 10% of their revenue to the YBCBD as a gesture of appreciation for the Clean Team and Community Guides.

Cathy announced that staff will return to the office full-time on July 1, 2021, barring any unforeseen circumstances. Upon returning, staff will immediately begin the search for a

new office space, as the YCBCD must vacate the Hearst Building no later than October 31st.

Cathy stated that there is still some stock of single-use disposable masks and hand sanitizer remaining available to neighborhood businesses, organizations, and residences free of charge.

There was no public comment on this item.

H-2 RECEIVE UPDATE on June Board Meeting items.

Cathy Maupin announced that the next board meeting is scheduled for Tuesday, June 8th. The meeting will be held via Zoom. The anticipated agenda items include:

- Approval of the FY22 assessment rate
- Approval of the FY22 budget
- Approval of the 2022 Nominating Committee
- Hearing updates from all committees

There was no public comment on this item.

I. ANNOUNCEMENTS AND REQUEST FOR INFORMATION

Kerry King announced that the Contemporary Jewish Museum will re-open to the public on Saturday, April 17th following members-only preview days on Thursday, April 15th and Friday, April 16th.

Cathy Maupin announced that the California Historical Society will also re-open to the public on Saturday, April 17th.

Paul Frentsos announced that the Moscone Center has added a number of shows to its calendar for the fall, in addition to the returning conventions.

J. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

K. ADJOURN

Noah Bartlett adjourned the meeting at 6:00pm.