



## MEETING MINUTES

Yerba Buena Community Benefit District

**Board Meeting**

Tuesday, June 8, 2021

4:00pm – 5:40pm

Via Zoom Videoconference

**Attending:** David Allison, Noah Bartlett, John Carrillo, Clif Clark, William Clements, Michelle Delaney, Paul Frentsos, James Gordon, Rachel Gordon, Katharine Greenbaum, Kerry King, Lisa Kirvin, Lawrence Li, Tom Maguire, John Noguchi, Kerry O'Toole, Tara Patanian, Jason Phillips, Richard Rendon, Scott Rowitz, Micah Tell, Monetta White

**Not Attending:** Frank Miskus

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

**Public:** Judith Propp, 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

All attendees, both board members and members of the public, introduces themselves and shared their neighborhood affiliation.

### C. APPROVAL OF MINUTES

The motion to approve the April meeting minutes passed unanimously. MSC: Noguchi/Clark.

There was no public comment on this item.

### D. GUEST SPEAKER – Maggie Weiland, Executive Director of the San Francisco Entertainment Commission

Noah Bartlett reported that Maggie Weiland was unable to attend the board meeting due to a last-minute conflict, but remains interested in speaking at a future meeting.

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 to report.

There was no public comment on this item.

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

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

- A policy establishing a YCBCD contribution to the 401k program
- The proposed FY22 budget
- The FY22 assessment rate
- The budget plans for Marketing, Services, and Streets committees
- A contract with Jia Technologies for a new services workflow software system
- A letter of support for the Shared Spaces Program

There was no public comment on this item.

E-3 DISCUSS board changes.

Noah Bartlett announced that several board members decided to step down due to pandemic-related life changes. These members include Matt Voss of Jamber Wine Pub, Carolyn Edward of Bloomingdale's and Mark Beevor of Hotel Zetta.

Noah announced that he will also be leaving the Board and Lisa Kirvin will serve as Board Chair for the remainder of the year, if approved.

There was no public comment on this item.

E-4 DISCUSS/APPROVE Lisa Kirvin as Board Chair and Lawrence Li and Co-Chair of the Streets & Public Space Committee.

The motion to approve Lisa Kirvin as Board Chair and Lawrence Li as Co-Chair of the Streets & Public Space Committee passed unanimously. MSC: Noguchi/Tell.

There was no public comment on this item.

E-5 DISCUSS/APPROVE Nominating Committee membership.

Noah Bartlett presented the slate of Nominating Committee members for approval:

- At-Large – Tara Patanian/Resident
- Community Organization – Paul Frentsos/SF Travel
- Government/Education – John Noguchi/Moscone Center
- Nonprofit Arts – Monetta White/Museum of the African Diaspora
- Resident – William Clements/Cubix
- Commercial – Micah Tell/Mosser Hotel + Keystone Restaurant

The motion to approve Nominating Committee members for 2022 passed unanimously. MSC: Kirvin/Allison. Abstention: Clements.

There was no public comment on this item.

E-6 RECEIVE UPDATE on the Small Business Recovery Act.

Noah Bartlett announced that the Planning Commission approved the Small Business Recovery Act in April on a 4-3 vote. The legislation was heard by the Land Use & Transportation Committee at the end of May and has been continued at the call of the chair, with a few amendments also being considered. The YCBCD will continue to follow the legislation and will speak in support when the opportunity arises.

There was no public comment on this item.

**F. FINANCE COMMITTEE REPORT**

F-1 RECEIVE UPDATE on the FY21 fundraising efforts.

Scott Rowitz announced that as of the end of April 2021, the YCBCD had raised \$45,000 and expects another \$66,500 before the end of the fiscal year. The total fundraising goal for FY21 is \$172,381, or 5.08% of the budget. Staff will continue to work on meeting that goal until the end of FY21.

There was no public comment on this item.

F-2 REVIEW/DISCUSS/APPROVE policy establishing a YCBCD contribution to the 401k program.

The motion to approve a policy establishing a YCBCD contribution to match 401k employee contributions 1:1 up to 3% of salary, effective July 1, 2021, passed unanimously. MSC: Noguchi/Clements.

There was no public comment on this item.

F-3 REVIEW/DISCUSS the FY22 Budget Memo, FY22 Budget, and FY22 Budget Plans for the Marketing, Services, and Streets committees.

Scott Rowitz presented the FY22 Budget Memo, the FY22 Proposed Budget and related notes, and the FY22 budget plans for Marketing, Services, and Streets committees. Highlighted changes of the proposed FY22 budget include:

- Up 6% overall from FY21
- Includes assessment rate increase of 3% based on April Consumer Price Index (CPI) rate of 3.8%
- Salary/benefit increase of 5.9% including the new YCBCD 401k match policy
- Return to normal budgeting for unpaid assessments
- Allocation of funds for neighborhood re-opening and activation plan
- Cancellation of Yerba Buena Night for the second year in a row
- Continuation of funding to support small businesses
- Relocation of the administrative office by October 1, 2021

There was no public comment on this item.

F-4 DISCUSS/APPROVE the assessment rate for FY22.

The board discussed how the proposed assessment rate increase compares to similar actions taken by other districts in the City.

There was no public comment on this item.

The motion to approve a 3% assessment rate increase for FY22 passed unanimously.  
MSC: Gordon/Clements.

F-5 APPROVE the FY22 Budget.

The motion to approve the FY22 Budget passed unanimously. MSC: Kirvin/King.

## **G. MARKETING COMMITTEE REPORT**

G-1 RECEIVE UPDATE on re-opening and activation plans.

Michelle Delaney shared planned activities to activate the neighborhood in August, September, and October.

### August – Yerba Buena Day

- Children’s programming at the Children’s Creativity Museum
- Poetry reading sponsored by the Museum of the African Diaspora on the Yerba Buena Gardens Terrace
- The reintroduction of the neighborhood walking tour
- A public art scavenger hunt
- A performance or stand-up comedy from the Yerba Buena Gardens Festival

### September – Plans Pending

- Have been planning a 3<sup>rd</sup> Thursday event though that week Salesforce will be loading in for the Dreamforce convention
- In conversations with neighborhood partners about a different date and activities

### October – Litquake Programming

- We’re working in partnership with Litquake to have all of their events at Yerba Buena Venues
- We’ve secured 5 locations to date, including 111 Minna, Palace Hotel, California Historical Society, Alexander Book Company, and the American Bookbinders Museum

Additionally, Michelle announced that the Walking Tour will resume in August, under the leadership and direction of the YCBCD. Our previous partner, Wild SF, will no longer be involved with the walking tour.

There was no public comment on this item.

## **H. SERVICES COMMITTEE REPORT**

- H-1 RECEIVE UPDATE new services workflow software system.

Katharine Greenbaum announced that the YCBCD is currently in the process of building out its services workflow system with a new software provider, Jia Technologies. Key features of the Jia software include a live map, built-in trend analysis and reporting, and a simpler interface for the team use in the field. The new software will be fully live for team use by early July, and its cost will be partially covered by grant funds from the Office of Economic and Workforce Development.

There was no public comment on this item.

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

- I-1 DISCUSS/REVIEW/APPROVE a letter of support for SFMTA seeking grant funding for the Howard Street Improvement Project.

Lisa Kirvin announced that the SFMTA is seeking funding for the Howard Streetscape Project through a federal grant program, the 2021 RAISE grant, and is requesting letters of support. The YCBCD drafted a letter for review and approval by the board. The letter outlines support for the project's overall intent to improve traffic safety and livability, though it does not reference support for any specific aspects of the project. The Howard Streetscape Project includes changes to one block in the District along Howard Street, between 4<sup>th</sup> and 5<sup>th</sup> Streets.

The motion to approve the letter of support for the SFMTA's RAISE Grant application passed unanimously. MSC: Clements/Noguchi. Abstention: Maguire.

There was no public comment on this item.

- I-2 RECEIVE UPDATE on neighborhood projects.

Lisa Kirvin announced that concrete has been poured on Annie North Plaza, which is one of the final steps before the plaza is opened to the public. Once the project is completed and the barriers are removed, YCBCD will plan an opening event with participation from the City and other project partners.

Lisa announced that new bike rack inset designs will be added to the neighborhood within the next year. The YCBCD has been awarded Community Challenge Grant Funds to offset the costs of stipends for two (2) new artists and the manufacturing of 50 bike racks, 25 of each artist's design. The bike racks will be gifted to the SFMTA for installation in the neighborhood. As part of the grant agreement, the YCBCD will commit to working with artists from historically underrepresented communities. To that end, staff will reach out to the Museum of the African Diaspora, SoMa Pilipinas, and the Mexican Museum as partners for the project.

There was no public comment on this item.

## **J. EXECUTIVE DIRECTOR REPORT**

J-1 RECEIVE UPDATE on YCBCD and neighborhood news.

Cathy Maupin announced that the Museums for All summer program, which gives free museum access to San Franciscans who received Medi-Cal or CalFresh, will now be available year-round. Participating neighborhood museums include the Children's Creativity Museum, the Contemporary Jewish Museum, Museum of the African Diaspora, SFMOMA, and Yerba Buena Center for the Arts.

Cathy reported that construction on the Hearst Building hotel project is now expected to start in March 2022. The YCBCD will continue its search for a new administrative office space in the interim.

Cathy announced that Jessie West will be closed daily to traffic from 11:00am to 10:00pm. This closure is part of a partnership between the Westfield, Hotel Zetta, Executive Order Bar & Lounge and SoMa Pilipinas, to allow increased outdoor seating for restaurants in the area.

Cathy reported that on June 5<sup>th</sup>, the A.C.T. held their Young Conservatory recital on the Yerba Buena Gardens Terrace. This event was produced in partnership with the YCBCD, and marks the first in a series of neighborhood activation events. Approximately 200 people attended the event throughout the day. Other recent neighborhood re-openings include the Children's Creativity Museum (+ Carousel) and the Palace Hotel.

Cathy announced that the COVID command center will move out of Moscone South by the end of June, and the mass vaccination site will remain until mid-July. Moscone West will wind down operations as a homeless shelter by the end of July.

Cathy announced that the YCBCD administrative staff will be returning to the office full-time beginning July 1<sup>st</sup>.

There was no public comment on this item.

J-2 RECEIVE UPDATE on September Board Meeting items.

Cathy Maupin announced that the next board meeting is scheduled for Tuesday, September 14<sup>th</sup>. The meeting will be held via Zoom. The anticipated agenda items include:

- Approval of the FY21 Audit
- Hearing updates from all committees

There was no public comment on this item.

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

Noah Bartlett announced that Adine Varah will fill SFMOMA's board seat after his departure.

Paul Frentsos announced that SF Travel continues to work towards confirming a number of conventions returning to Moscone.

Richard Rendon announced the Department of Veterans Affairs will open a new building at the end of June for social worker operations at 671 Harrison.

Tom Maguire announced that the SFMTA will soon begin train testing at the 3<sup>rd</sup> St subway station in the District.

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

There was no general public comment.

**M. ADJOURN**

Noah Bartlett adjourned the meeting at 5:40pm.