

MEETING MINUTES

Yerba Buena Community Benefit District
Board of Directors Meeting
Tuesday, September 14, 2021
4:00pm – 6:00pm
Via Zoom Videoconference



Attending: John Carrillo, Clif Clark, William Clements, Michelle Delaney, Elizabeth Gessel (alternate for Monetta White), James Gordon, Rachel Gordon, Paul Frentsos, Katharine Greenbaum, Kerry King, Lisa Kirvin, Lawrence Li, Tom Maguire, Frank Miskus, Tara Patanian, Richard Rendon, Scott Rowitz, Bob Sauter (alternate for John Noguchi), Micah Tell, Adine Varah

Not Attending: David Allison, Kerry O'Toole, Jason Phillips

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

Public: Peter Bartelme, Liz Dollar, Zachary Gard, Judith Propp

OPEN SESSION

4:00pm

A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES

Lisa Kirvin called the meeting to order and reviewed the public comment guidelines.

B. INTRODUCTIONS

Lisa Kirvin coordinated introductions of board, staff and members of the public.

C. APPROVAL OF MINUTES

The motion to approve the June meeting minutes passed unanimously. MSC: Clark/Clements.

There was no public comment on this item.

D. AUDIT COMMITTEE REPORT

D-1 REVIEW/ACCEPT the FY21 audit.

William Clements reported that the YBCBD received an unmodified opinion on this year's audit, which was conducted by the firm of Moss Adams. Zachary Gard, from Moss Adams, shared highlights from the FY21 audit.

The motion to accept the FY21 audit passed unanimously. MSC: Gordon/King.

There was no public comment on this item.

E. CHAIR/EXECUTIVE COMMITTEE REPORT

E-1 REPORT on conflicts of interest.

There were no reported conflicts of interest to report, and no public comment.

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

Lisa Kirvin reported that the Executive Committee approved changes to the personnel policies regarding marijuana usage and a second round of pandemic grants.

There was no public comment on this item.

E-3 REVIEW/DISCUSS/APPROVE changes to the personnel policies regarding marijuana usage.

Given the legalization of marijuana for recreational use, the personnel policies needed to be updated.

The motion to approve changes to the personnel policies regarding marijuana usage passed unanimously. MSC: Delaney/Maguire.

There was no public comment on this item.

E-4 RECEIVE UPDATE on Nominating Committee activities.

Lisa Kirvin reporting that the Nominating Committee has been working to develop a slate of officers, committee chairs, and directors for 2022. The committee has 14 seats to fill though five of those seats are held by institutions that are eligible for a second term. The committee is conducting outreach to fill the seats. Candidate interviews will be scheduled for late October and November. All recommended directors, officers, and committee chairs will be presented for approval at the annual meeting in January 2022.

There was no public comment on this item.

E-5 RECEIVE UPDATE on the Small Business Recovery Act.

Lisa Kirvin informed that the Small Business Recovery Act, proposed by Mayor Breed in April, was approved by the San Francisco Board of Supervisors on July 27, 2021. In the spring of this year, this board provided a letter of support for the legislation. Key elements of the legislation include the expansion of the streamlined review and inspection process for storefront users citywide; allowing the continuation of longstanding places of entertainment; temporarily requiring a conditional use authorization for uses replacing nighttime entertainment; temporarily allowing outdoor entertainment, arts, and recreation activities; and the extension of the time limit for live performances from 10:00pm – 11:00pm.

There was no public comment on this item.

F. COMMUNITY BENEFIT FUND COMMITTEE REPORT

F-1 RECEIVE UPDATE on grant-making plans for FY22.

Cathy Maupin shared that the Community Benefit Fund Committee has \$161,750 to award in FY22. Because impacts of the pandemic have lasted longer than expected, the committee allocated \$60,000 for a second round of grants to the current six pandemic grantees. Funds are to be used for general operating support.

For the remainder of FY22, the committee plans to be as flexible as possible to be able to respond to changing neighborhood needs by accepting proposals on a rolling basis.

There was no public comment on this item.

F-2 RECEIVE UPDATE on grants approved by the Executive Committee.

Cathy Maupin reported that the Executive Committee awarded six \$10,000 grants to each of the pandemic grantees from FY21. Those grantees are the American Bookbinders Museum, California Historical Society, Children's Creativity Museum, Museum of the African Diaspora, Renaissance Entrepreneurship Center, and the Yerba Buena Gardens Festival.

There was no public comment on this item.

F-3 REVIEW/DISCUSS/APPROVE a grant of \$12,500 to Kultivate Labs for the UNDSRVD SF 2021 event.

Cathy Maupin presented the Community Benefit Fund Committee's first funding recommendation of FY22. The recommendation comes a request from Kultivate Labs for \$25,000 for the upcoming UNDSRVD SF 2021 event. This event will be spread along Mission Street between 4th and 6th Streets, with the majority of activity between 4th and 5th Streets in the Yerba Buena neighborhood. The committee recommends a grant of \$12,500 for this event.

The Board discussed how the current process of accepting applications on a rolling basis contrasts with the set deadlines of previous grant cycles.

The motion to approve a grant of \$12,500 to Kultivate Labs for the UNDSRVD SF 2021 event passed unanimously. MSC: Carrillo/Li.

There was no public comment on this item.

F-4 DISCUSS/APPROVE authorizing the Community Benefit Fund to approve grants up to \$5,000 and authorizing the Executive Committee to approve grants over \$5,000 for FY22.

Cathy Maupin shared that the Community Benefit Fund Committee is seeking Board authorization to approve grants of up to \$5,000 and authorization for the Executive Committee to approve grants of over \$5,000, with grants limited to a maximum of \$25,000. Approval of the request will allow the Community Benefit Fund to respond quickly to grant requests through FY22.

The motion to authorize the Community Benefit Fund Committee to approve grants up to \$5,000 and authorize the Executive Committee to approve grants over \$5,000 for FY22 passed unanimously. MSC: King/Rendon.

There was no public comment on this item.

G. MARKETING COMMITTEE REPORT

G-1 DISCUSS/APPROVE contract with Placer to access visitor data.

Michelle Delaney mentioned that an ongoing challenge for the Marketing Committee is collecting specific data on how many come to the neighborhood and why. That information is vital to effectively promote the neighborhood. Michelle added that we recently found an application that can provide us the needed data.

Richard Ciccarone reported the Placer is a data collection program that gathers app user information to show location data from visitors to the neighborhood. This location data includes information on businesses patronized, how long visitors stay at each business, where they head afterwards, and many other data points. The data is also broken down into different demographics. The Marketing Committee recommends entering into an agreement

with Placer for this information. Cathy Maupin added that the contract has been reviewed and vetted by our legal counsel and both the Marketing and Executive committees.

The Board discussed examples of practical applications for data obtained through Placer. The Board also discussed how Placer data could be shared with property owners and neighborhood organizations on an as-needed basis.

The motion to approve a contract with Placer to access visitor data passed unanimously. MSC: Li/Clark.

There was no public comment on this item.

G-2 RECEIVE UPDATE on Yerba Buena Day.

Richard Ciccarone reported that the first Yerba Buena Day on Thursday, August 19th was an overall success. The event featured multiple performances all day long throughout the neighborhood along with a scavenger hunt. Community partners for this event included the Contemporary Jewish Museum, the Museum of the African Diaspora, the Children’s Creativity Museum, the American Bookbinders Museum, 111 Minna Gallery, the Yerba Buena Gardens Festival, the Yerba Buena Alliance, and the Yerba Buena Gardens Conservancy. The Marketing Committee will discuss possibly continuing the event in future years.

There was no public comment on this item.

G-3 RECEIVE UPDATE on upcoming events and nominations for the Yerba Buena Community Excellence Awards.

Upcoming Events

Michelle Delaney informed that the Litquake literary festival will be holding a series of events in Yerba Buena from October 8th – 20th.

Yerba Buena Community Excellence Awards

Michelle announced that the committees have begun selecting nominees for the Yerba Buena Community Excellence Awards that will be awarded at the Annual Meeting in January 2022. Board members are invited to submit any potential candidates for nomination by October 1st.

The committee discussed various Excellence Award recipients from past years.

There was no public comment on this item.

H. SERVICES COMMITTEE REPORT

H-1 RECEIVE UPDATE and view presentation of Jia Technologies, our new services workflow software system.

James Gordon reported that the YBCBD streets team has been using Jia as their workflow software since July 2021. The presentation has been postponed until the next board meeting due to some recent changes in the software.

There was no public comment on this item.

H-2 RECEIVE UPDATE on changes to the SFPD Bike Patrol Officer program.

James Gordon announced that the YBCBD has adjusted the existing 10B Bike Patrol Officer Program, in response to a neighborhood Safety and Security survey released earlier this year

to gauge community concerns. These adjustments were made with a focus on increased community relations and officer visibility.

The changes include new hours. Starting September 1, 2021, the hours are:

- Monday, Tuesday, Thursday, Friday: 7:00am – 5:00pm
- Wednesday: 6:00am – 11:00am and 4:00pm – 9:00pm
- Saturday, Sunday: 10:00am – 6:00pm

Another change is that the 10B officers will still be on bicycles but will also spend time during their shift on foot, paired with a Community Guide to complete meet and greets with businesses and residential properties.

The Board discussed the scope of responsibility for 10B Bike Patrol Officers in their neighborhood patrols. The Board also discussed how social service providers can supplant the officers' work with members of the community.

There was no public comment on this item.

H-3 RECEIVE UPDATE on the Streetplus contract.

Katharine Greenbaum reported that the YCBCD contract for clean and safe services with the current service provider, Streetplus, will end at the end of December 2021. The Services Committee invited Streetplus to provide a proposal for continuing services before releasing a Request for Proposals (RFP) for a public bidding process. A committee working group has reviewed the Streetplus proposal and submitted a list of follow-up questions. Following this, at the recommendation of the working group, the Services Committee has approved a recommendation for the YCBCD to continue its relationship with Streetplus and pursue contract negotiations. The working group intends to have a contract in place by the November board meeting for full board approval. If approved, the contract start date will be January 1, 2022.

There was no public comment on this item.

I. SMALL BUSINESS SUPPORT COMMITTEE REPORT

I-1 RECEIVE UPDATE on plans for FY22.

Cathy Maupin reported that the Small Business Support Committee met in August to discuss plans for FY22. The committee's plans include continuing to offer small grants, continuing to provide single-use disposable masks and hand sanitizer at no cost, continuing to offer marketing videos for distribution, continuing to share information about local and state resources, and surveying small businesses to better understand their needs.

Cathy stated that the committee is also considering strategically placed directional signage pointing to open businesses, as well as facilitating access to consultant services.

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 temporary Brown Act modification allowing for remote meetings will expire on September 31, 2021 if not extended by the governor. If the modification expires, the YCBCD will need to resume in-person meetings starting October 1st.

Cathy reported that the California Dental Association convention took place at Moscone Center last week, the first convention in the neighborhood since February 2020. The convention had an estimated 5,000 attendees. She added that a number of conventions are scheduled before the end of 2021 including Dreamforce, American Survey for the Hand, Twilio Signal, SemiCon, and the Cannabis Business Summit & Expo.

Cathy reported that the Downtown Streets Team has returned to providing services in the neighborhood, in partnership with SF Travel.

Cathy reported on several business re-openings and openings of new businesses in the neighborhood.

The Board discussed the possibility of returning to in-person meetings if the Brown Act is not extended past September 31st.

There was no public comment on this item.

J-2 RECEIVE UPDATE on November Board Meeting items.

Cathy Maupin announced that the next board meeting is scheduled for Tuesday, November 9th. The anticipated agenda items include planning for the 2022 Annual Meeting in January, approval of a Streetplus contract, and hearing committee updates.

There was no public comment on this item.

K. ANNOUNCEMENTS AND REQUEST FOR INFORMATION

Elizabeth Gessel announced that the Museum of the African Diaspora will reopen to the public on October 21st.

Kerry King announced that the Contemporary Jewish Museum will hold an event in honor of the opening of a new Leonard Cohen exhibit on September 19th.

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

M. ADJOURN

Lisa Kirvin adjourned the meeting at 6:00pm.