

MEETING MINUTES

Yerba Buena Community Benefit District
Board of Directors Meeting
Tuesday, November 9, 2021
4:00pm – 6:00pm
Via Zoom Videoconference



Attending: David Allison, John Carrillo, William Clements, Michelle Delaney, Paul Frentsos, Rachel Gordon, Katharine Greenbaum, Kerry King, Lisa Kirvin, Tom Maguire, John Noguchi, Kerry O'Toole, Tara Patanian, Richard Rendon, Scott Rowitz, Adine Varah, Monetta White

Not Attending: Clif Clark, James Gordon, Lawrence Li, Frank Miskus, Jason Phillips, Micah Tell

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

Public: Peter Bartelme, Brian Berry, Chris Corgas, Veronica Guevara, Greg Johnson, Kate McCarthy, Judith Propp, Shalon Rogers

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 everyone present.

C. APPROVAL OF MINUTES

Lisa Kirvin stated that Paul Frentsos did attend the September 14th board meeting, and asked that the minutes be updated to reflect this information.

There was no public comment on this item.

The motion to approve the September 14th and September 28th meeting minutes, as edited, passed unanimously. MSC: Noguchi/Clements

D. PRESENTATION – 2022 MUNI SERVICE PROPOSAL

Lisa Kirvin invited Kate McCarthy, Public Outreach and Engagement Manager at SFMTA, to present on the agency's 2022 Muni Service Proposal. The plan is based on feedback received from the public on how to best prioritize resources.

Kate McCarthy presented the proposed service plan, which includes restoration of key pre-pandemic connections as well as increased service accessibility for both seniors and people with disabilities. She focused specifically on routes that impact Yerba Buena and South of Market.

The Board discussed how SFMTA's future service plans might be impacted by recent changes in federal infrastructure funding. The Board also discussed the Central SoMa subway's planned opening for passenger service in mid-2022.

Kate mentioned that the City plans to hold a public meeting on Tuesday, December 7th to discuss the new service plan. She asked the YCBCD consider submitting a letter of support for the new service plan.

There was no public comment on this item.

E. CHAIR/EXECUTIVE COMMITTEE REPORT

E-1 REPORT on conflicts of interest.

Tara Patanian stated she had a conflict of interest on the closed session item and recused herself and left the call during the discussion. No other conflicts were reported.

There was no public comment on this item.

E-2 DISCUSS/APPROVE a resolution confirming the continuation of virtual meetings for the next 30 days as meeting in-person presents an imminent risk to the health and safety of attendees.

There was no public comment on this item.

The motion to approve Resolution #8 confirming the continuation of virtual meetings for the next 30 days as meeting in-person presents an imminent risk to the health and safety of attendees, passed unanimously. MSC: Noguchi/King.

E-3 REPORT on actions taken by the Executive Committee.

Lisa Kirvin reported that since the September board meeting, the Executive Committee approved Resolution #7 allowing the YCBCD to continue holding virtual meetings.

There was no public comment on this item.

E-4 RECEIVE UPDATE on Nominating Committee activities.

Lisa Kirvin shared an overview of the Nominating Committee's work since their meeting in August. The committee has a total 14 seats to fill, including:

- Six (6) institutions terming off the board
- Three (3) current vacant seats
- Five (5) institutions eligible for a second term, three (3) of which have indicated they want to continue serving

Lisa reported that general outreach efforts have been underway since September, and interviews are currently being scheduled. The committee will reconvene in December to finalize the slate of officers, committee chairs, and directors. Once finalized, the slate will be presented for Board approval at the Annual Meeting in January 2022.

There was no public comment on this item.

E-5 DISCUSS management staff succession planning.

Lisa Kirvin reported that Cathy Maupin has announced her intention to retire from the position of YCBCD Executive Director on June 30, 2022.

The Board discussed a series of questions presented to gauge feedback on the search process and plan for a new Executive Director. The Executive Committee will use this feedback to develop a final search process and plan, which will be presented to the Board for approval at the Annual Meeting in January 2022.

The Board expressed their appreciation for Cathy's work during her tenure with the YCBCD.

There was no public comment on this item.

F. SERVICES COMMITTEE REPORT

- F-1 REVIEW/DISCUSS/APPROVE a new 5-year contract with Streetplus for clean and safe services, with a first-year cost of \$1.848 million.

Katharine Greenbaum reported that the YCBCD contract for clean and safe services with the current provider, Streetplus, terms at the end of December 2021. The Services Committee invited Streetplus to submit a proposal for a new contract that would begin on January 1, 2022. The committee also established a working group to review the proposal in depth. Following a review, the working group recommended moving forward in negotiating a new services contract with Streetplus. This recommendation was approved by the full Services Committee and staff and legal counsel have been conducting negotiations.

Katharine Greenbaum shared the nearly finalized language for the new Streetplus contract. High-level items of note in this contract include:

- A contract term of three (3) years with two (2) one-year extension options
- A first-year cost of \$1.848 million, with the option to re-visit and discuss rate changes annually
- An upgrade to capital equipment at the cost of \$44,000 to cover a new truck, steam cleaning trailer, and two-way radios (Fiscal Year 2021-2022)
- Service hours remaining unchanged, with staff in the field 365 days a year from approximately 6:00am – 10:00pm
- A change in the composition of full-time employee labor classifications, with an increase in Clean Team and supervisor positions alongside a decrease in Community Guide positions (overall number of employees remains unchanged)
- Wage increases for all positions

There was no public comment on this item.

The motion to authorize staff and legal counsel to finalize terms of the Streetplus contract for clean and safe services passed unanimously. MSC: Noguchi/Rowitz.

- F-2 RECEIVE UPDATE and view presentation of Jia Technologies, our new services workflow software system.

Katharine Greenbaum reported that the new Jia workflow software has been working well for team use in the field, following its adoption in mid-July.

Katharine reported that Jia was recently acquired by a local company called NexStreet Inc. The YCBCD expects to participate in an upcoming NexStreet focus group to share ideas for software improvement.

Richard Ciccarone shared an informational video demonstrating how the Jia system currently operates in the field.

There was no public comment on this item.

F-3 RECEIVE UPDATE on 311 Connected Worker partnership.

Katharine Greenbaum announced that the streets team has recently gone live with its new 311 Connected Worker partnership, which will allow team members to both receive new service requests and close out completed ones through the Connected Worker app. This partnership allows for the team's work to be captured in the 311 system, as well as for team members to direct public submission of service requests to 311 directly. The YCBCD will be completing three (3) reviews with Public Works to review this partnership's progress in 30, 60, and 90 days, respectively.

There was no public comment on this item.

G. MARKETING COMMITTEE REPORT

G-1 RECEIVE UPDATE on a new neighborhood promotional campaign.

Michelle Delaney announced that the Marketing Committee approved a new neighborhood promotional campaign. The campaign highlights cultural offerings within the district, and uses recognizable artistic styles as a framework for promoting neighborhood businesses. The first iteration of the campaign will be a series of new street banners. The new banners are currently scheduled for installation in January 2022. Michelle shared images of the new neighborhood promotional banners.

Michelle informed that the committee also plans to incorporate the new promotional campaign into the neighborhood website, www.visityerbabuena.org.

There was no public comment on this item.

G-2 RECEIVE UPDATE on nominations for the Yerba Buena Community Excellence Awards.

Michelle Delaney shared the following list of nominees for the Yerba Buena Community Excellence Awards, as discussed by the Executive Committee at its October meeting:

- Excellence in Community Engagement - Joyride Pizza (formerly Samovar)
- Excellence in Public Service - Moscone Convention Center
- Excellence in Community Service – Larry Pierce, YCBCD Steam Cleaner
- Excellence in Community Service – Alicia Triplette, YCBCD Community Guide

Michelle mentioned that nominations are still being accepted.

There was no public comment on this item.

H. STREETS COMMITTEE REPORT

H-1 RECEIVE UPDATE on neighborhood projects.

Constance Cavallas shared updates on the following neighborhood projects:

Minna-Natoma Art Corridor Project

Constance announced that the SF Arts Commission has approved five (5) artists to work on the Minna-Natoma Art Corridor Project, following a public Request for Proposals (RFP) process. This project is a partnership between SF Planning, Public Works, SFMTA, the SF Arts Commission, SFMOMA and the YCBCD to infuse art into a pedestrian infrastructure project that will connect the Transbay Terminal to Yerba Buena Gardens. Of the artists selected, three (3) will design street murals and two (2) will design street furniture. Constance indicated the project is expected to break ground in fall 2022.

5th and Harrison – Central SOMA Freeway Corridor Transformation Project

Constance informed that the YCBCD has been asked to serve as a partner for programming a small parcel of unused land at the southeast intersection of 5th and Harrison Streets. It's part of the Central SOMA Freeway Corridor Transformation Project, a larger City project to beautify open space under the freeway. The space adjacent to the 5th and Harrison parcel will be turned into a tree nursery by Public Works. Caltrans will be installing a fence and other basic infrastructure for the nursery, and may potentially include the YCBCD parcel in these upgrades if movement is shown towards a programming plan.

Constance announced that the YCBCD recently released a survey to get a sense of neighborhood wants and needs for programming the 5th and Harrison parcel. Close to 300 responses were received with a dog park or community garden as the top choices.

There was no public comment on this item.

I. EXECUTIVE DIRECTOR REPORT

I-1 RECEIVE UPDATE on YCBCD and neighborhood news.

Cathy Maupin share information on neighborhood happenings, including:

- The Museum of the African Diaspora re-opened to the public in October
- A press event with Mayor Breed to announce the Welcome Ambassadors was held November 2nd in Yerba Buena Gardens, in partnership with SF Travel and the Yerba Buena Gardens Conservancy
- The Public Utilities Commission has scheduled brick sewer work for November 12th – November 24th, on Minna and Jessie between 2nd and 3rd Streets
- The Children's Creativity Museum Holiday Carousel Event and Lighting will take place on Saturday, November 27th from 4:00pm – 7:00pm

Cathy also announced the unveiling of public art piece Reclaiming Our Space on Saturday, November 13th at 2:00pm, on the side of the Metreon. This project is a collaboration between the South of Market Community Action Network and the Children's Creativity Museum, in partnership with the Metreon and the Yerba Buena Gardens Conservancy.

Cathy reported that the UNDSVRD 2021 event celebrating Filipino culture, hosted by Kultivate Labs in late October, was a great success. The event was held along Mission Street between 4th and 6th Streets, and was supported by a grant from the Community Benefit Fund.

Cathy informed that YCBCD administrative staff is currently coming in to the office two (2) days a week, on Tuesdays and Thursdays. The schedule will change to three (3) days a week in December, and four (4) days a week in January. The administrative office will be closed for

Thanksgiving on November 25th and 26th, and closed for Christmas from December 22nd thru December 31st.

There was no public comment on this item.

I-2 RECEIVE UPDATE on the January Annual Board Meeting.

Cathy Maupin informed that the Annual Board Meeting is scheduled for Tuesday, January 18, 2022. Expected agenda items include:

- Presentation on Tourism and Convention recovery (tentative)
- Review of 2021 Accomplishments and a look forward to 2022
- Election of Officers, Committee Chairs, and Directors
- Recognition of Outgoing Members
- Yerba Buena Community Excellence Awards Ceremony

There was no public comment on this item.

J. CLOSED SESSION

Tara Patanian stated she had a conflict of interest on the closed session item and recused herself and left the call during the discussion

J-1 Conference with Legal Counsel – Existing Litigation
(Government Code § 54956.9)
Name of Case: Villeda v. 140 New Montgomery LLC, Pembroke Real Estate LLC
San Francisco Superior Court, Case No. CGC-20-582808

K. REPORT OUT ON ACTIONS TAKEN DURING THE CLOSED SESSION

Judith Propp informed that no reportable action was taken during the closed session.

L. ANNOUNCEMENTS AND REQUEST FOR INFORMATION

There were no announcements or requests for information.

M. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no general public comment.

N. ADJOURN

Lisa Kirvin adjourned the meeting at 6:00pm.