

MEETING MINUTES

Yerba Buena Community Benefit District  
**Board Meeting**

Tuesday, April 12, 2022

4:00pm – 6:00pm

Via Zoom Videoconference



**Attending:** Chriselda Chew, Clif Clark, William Clements, Anita Engles, Paul Frentsos, Elizabeth Gessel (alternate for Monetta White), Rachel Gordon, Jeremiah Gregory, Andrew Hennis, Lisa Kirvin, Lawrence Li, Tom Maguire, Jason Phillips, Richard Rendon, Scott Rowitz, Nate Savalza, Mike Seder, Micah Tell, Adine Varah

**Not Attending:** John Carrillo, Jennifer De Palm, Katharine Greenbaum, Monetta White

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

**Public:** Peter Bartelme, 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 introduced the Board, staff, and members of the public.

**C. APPROVAL OF MINUTES**

The motion to approve the January meeting minutes passed unanimously. MSC: Clements/Varah.  
Abstention: Savalza.

The motion to approve the March special meeting minutes passed unanimously. MSC:  
Frentsos/Gregory. Abstention: Savalza.

There was no public comment on this item.

**D. CHAIR/EXECUTIVE COMMITTEE REPORT**

D-1 REPORT on conflicts of interest.

Scott Rowitz reported a conflict of interest on agenda item D-4, concerning new office space for the YBCBD.

Lisa Kirvin informed that all board members need to sign and return the signature page for the YBCBD's Conflict of Interest policy.

There was no public comment on this item.

- D-2 RECOGNIZE the contributions James Gordon and welcome Nate Savalza as the board representative from the St. Regis.

Lisa Kirvin announced that James Gordon has recently left the Board, following his departure from the St. Regis. Nate Savalza, the Director of Front Office, will serve as the St. Regis representative on the Board moving forward.

Nate Savalza introduced himself to the Board and expressed his excitement to work with the YCBCD.

There was no public comment on this item.

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

Lisa Kirvin reported that the Executive Committee took the following actions since the January board meeting:

- Approved the Mid-Year Report to the City
- Approved a letter of support to partner with SFMTA and the Yerba Buena Gardens Conservancy and apply for a Clean California grant
- Approved a letter of support for Automotus, a company using technology to improve curbside management efficiencies in partnership with SFMTA
- Approved a contract with CSB Consulting to manage the Executive Search process
- Approved a new office space location for the YCBCD
- Approved Community Benefit Fund grants

There was no public comment on this item.

- D-4 DISCUSS/APPROVE new office space for the organization.

Scott Rowitz recused himself from discussion of this agenda item.

Lisa Kirvin informed that the YCBCD staff must vacate the Hearst Building at the end of August 2022. At present, the most promising candidate for a new office space is located in the Children's Creativity Museum, at 221 Fourth Street in Yerba Buena Gardens. If chosen, YCBCD staff would share this office with the staff of the Yerba Buena Gardens Conservancy (YBGC). Advantages of the proposed new space include:

- Centrally located and accessible for the neighborhood
- Flexible indoor/outdoor space including two (2) director offices, three (3) staff offices, small conference room, reception area
- Access to the Yerba Buena Gardens Community Room for committee meetings
- Access to storage cage underneath Yerba Buena Gardens

Lisa informed that the proposed new office space would require a build-out to accommodate both the YCBCD and the YBGC, with both organizations sharing the costs. The YCBCD's portion of these costs is expected to be \$287,126.87. The costs would be up-front and include construction permits, the construction itself, furniture (both inside and out), IT infrastructure, and exterior signage for the public.

Lisa informed that rent for the first year in the proposed office space is projected to be \$39,445.18, increasing an estimated 3% per year. The 5-year projected office rent for this space is expected to be \$496,564.68, marking a projected savings of \$323,714.80 from the figure allocated in the YBCBD's most recent 5-year projection budget (\$820,261).

Lisa informed that the build-out project is expected to take 12-15 weeks to complete. If the location is approved, work will most likely begin by the third week of April 2022.

The board discussed how post-COVID changes to work-from-home policies might affect the future expansion of YBCBD staff. The board also discussed the design cost estimates presented.

The motion to approve new office space for the YBCBD at the Children's Creativity Museum passed unanimously. MSC: Clark/Frentsos. Abstention: Li. Recusal: Rowitz.

There was no public comment on this item.

D-5 DISCUSS/APPROVE Audit Committee membership.

Lisa Kirvin presented two (2) proposed Audit Committee members, Chriselda Chew and Anita Engles, for Board approval. If approved, the new members will join William Clements on the committee.

The motion to approve Chriselda Chew and Anita Engles as members of the Audit Committee passed unanimously. MSC: Gordon/Maguire.

There was no public comment on this item.

D-7 DISCUSS format for future meetings.

Lisa Kirvin informed that the City began hosting hybrid in-person/virtual meetings in mid-March 2022, including in-person public comment.

Judith Propp informed that at present, the YBCBD can continue meeting virtually as long as the declared state of emergency remains in place and a resolution to continue virtual meetings is approved every 30 days.

The board discussed the possibility of offering a hybrid option for future meetings. The board also discussed methods for hybrid meeting management that have seen success at other community organizations.

There was no public comment on this item.

D-6 DISCUSS/APPROVE Resolution No. 014 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.

Judith Propp presented a recommendation to begin offering hybrid meetings by June 1, 2022, or as soon as possible after that date. The proposed resolution stipulates the following:

- Meetings will remain remote/virtual for at least the next 30 days
- Hybrid meetings will start to be held by June 1<sup>st</sup>, or as soon as possible after that date, with options for both virtual and in-person attendance
- If all members of the board or a committee cannot attend in person, then the meeting will be held remotely

The motion to approve Resolution 014 that states the YCBCD will begin offering hybrid meetings by June 1<sup>st</sup> or shortly thereafter, unless certain conditions are met and as outlined in the Resolution, passed unanimously. MSC: Li/Varah.

There was no public comment on this item.

D-8 RECEIVE UPDATE on the executive search process.

Lisa Kirvin informed that, following the board's approval to engage OE Consulting in the search for the next YCBCD Executive Director, staff and legal counsel have begun working with the firm on the contract. The contract is expected to be finalized this week, with the firm beginning their work in early May 2022. At present, OE consulting predicts the Executive Director position will be filled in October.

Lisa informed that, given the timeline to secure a permanent candidate, the YCBCD plans to engage an interim Executive Director and will work with our consultant, Cassandra Benjamin, on that process. This process will involve input from staff as well as the Executive Committee, before bringing a hiring recommendation to the full board in June.

There was no public comment on this item.

**E. MARKETING COMMITTEE REPORT**

E-1 RECEIVE UPDATE on the findings and trends of neighborhood activity using Placer.ai data.

Rachel Gordon presented an overview of visitor data from SFMOMA, Westfield Shopping Center, and Yerba Buena Gardens during March 2019, 2021, and 2022. Overall, the data shows significant increase in visitors for Westfield and SFMOMA in March 2022 versus 2021, likely attributable to the Game Developers Conference during that period.

There was no public comment on this item.

E-2 RECEIVE UPDATE on marketing projects.

Rachel Gordon informed that new street banners are now on display throughout the neighborhood, featuring the Experience the Art of Yerba Buena promotional campaign that highlights local dining, shopping, arts and culture.

Rachel informed that the Hidden SF Walking tour has returned to Yerba Buena. The 90-minute guided walking tour features live performances to promote the neighborhood, point out landmarks, and share the history of the district. The tours are scheduled on the first Friday of every month at 2:00pm and are free to the public.

Rachel shared a neighborhood promotional video posted on social media to spread the word about local business re-openings.

Rachel announced that the Marketing Committee has created a new communications tool to share noteworthy neighborhood events with key stakeholders in a monthly newsletter blast, beginning in May 2022. These events will include museum and gallery openings, Yerba Buena Gardens programming, and special promotions from local restaurants and retailers.

The board discussed the possibility of creating QR codes for event listings featured in the newsletter.

There was no public comment on this item.

#### **F. FINANCE COMMITTEE REPORT**

F-1 DISCUSS/APPROVE a change to the vacation accrual policy, increasing the cap to 240 hours.

Scott Rowitz presented a recommendation to change the YBCBD staff vacation accrual policy, which is currently capped at 160 hours. The recommended increase is 240 hours, following consideration of accrual policies at similar organizations.

Scott informed that the Finance Committee recommends the change in accrual policy take effect as of July 1, 2021, the beginning of the current fiscal year.

The motion to approve increase in the vacation accrual cap to 240 hours effective July 1, 2021 passed unanimously. MSC: Kirvin/Gregory.

There was no public comment on this item.

#### **G. SERVICES COMMITTEE REPORT**

G-1 RECEIVE UPDATE on implementation of new Streetplus contract, effective January 1, 2022.

Constance Cavallas informed that the YBCBD has signed a new three (3) year contract with Streetplus effective January 1, 2022. Key details about the new contract include:

- Return to the pre-pandemic schedule of 6:00am – 10:00pm, seven (7) days a week
- New mix of labor classifications between cleaners and Community Guides, while maintaining the same number of full-time employees
- Upgraded equipment including new radios and steam cleaning trailer

There was no public comment on this item.

G-2 RECEIVE UPDATE/DISCUSS new Services Clean and Safe report.

Constance Cavallas shared the new format for the monthly Services Clean and Safe Report. Areas of focus in the report include a high-level neighborhood overview, a review of events and activities in the neighborhood, a Social Service Outreach Specialist report, Streetplus' Employee of the Month, select Clean and Safe statistics, and before/after photo examples of

completed work. These reports will be made publicly available on the YBCBD's website, [www.ycbcd.org](http://www.ycbcd.org).

There was no public comment on this item.

- G-3 RECEIVE UPDATE on operational improvements including additional trash capacity and 311 Connected Worker service requests.

Constance Cavallas informed that the YBCBD has been granted access to a second Recology dumpster at no cost, increasing the Clean Team's trash pickup capacity. An additional parking space to host the dumpster has been donated by Renaissance Entrepreneurship Center at their 5th and Clementina garage.

Constance reported the overall success of an ongoing partnership between Public Works and the YBCBD, begun in November, that allows the YBCBD Dispatch office to view and close out 311 cleaning requests within the district.

There was no public comment on this item.

- G-4 RECEIVE UPDATE on Clean California grant award.

Constance Cavallas reported that the YBCBD, in partnership with the Yerba Buena Gardens Conservancy and the SFMTA, was recently given a Clean California grant award of \$1.8 million to improve the area around the new Central Subway station in SoMa. \$300,000 of this award will be allocated to the YBCBD to increase the number of clean team members and steam cleaners servicing the area around the station between 3<sup>rd</sup> and 4<sup>th</sup> Streets, from Market to Harrison Streets. The award will cover 18 months of service beginning January 2023 at the latest.

Constance informed that the remaining grant award will cover the cost of landscaping and art installations around the 3<sup>rd</sup>, 4<sup>th</sup>, and Folsom Street perimeters of Yerba Buena Gardens and the Moscone Center. This project will also help the Streets Committee move forward with the implementation of Dog Spots at 3<sup>rd</sup> and Folsom Streets.

There was no public comment on this item.

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

- H-1 RECEIVE UPDATE on neighborhood projects.

Lawrence Li informed that the Streets and Marketing Committees have worked together to create a self-guided public art walking tour in the neighborhood. The tour highlights 15 different public art pieces, with a brief informational recording accompanying each piece. The tour will be accessible through a free app, Engage ART, that includes an interactive map along with the audio tour. The launch date for the tour is tentatively expected for late April 2022.

Lawrence presented two (2) new bike rack designs from local artist Dre Sibayan, submitted through Kultivate Labs. A total of 50 bike racks have been manufactured, 25 for each design,

and will be delivered to the SFMTA later in April. The Streets Committee is also working with Kultivate Labs on a co-sponsored unveiling event, which will likely take place in late June.

Lawrence informed that local artist ChiChai will design a mural for the YCBCD and local non-profit Paint the Void to cover plywood on the 3<sup>rd</sup> Street Moscone Garage. After ChiChai prepares outlines for the murals in late April, Paint the Void will coordinate volunteers to help fill them in.

Constance Cavallas announced that Kilroy Real Estate will contribute paint for the walkway between 3<sup>rd</sup> and Kaplan Streets, to create a monochromatic effect.

There was no public comment on this item.

## **I. EXECUTIVE DIRECTOR REPORT**

### **I-1 RECEIVE UPDATE on Community Benefit Fund grants.**

Cathy Maupin announced that the Community Benefit Fund Committee has awarded its remaining balance of \$161,750 for FY22. The committee awarded six (6) pandemic grants totaling \$60,000, and eleven (11) grants supporting events and activations totaling \$101,750.

Cathy informed that the committee has preliminary plans to return to its regular grant-making in FY23. This will include a return to two (2) grant application cycles focusing on the funding priorities of public art, community engagement, and streetscape/public safety enhancements.

There was no public comment on this item.

### **I-2 RECEIVE UPDATE on YCBCD and neighborhood news.**

Cathy Maupin reported that the Game Developers Conference in March had a largely positive impact on neighborhood activity, and convention scheduling rates are continuing to increase. Other upcoming conventions in 2022 include:

- Risk World, currently ongoing, ends April 13<sup>th</sup>
- AWS Summit, April 20<sup>th</sup> – 21<sup>st</sup>
- Trailblazers DX, April 27<sup>th</sup> – 28<sup>th</sup>
- Heart Rhythm Society, April 29<sup>th</sup> – May 1<sup>st</sup>
- International Society for Cell/Gene Therapy, May 4<sup>th</sup> – 7<sup>th</sup>
- American Thoracic Society, May 13<sup>th</sup> – 18<sup>th</sup>
- RSA, June 6<sup>th</sup> – 9<sup>th</sup>

Cathy informed that the neighborhood had 58 commercial vacancies at the end of January 2022, and 66 at the end of February.

Cathy announced that the Yerba Buena Gardens Festival will return for a full summer of programming from May – October 2022.

Cathy informed that staff have returned to the office four (4) days a week, and are beginning to plan for a return of in-person meetings as well as the upcoming office move.

Cathy informed that the YCBCD continues to have single-use disposable masks and hand sanitizer available to neighborhood businesses and nonprofits, free of charge.

There was no public comment on this item.

I-3 RECEIVE UPDATE on June Board Meeting items.

Cathy Maupin informed that the next board meeting is scheduled for Tuesday, June 14<sup>th</sup> from 4:00pm – 6:00pm. Anticipated agenda items include:

- Approval of the FY23 assessment rate
- Approval of the FY23 budget
- Approval of the 2023 Nominating Committee
- Updates on the Executive Search process
- Approval of the Interim Executive Director
- Updates from all committees

There was no public comment on this item.

**J. ANNOUNCEMENTS AND REQUEST FOR INFORMATION**

Paul Frentsos requested that SF Travel receive promotional copy for the public art walking tour to share across their stakeholder network.

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

There was no general public comment.

**L. ADJOURN**

Lisa Kirvin adjourned the meeting at 6:00pm.