

MEETING MINUTES

Yerba Buena Community Benefit District
Board Meeting

Tuesday, September 13, 2022

4:00pm – 6:00pm

Via Zoom Videoconference



Attending: John Carrillo, Chriselda Chew, Clif Clark, William Clements, Jennifer De Palm, Anita Engles, Katharine Greenbaum, Jeremiah Gregory, Rachel Gordon, Lisa Kirvin, Tom Maguire, Scott Rowitz, Mike Seder, Adine Varah, Monetta White
Not Attending: Paul Frentsos, Andrew Hennis, Lawrence Li, Nate Savalza
Staff: Constance Cavallas, Richard Ciccarone, Sophia Cross, Sharon Dolan
Public: Cassandra Benjamin, Liz Dollar, Zachary Gard, Suzanne Goodman, 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 and staff to the members of the public present.

C. APPROVAL OF MINUTES

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

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 RECEIVE UPDATE on new office lease at Yerba Buena Gardens Conservancy, construction schedule, and planned move.

Lisa Kirvin informed that a lease has been signed for the new office space in Yerba Buena Gardens. The projected moving date is October 31, 2022.

There was no public comment on this item.

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

Lisa Kirvin informed that since the last board meeting, the Executive Committee has approved Resolution No. 017, allowing the YCBCD to meet virtually for an additional 30 days as meeting in person still poses an imminent risk to the health and safety of participants.

There was no public comment on this item.

- D-4 DISCUSS/APPROVE Resolution No. 018 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 No. 018, 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: Clements/Maguire

- D-5 RECEIVE UPDATE on Executive Director search.

Lisa Kirvin informed that OE Consulting, the contracted executive search firm, has conducted targeted outreach to 82 potential candidates and received 37 submissions of interest. The search firm has presented the top six (6) candidates to the Search Committee for further evaluation.

Lisa informed that the Board will hold a special meeting on September 28th to continue the candidate selection process.

The board discussed the planned process of reference checks for the final round of candidates.

There was no public comment on this item.

- D-6 DISCUSS/AUTHORIZE President (Lisa Kirvin) to act as YCBCD Negotiator with final Executive Director candidate.

The board discussed how compensation ranges presented to candidates would be reviewed and approved prior to final negotiations.

There was no public comment on this item.

The motion for Lisa Kirvin and Lawrence Li to act as the YCBCD negotiators with the final Executive Director candidate passed unanimously. MSC: Clements/Gordon.

E. AUDIT COMMITTEE REPORT

- E-1 RECEIVE and ACCEPT FY21 audit

William Clements informed that the YCBCD received an unmodified opinion on this year's audit, which was conducted by the firm of Moss Adams.

Zachary Gard, one of the auditors from Moss Adams, shared highlights from the FY22 audit.

There was no public comment on this item.

The motion to accept the FY22 audit passed unanimously. MSC: Kirvin/Seder.

F. NOMINATING COMMITTEE REPORT

Lisa Kirvin reported on board members set to term off in January 2023, as well as several members whose terms are eligible for an additional three (3)-year renewal.

Lisa informed that the Nominating Committee is currently conducting outreach for potential new board members and will be accepting new applications through Monday, September 19th.

There was no public comment on this item.

G. MARKETING COMMITTEE REPORT

G-1 RECEIVE UPDATE on D6 Candidate Forum.

Rachel Gordon informed that the YCBCD is producing a forum for District 6 supervisor candidates which will take place on Monday, September 26th from 5:30 – 7:00pm. The forum will be located outdoors in Yerba Buena Gardens, and co-presented with the Yerba Buena Gardens Conservancy and the Yerba Buena Gardens Festival.

Rachel informed that the committee is currently awaiting on confirmation of Carol Tang (Children’s Creativity Museum Executive Director) as moderator for the candidate forum.

There was no public comment on this item.

G-2 RECEIVE UPDATE on Yerba Buena Night.

Rachel Gordon informed that Yerba Buena Night will take place this year on Saturday, October 8th from 6:00 – 10:00pm. The event will feature performances across several stages in Yerba Buena Gardens esplanade, as well as auxiliary performances at various participating businesses: 111 Minna Gallery, American Bookbinders Museum, Executive Order, Fly Trap restaurant, and the Museum of the African Diaspora.

There was no public comment on this item.

G-3 RECEIVE UPDATE on ARTober and Bandwango.

Rachel Gordon announced that the YCBCD has recently signed on with the platform Bandwango, which helps communities promote local businesses (e.g. bars, restaurants, museums). The Marketing Committee will use this platform in partnership with local museums to create ARTober, a month highlighting arts and culture in Yerba Buena.

Rachel informed that the ARTober campaign will give users the opportunity to win prizes by visiting four (4) or more museums in the neighborhood.

There was no public comment on this item.

G-4 RECEIVE UPDATE on the Free Public Art Audio Walking Tour promotion.

Rachel Gordon informed that the committee has printed special promotional bandanas to increase interest in our free Public Art Walking tour. The bandanas have been handed out to local bars for distribution to customers.

There was no public comment on this item.

H. SERVICES COMMITTEE REPORT

H-1 REVIEW/DISCUSS comparative services statistics for FY21 and FY22

Katharine Greenbaum presented a series of charts summarizing Streetplus statistics for FY22:

- FY22 Cleaning Tasks by Percentage
- Pounds of Litter Monthly in FY21 and FY22
- FY22 Quality of Life Tasks by Percentage (including wellness checks)
- 10B Officer Tasks in FY21 and FY22

The board discussed the data collection processes and best practices of Streetplus team members during their daily field work in the neighborhood.

There was no public comment on this item.

I. STREETS & PUBLIC SPACE COMMITTEE REPORT

I-1 RECEIVE UPDATE on neighborhood projects.

Tom Maguire informed that the Streets Committee approved a \$5,000 matching grant to the Academy of Art at its last meeting, to help fund the installation of an 11' by 14' permanent mural at their 180 New Montgomery campus. The timeline for the mural's installation is late September through early October 2022.

Tom announced that the YBCBD participated in Sunday Streets SOMA on August 21st, programming an activity hub along Folsom Street between 3rd and 4th Streets. Participating neighborhood institutions included the American Bookbinders Museum, Buena Vida Cantina, Children's Creativity Museum, Eagle Club Indoor Golf, and Yerba Buena Skate and Bowl.

There was no public comment on this item.

J. ANNOUNCEMENTS AND REQUEST FOR INFORMATION

Tom Maguire announced that the Central SoMa Subway Station has begun testing rush-hour service, with plans to open to the public later in the fall.

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.