

MEETING MINUTES

Yerba Buena Community Benefit District
Board of Directors Meeting
Tuesday, November 8, 2022
4:00pm – 6:00pm
Via Zoom Videoconference



Attending: Clif Clark, Will Clements, Jennifer De Palm, Paul Frentsos, Elizabeth Gessel (alternate for Monetta White) Suzanne Goodman (alternate for Mike Seder), Rachel Gordon, Jeremiah Gregory, Lisa Kirvin, Lawrence Li, Jill Linwood, Tom Maguire, Richard Rendon, Nate Savalza, Mark Vanderwielen, Adine Varah
Not Attending: John Carrillo, Dustin Durham, Katharine Greenbaum, Andrew Hennis, Jason Phillips, Mike Seder, Monetta White
Staff: Constance Cavallas, Richard Ciccarone, Sophia Cross, Scott Rowitz
Public: 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 board members and staff to Mark Vanderwielen, the new Hotel Zetta board representative.

C. APPROVAL OF MINUTES

The motion for approval of the September 13th, September 28th, October 13th and October 27th meeting minutes passed unanimously. MSC: Clements/Clark.

D. CHAIR/EXECUTIVE COMMITTEE REPORT

D-1 REPORT on conflicts of interest.

Elizabeth Gessel, Lisa Kirvin, and Adine Varah announced conflicts of interest for agenda item E-1.

There was no public comment on this item.

D-2 DISCUSS/APPROVE Resolution No. 021 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.

The motion to approve Resolution No. 021 confirming the continuation of virtual meetings for the next 30 days, passed unanimously MSC: Gregory/Gessel.

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

Lisa Kirvin informed that the Executive Committee has taken the following actions since the last board meeting:

- Approved a resolution for the continuation of virtual meetings
- Discussed the Executive Director search process and appointment
- Approved Community Benefit Fund Recommendations for mini-grants
- Discussed providing a letter of support for the Minna-Natoma Art Corridor

There was no public comment on this item.

D-4 RECEIVE UPDATE on Nominating Committee activities.

Lisa Kirvin informed that the Nominating Committee has met over the past month to discuss open slots and potential candidates. The committee has also conducted candidate interviews.

Lisa informed that the committee will meet again before the annual meeting in January to approve a final slate for presentation to the full board.

There was no public comment on this item.

E. COMMUNITY BENEFIT FUND COMMITTEE REPORT

E-1 REVIEW/DISCUSS/APPROVE funding recommendations for full grants

Elizabeth Gessel, Lisa Kirvin, and Adine Varah recused themselves for this agenda item.

Nate Savalza informed that the Community Benefit Fund Committee received a total of nine (9) requests totaling \$190,000 for the current grant cycle:

- California Historical Society - \$25,000 (\$10,000 recommended)
- Contemporary Jewish Museum - \$25,000 (\$5,000 recommended)
- FADF/SOMA Pilipinas - \$25,000 (\$12,500 recommended)
- Kultivate Labs - \$25,000 (\$6,000 recommended)
- Museum of the African Diaspora - \$25,000 (\$10,000 recommended)
- Northern California MLK Foundation - \$25,000 (\$10,000 recommended)
- Renaissance Entrepreneurship Center - \$15,000 (\$7,500 recommended)
- SFMOMA - \$25,000 (\$10,000 recommended)
- Yerba Buena Center for the Arts - \$25,000 (recommendation to roll over request to next funding round)

The motion to approve grants of \$10,000 to the California Historical Society, Museum of the African Diaspora, Northern California MLK Foundation, and SFMOMA; \$5,000 to the Contemporary Jewish Museum; \$12,500 to FADF/SOMA Pilipinas; \$6,000 to Kultivate Labs; and \$7,500 to Renaissance Entrepreneurship Center passed unanimously. MSC: Frentsos/Linwood.

There was no public comment on this item.

F. SERVICES COMMITTEE REPORT

F-1 RECEIVE UPDATE on Clean California Grant additional services

Constance Cavallas informed that the SFMTA, Yerba Buena Gardens Conservancy, and the YBCBD were awarded \$1.8 million in Clean California grant funds to improve the area around the new Central Subway station.

Constance informed that of those funds, approximately \$300,000 is allocated to the YBCBD to increase cleaning services along 3rd and 4th Streets, between Market and Harrison. Starting November 15th, two (2) additional Clean Team members and one (1) additional pressure washer will work in that area.

Constance informed that the remaining grant funds will be managed by the Yerba Buena Gardens and will be allocated towards:

- Landscaping on 3rd, 4th, and Folsom Streets
- New public art on 4th Street
- New volunteer clean-up program

There was no public comment on this item.

F-2 RECEIVE UPDATE on Love Our City D6 clean-up event

Constance Cavallas informed that last month, approximately 150 volunteers participated in Public Works' "Love Our City" community clean-up day in District 6.

Constance announced that Public Works will be planting over 100 street trees in District 6 at their annual Arbor Day event in March 2023.

There was no public comment on this item.

G. MARKETING COMMITTEE REPORT

G-1 RECEIVE UPDATE on Yerba Buena Night

Rachel Gordon informed that the YBCBD held the 10th annual Yerba Buena Night on October 8th, featuring 25 separate performance groups at various performance stages in Yerba Buena Gardens, Market Street, Yerba Buena Lane, and Jessie Square.

Rachel announced that this year's event was expanded to include performances at the following local businesses: Executive Order, 111 Minna Gallery, American Bookbinders Museum, Flytrap Restaurant, and Joyride Pizza.

Rachel informed that this year's Yerba Buena Night drew almost 45,000 visitors to the neighborhood, according to Placer data.

There was no public comment on this item.

G-2 RECEIVE UPDATE on Yerba Buena Community Excellence Awards

Rachel Gordon announced that 2022 Yerba Buena Community Excellence Award Winners, as chosen by the Marketing Committee:

- Excellence in Community Spirit: 111 Minna Gallery
- Excellence in Community Beautification: Frank Miskus and the Annie North Redevelopment Team
- Excellence in Community Activations: Balay Kreative
- Excellence in Community Service: Streetplus team members (names of nominees TK)

There was no public comment on this item.

H. STREETS COMMITTEE REPORT

H-1 RECEIVE UPDATE on new YCBCD bike rack art

Tom Maguire announced that new YCBCD bike rack art has been installed in the neighborhood, with two new designs created by Kultivate Labs. The SFMTA has been gifted 25 racks of each design to be installed in the neighborhood.

Tom informed that the YCBCD and Kultivate Labs will celebrate the new designs at the December 10th “Halo-Halo Holidays: Filipino X-Mas Crawl” event.

There was no public comment on this item.

H-2 RECEIVE UPDATE on Central Subway opening

Tom Maguire announced that the SFMTA will hold an invite-only event to celebrate the opening of the Central Subway on Thursday, November 17th.

Tom informed that Special Weekend Service between Central Subway stations will begin on Saturday, November 19th on Saturdays and Sundays only, from 8:00am – 12:00pm. Full service will begin on Saturday, January 7th and will run seven (7) days a week.

There was no public comment on this item.

I. EXECUTIVE DIRECTOR REPORT

Scott Rowitz informed that the YCBCD celebrated the one-year anniversary of the Community Ambassador program and honored the team alongside the Mayor and District 6 Supervisor.

Scott announced that the YCBCD will present its annual report to the Board of Supervisors on November 17th.

Scott announced that construction on the new office is under way and staff is expected to move into the new space in January.

Scott informed that the Annual Board Meeting will be held in January, featuring guest speakers and followed by the Yerba Buena Community Excellence Awards.

There was no public comment on this item.

J. ANNOUNCEMENTS AND REQUEST FOR INFORMATION

There were no announcements or requests for information.

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.