

MEETING MINUTES

Yerba Buena Community Benefit District
Board of Directors Meeting
Thursday, April 11, 2023



4:00 pm - 6:00 pm

Children's Creativity Museum – Theater
221 4th Street

Attending: Will Clements, David Dial (alternate for Adine Varah), Dustin Durham, Seve Ghose (alternate for Jill Linwood) Dulcinea Gonzalez, Rachel Gordon, Katharine Greenbaum, Jeremiah Gregory, Andrew Hennis, Cristina Ibarra, Maria Kelly, Lisa Kirvin, Tom Maguire, John Merritt, Nate Savalza, Mike Seder, Monetta White

Not Attending: John Carrillo, Jennifer De Palm, Anita Engles, Paul Frentsos, Jill Linwood, Brian Sheehy, Mark Vanderwielen, Adine Varah

Staff: Constance Cavallas, Richard Ciccarone, Sophia Cross, Scott Rowitz

Public: John Anderson, Ken Bukowski, Angelique Hui, Judith Propp, Carol Tang

A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES

Scott Rowitz called the meeting to order and reviewed the public comment guidelines.

B. INTRODUCTIONS

Scott Rowitz introduced the board and staff to the members of the public present.

C. APPROVAL OF MINUTES

The motion to approve the January Annual Board Meeting minutes passed unanimously. MSC: Clements/Hennis.

D. REPORT ON CONFLICTS OF INTEREST

David Dial, Cristina Ibarra, and Monetta White reported conflicts of interests for agenda item G-1.

There was no public comment on this item.

E. PRESENTATION

E-1 PRESENTATION from Carol Tang, Executive Director, Children's Creativity Museum

Scott Rowitz introduced Carol Tang, Executive Director of the Children's Creativity Museum, to the board members and members of the public present.

Carol Tang shared an overview of her career history prior to assuming her current role, as well as an overview of the Children's Creativity Museum's goals and programs as a family-oriented institution. These goals include efforts to increase equity and access to the museum across all demographics, as well as initiatives to bolster children's digital literacy.

Carol shared additional details on the museum's recovery process since 2020, including visitation statistics from year to year.

There was no public comment on this item.

F. CHAIR REPORT

F-1 DISCUSS/APPROVE John Anderson and Ken Bukowski as new Board members

Lisa Kirvin informed that the Nominating Committee met in March to review and approve a recommendation of two additional candidates for the Board: John Anderson (Marriott Marquis) and Ken Bukowski (San Francisco Convention Facilities Services).

Lisa informed that, if the new additions are approved, two (2) board seats will remain open for the future: one (1) At-Large and one (1) Resident/Owner.

There was no public comment on this item.

The motion to approve the board slate as presented, with the addition of John Anderson and Ken Bukowski as new board members, passed unanimously. MSC: Gordon/Ibarra.

F-2 RECEIVE UPDATE on the March 23rd Executive Committee meeting

Lisa Kirvin announced that at its last meeting on March 23rd, the Executive Committee:

- Received updates on grant proposals submitted by staff, including confirmation that the YCBCD has secured a \$20,000 grant from the Office of Economic and Workforce Development for the Bigbelly program in FY24
- Discussed and approved recommendation of John Anderson and Ken Bukowski as new board members
- Approved five (5) mini-grant proposals and approved recommendations for full grants, which will be presented to the Board for final approval in agenda item G-1
- Received updates from the Marketing, Streets, and Services Committees
- Discussed the draft 2023-24 Strategic Plan for the YCBCD

Lisa informed that the committee also went into closed session with legal counsel to hear an update on existing litigation in the case of Villeda v. 140 New Montgomery LLC/Pembroke Real Estate LLC.

There was no public comment on this item.

G. COMMUNITY BENEFIT FUND REPORT

G-1 DISCUSS/APPROVE Community Benefit Fund grants.

David Dial, Cristina Ibarra, and Monetta White recused themselves for this agenda item.

Nate Savalza informed that the Community Benefit Fund received 12 proposals during the current grant cycle, totaling \$181,500 in requested funds. Of these proposals, seven (7) were for full grants and five (5) were for mini-grants. The full grant proposals are as follows:

- Filipino-American Development Foundation/SOMA Pilipinas - \$25,000 requested for Parol Lantern Festival in December 2023
 - Committee recommendation – fund during Fall 2023 grant cycle

- Livable City - \$25,000 requested for three (3) car-free street activations in spring and summer 2023
 - Committee recommendation - \$10,000
- Museum of the African Diaspora - \$25,000 requested for Juneteenth celebration on June 17, 2023 as well as six (6) monthly free days during June – December 2023
 - Committee recommendation - \$12,500
- SFMOMA - \$25,000 requested for educational and public programming connected to the Pacita Abad exhibition running from October 2023 thru January 2024
 - Committee recommendation – fund during fall 2023 grant cycle
- SPUR - \$6,500 requested to support the development of a community visioning project with one or more community-based organizations in the District, as part of the larger Future of Downtown project
 - Committee recommendation - \$2,500
- Yerba Buena Center for the Arts - \$25,000 requested to fund public art commissions for installation on the YBCA building and/or in the surrounding gardens
 - Committee recommendation - \$20,000
- Yerba Buena Gardens Festival - \$25,000 requested for a series of live outdoor performances and activations from May – August 2023
 - Committee recommendation - \$25,000

There was no public comment on this item.

The motion to approve five (5) full grants, totaling \$85,000, passed unanimously. MSC: Maguire/Kirvin. Recusals: Dial, Ibarra, White.

H. EXECUTIVE DIRECTOR REPORT

H-1 DISCUSS first draft 2023-24 Strategic Plan

Scott Rowitz shared a first draft of the YCBCD 2023-24 short-term Strategic Plan, which uses the existing management plan to create a list of priorities for the coming year in the interest of responsiveness to the present realities of the neighborhood and downtown San Francisco.

Scott shared the overarching organizational goals outlined in the draft plan, which are:

- Improve cleaning and safety in the Yerba Buena neighborhood
- Increase the economic vitality of the neighborhood
- Continue to define and brand the Yerba Buena neighborhood to increase visitors, business, and community recognition while helping people efficiently navigate everything the neighborhood has to offer re: food & drink, retail, hospitality, arts & culture
- Expand the beauty of the Yerba Buena Gardens with streetscape and public realm improvements throughout the Yerba Buena neighborhood

Scott shared a breakdown of the specific tasks and tactics to be prioritized in the interest of accomplishing each of the goals outlined above.

The board discussed the services currently offered by the YCBCD, including a social service specialist for outreach to unhoused residents and the 10-B bike officer program, as well as the potential expansion of the SFPD Community Ambassador program.

The board discussed coordinating a strategy to advocate for downtown revival via emails and attendance at City meetings.

There was no public comment on this item.

I. SERVICES COMMITTEE REPORT

I-1 RECEIVE UPDATE on Clean and Safe Statistics.

Katharine Greenbaum shared Clean Team, Community Guide, and Social Services Specialist statistics for their work around the neighborhood in 2022. These statistics include:

- 495,000 lbs. of trash and litter collected from sidewalks
- 17,100 quality-of-life interactions, including wellness checks
- 9,429 graffiti tags and stickers removed

There was no public comment on this item.

I-2 RECEIVE UPDATE on 2023 Strategy and Priority Projects.

Katharine Greenbaum shared an outline of tactics, drafted by the Services Committee, that will be used to achieve the YCBCD's clean and safe goals. This outline is an extension of the draft plan discussed in the previous agenda item.

Katharine informed that the tactics outlined in this document are associated with the overarching management plan goals of improving cleanliness and safety/security in the Yerba Buena neighborhood. Each tactic that corresponds to these management plan goals has an associated list of measurable outputs or indicators of success. These tactics include, but are not limited to:

- Ongoing abatement of graffiti, hazardous materials, and litter in the neighborhood
- Concentrated attention on neighborhood "hot spots"
- Regular check-ins from Community Guides and 10-B officers with businesses and residential buildings
- Advocate for greater dedication of City resources towards supporting harm reduction and homeless services

Katharine informed that the Service Committee will reference this document when making decisions about neighborhood services going forward, further editing/refining the document as needed.

There was no public comment on this item.

I-3 DISCUSS/APPROVE recommendation for YCBCD to pursue the training and distribution of Naloxone (Narcan) for Streetplus field staff, for final approval by the YCBCD Board of Directors.

Katharine Greenbaum informed that the Streets Committee has recommended that the YCBCD pursue the training and distribution of Naloxone (Narcan) for select members of the Streetplus field staff.

Katharine shared an overview of Naloxone (Narcan)'s utility as a method of overdose prevention, as well as several statistics on overdose rates in San Francisco that informed the Streets Committee's recommendation.

Katharine informed that should this initiative move forward, the following members of Streetplus field staff would be authorized to carry Naloxone: Operations Manager, Social Services Outreach Specialist, Shift Supervisors.

Katharine informed that staff has conferred with legal counsel to provide a liability analysis memo, which concludes that adding Naloxone training to Streetplus operations would not put the YCBCD at any additional liability risk.

The board discussed the process for training select members of the Streetplus field staff on administering Naloxone.

There was no public comment on this item.

The motion to approve YCBCD pursuit of training and distribution of Naloxone (Narcan) for select Streetplus field staff passed unanimously. MSC: Kirvin/Merritt.

J. STREETS COMMITTEE REPORT

J-1 RECEIVE UPDATE on Streets Committee 2023 Strategy and Priority Projects

Tom Maguire shared an outline of tactics, drafted by the Streets Committee, to more effectively identify, prioritize, and plan future streetscape projects. This document references goals from both the management and Street Life plans, and includes the relative completion status of ongoing neighborhood projects from both the YCBCD and the City. The projects currently in the “implementation” stage include:

- Annie Alley (physical plaza space)
- 5th and Harrison Dog Run
- Lynn Farzaroli Memorial Bench
- Bike Hangar Pilot Project

Tom informed that this document will continue to be edited and refined as-needed.

There was no public comment on this item.

J-2 RECEIVE UPDATE on Neighborhood Projects

Tom announced that in February, the YCBCD broke ground on the “Yerba Buena Barklet” project, which will be a pet relief area at 3rd and Folsom Streets. This area will include a doggie bag dispenser and a relocated Bigbelly unit with a new dog-focused graphic wrap. The project is expected to be completed in summer 2023.

Tom announced that the YCBCD has been working with the SFMTA to pilot a “bike hangar” program in the neighborhood, with two locations identified for hangar installation: one near the Metreon, and one near the LinkedIn building on 2nd Street. Staff is currently working with local artist Amanda Lynn to explore the possibility of installing public art on the bike hangars as part of the pilot project.

Tom announced that the construction on Annie Plaza is complete with an early summer opening event currently being planned to coincide with the opening of the Dawn Club, a new jazz venue that will have its entrance on Annie Street.

There was no public comment on this item.

K. MARKETING COMMITTEE REPORT

K-1 RECEIVE UPDATE on Marketing Committee 2023 Strategy and Priority Projects

Rachel Gordon announced that the YCBCD held its first Yerba Buena Art & Makers Market in Yerba Buena Gardens on Sunday, April 2nd. This event included tables 17 artist vendors and three (3) community organizations.

Rachel informed that the Yerba Buena Art and Makers Market will take place on the first Sunday of each month through the end of 2023.

Rachel announced that the YCBCD will begin holding quarterly “block parties” with a community meeting followed by a meet & greet, located at venues around the neighborhood. The community meeting will feature speakers from local organizations to speak on topics that are relevant to the neighborhood. The first of these events will take place on Thursday, May 25th at 111 Minna Gallery.

Rachel informed that these events will take the place of the monthly meetings held by the Yerba Buena Alliance, which has now disbanded.

Rachel announced that the YCBCD will produce a neighborhood “cocktail scavenger hunt” through the Bandwango platform in July, to coincide with Semi-Con, in an effort to boost traffic to local bars in Yerba Buena. Staff will work with the Moscone Center to help promote this project.

There was no public comment on this item.

L. FINANCE COMMITTEE REPORT

L-1 DISCUSS/APPROVE the organizational 990.

There was no public comment on this item.

The motion to approve the YCBCD’s organizational 990 tax return passed unanimously. MSC: Seder/Ibarra.

L-2 RECEIVE UPDATE on 2023-24 Budget Process

Will Clements announced that the Finance Committee met in March to review the proposed FY24 budget process, as follows:

- First draft of FY24 budget approved by Finance Committee at April 24th meeting
- Final draft of FY24 budget approved by Finance Committee at May 22nd meeting
- Full budget comes before Executive Committee for approval at May 25th meeting
- Final budget approval at full board meeting on June 13th for the start of the new fiscal year on July 1st

There was no public comment on this item.

L-3 REVIEW/DISCUSS YTD Financials

Will Clements informed that overall, the YCBCD is tracking well on revenue and expenses so far in 2023 and expects to be ahead of budget going forward by approximately 600,000, leaving approximately 1 million in reserve funds.

There was no public comment on this item.

M. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

There were no announcements or requests for information.

N. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

There was no general public comment.

O. ADJOURN

Lisa Kirvin adjourned the meeting at 6:00pm.