



A G E N D A

Yerba Buena Community Benefit District Board Meeting

Tuesday, November 28, 2023

4:00 pm - 6:00 pm

Hyatt Regency SOMA

50 3rd Street

Gallery III, 2nd Floor

All YBCBD Board meetings are open to the public. Attendees may address the Board on items appearing on the agenda and may also address the Board on items not on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

PLEASE NOTE: The times listed next to each agenda item are suggestions only. The YBCBD reserves the right to take up any agenda item at any time after the posted meeting time, and in any order, at the discretion of the Chair or by a vote of a majority of the members present.

OPEN SESSION

4:00-6:00 pm

- A. **CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (4:00 pm)**
- B. **INTRODUCTIONS (4:05pm)**
- C. **PRESENTATIONS (4:10)** BART Clean and Safe Plan - Bradley Dunn, BART
- D. **APPROVAL OF MINUTES (4:20pm)**
- E. **CHAIR REPORT (4:25pm) (Kirvin)**
 - 1. REPORT on Conflicts of Interest
 - 2. ACKNOWLEDGEMENT of Tom McGuire for Board Service, welcome Ted Graff, SFMTA
 - 3. RECEIVE UPDATE on Nominating Committee activities
 - 4. RECEIVE UPDATE on January Annual Meeting Board Meeting
- F. **REVIEW/DISCUSS/APPROVE** Bylaw amendment extending chair term (4:35pm)(Gordon)
- G. **STREETS COMMITTEE REPORT (4:45pm) (Engels)**
 - 1. RECEIVE UPDATES on Streets Committee Projects
 - i. City College Mural
 - ii. SFMTA Bike Hangers
 - iii. Yerba Buena Barklet
 - iv. Other
- H. **SERVICES COMMITTEE REPORT (4:55 pm) (Greenbaum)**
 - 1. RECEIVE UPDATES on YBCBD Services
 - 2. RECEIVE UPDATE on Service Stats

- I. **MARKETING COMMITTEE REPORT (5:05 pm) (Gordon)**
 - 1. RECEIVE UPDATE on Marketing Committee Projects
 - i. Holiday Art Market
 - ii. What's News in Yerba Buena
 - iii. Neighborhood visitor trends
 - iv. Branding Project

- J. **FINANCE COMMITTEE REPORT (5:15pm) (Clements)**
 - 1. RECEIVE UPDATE on Finance Committee and year to date financials

- K. **EXECUTIVE DIRECTOR REPORT (5:25 pm) (Rowitz)**
 - 1. RECEIVE UPDATE on YCBCD and neighborhood news.
 - i. YCBCD 2023 Annual Report
 - ii. Other

- L. **DISCUSS November 2023 Asia Pacific Economic Cooperation (APEC) Event (5:35pm)(Kirvin)**

- M. **ANNOUNCEMENTS AND REQUESTS FOR INFORMATION (5:50pm)**

- N. **GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA (5:55 pm)**

- O. **ADJOURN (6:00pm)**

Please RSVP to Scott Rowitz (srowitz@ycbd.org)

[Next Board Meeting](#)
Thursday, January 18th
4:00 – 6:00pm
Location: TBD