



**Yerba Buena Community Benefit District
dba Yerba Buena Partnership
Board Meeting Agenda
Tuesday, November 12 2024- 4pm
Moscone Convention Center South - Room 102**

All Yerba Buena Partnership committee meetings are open to the public. Attendees may address the committee on items appearing on the agenda and may also address the committee on items not on the agenda during the General Public Comment period if the matters addressed are within the scope of the committee's authority. Each speaker shall have up to two minutes to address the committee.

PLEASE NOTE: The Yerba Buena Partnership reserves the right to take up any agenda item at any time and in any order, at the discretion of the Chair or by a vote of a majority of the members present.

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES**
- B. INTRODUCTIONS**
- C. REPORT ON CONFLICTS OF INTEREST**
- D. APPROVAL OF MINUTES**
- E. CHAIR REPORT**
 - a. **RECEIVE UPDATE** on October 24 Executive Committee Meeting
 - b. **RECEIVE UPDATE** on Board Nomination Process
 - c. **RECEIVE UPDATE** on Annual Report
 - d. **DISCUSS** 2025 Board and Committee Meetings Schedule
- F. EXECUTIVE DIRECTOR REPORT**
 - a. **RECEIVE UPDATE** from Executive Director
 - i. **RECEIVE UPDATE** on recent grants
 - 1. Exterior Beautification and Activation Grant-\$1,432,000
 - 2. Safety Grant-\$2,100,000
 - ii. **Office Space**
 - iii. **Alley Legislation/Entertainment Zones**
 - iv. **Downtown Revitalization Planning Processes**
 - 1. **Yerba Buena Neighborhood Plan** (Yerba Buena Partnership, Yerba Buena Gardens, Yerba Buena Gardens Festival, SF Planning, TODCO, SOMA Pilipinas)
 - 2. **Convention Corridor Plan** (Moscone Convention Center, City of San Francisco, OEWD, Yerba Buena Partnership, Union Square)
 - 3. **Hospitality Zone Plan-Yerba Buena and Union Square** (Wilson Meany)
 - 4. **Economic Core Stakeholder Downtown Plan** (Yerba Buena Partnership, Downtown SF Partnership, East Cut, Union Square Alliance, SF Chamber, Advance SF, Into the Streets, Kat Daniel, Ben Rosenfield)
- G. RECEIVE UPDATE/DISCUSSION** from Chris Meany, Wilson Meany on **Hospitality Zone Plan-Yerba Buena and Union Square**

H. COMMUNITY BENEFIT FUND COMMITTEE REPORT

- a. **DISCUSS/APPROVE** Fall 2024 Community Benefit Fund grant recommendations
- b. **RECEIVE UPDATE** on 2025 Grant Cycle

I. SERVICES COMMITTEE REPORT

- a. **RECEIVE UPDATE** on rebrand of team uniforms, vehicles, carts-designs
- b. **RECEIVE UPDATE** on Service provider transition
- c. **RECEIVE UPDATE** on Safety Grant
- d. **DISCUSS/APPROVE** agreement with BBB-CA Inc for Safety services for period November 15, 2024 through December 31, 2025 in the amount up to \$2,000,000.
- e. **DISCUSS/APPROVE** changing name of committee to Clean and Safe Committee.
- f. **DISCUSS** Ambassador Perk Program

J. STREETS COMMITTEE REPORT

- a. **RECEIVE UPDATE** on Streets Committee Projects
 - i. Lighting Yerba Buena
 - ii. Art All Around
 - iii. 5th and Harrison Dog Bark
 - iv. Moscone Pedestrian Corridor Plan
 - v. Minna Natoma Art Corridor
- b. **DISCUSS/APPROVE** changing name of committee to Public Spaces Committee

K. MARKETING COMMITTEE REPORT

- a. **RECEIVE UPDATE** from Marketing Committee
 - i. Brand Roll Out and Marketing Activities
 - ii. Partnership Events and Activations
 - 1. Let's Glow Projection Festival in Yerba Buena
 - 2. Parade Events Expansion (MLK, Pride, Pistahan)
 - 3. Downtown First Thursdays Exploded
 - 4. Alley Activations

L. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

M. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

N. ADJOURN