



**YERBA  
BUENA  
PARTNERSHIP**

**MEETING MINUTES**



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

**Attendance:** John McBride, Ken Bukowski, Jennifer De Palm, Anita Engles, Bunny Mcfadden (for Seve Ghose), Dulcinea Gonzalez, Rachel Gordon, Katharine Greenbaum, Cristina Ibarra, Maria Kelly, Lisa Kirvin, Lauren Magboo (for Dupree), Mike Seder, Brian Sheehy, Julie Van't Hul, John Merrit

**Staff:** Constance Cavallas, Jill Linwood, Scott Rowitz, Brandi Ynocencio. Selina Knowles

**Public:** Judith Prop, Chris Meany, Peter Bartelme, Don Lepana, Clarence Williams, Gina Tomas, Jackie Hazelwood, Chip, Desi Danganan, Demitri Shimolin, Simon Bertrang , Emily Lesk

**A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES**

Rachel Gordon called the meeting to order and reviewed the public comment guidelines.

**B. INTRODUCTIONS**

Introductions were made.

**C. REPORT ON CONFLICTS OF INTEREST**

Jennifer de Palm, Lisa Kirven, Katharine Greenbaum expressed they had a conflict of interest on the Community Benefit Grants and would recuse themselves from the vote.

**D. APPROVAL OF MINUTES**

The motion to approve the Meeting Minutes was passed unanimously. MSC: McBride/Kirven

**E. CHAIR REPORT**

- a. **RECEIVE UPDATE** on October 24 Executive Committee Meeting

The Board discussed the Executive Committee meeting in October which included committee reports and vendor approved agreements for lighting project and let's glow SF.

- b. **RECEIVE UPDATE** on Board Nomination Process

The Board was updated that the Nominating Committee will meet next month to finalize the slate of officers, committee chairs, and directors for 2025.

- c. **RECEIVE UPDATE** on Annual Report

The Board was updated on the Annual Report for 2023-24.

d. **DISCUSS** 2025 Board and Committee Meetings Schedule

The Board discussed the proposed Board meeting schedule for 2025.

**F. EXECUTIVE DIRECTOR REPORT**

a. **RECEIVE UPDATE** from Executive Director

Scott Rowitz gave an update on recent grants including, the Exterior Beautification and Activation Grant for \$1,432,000 and the Safety Grant for \$2,100,000. An update was also provided on Office Space, Alley Legislation and Entertainment Zones, and the Downtown Revitalization Planning Processes including: the Yerba Buena Neighborhood Plan, the Convention Corridor Plan, the Hospitality Zone Plan-Yerba Buena and Union Square, and the Economic Core Stakeholder Downtown Plan.

G. **RECEIVE UPDATE/DISCUSSION** from Chris Meany, Wilson Meany on **Hospitality Zone Plan-Yerba Buena and Union Square**

Chris Meany from Wilson Meany gave a high-level update on the Hospitality Zone Plan for Yerba Buena and Union Square.

**H. COMMUNITY BENEFIT FUND COMMITTEE REPORT**

a. **DISCUSS/APPROVE** Fall 2024 Community Benefit Fund grant recommendations

Ken Bukowski gave an update on the grant recommendations. YBCBD has received more applications than ever. The Community Benefit Fund allocation is \$90k for this round, and requests total \$300k. The board had a discussion about the applications and dollar amounts listed.

**The motion approving the grants recommended by the Community Benefit Fund Committee in the amount of \$90,500 was passed. MSC: McBride/Seder**

**Abstentions: Cristina Ibarra**

**Recusals: Jennifer de Palm, Lisa Kirven, Katharine Greenbaum**

b. **RECEIVE UPDATE** on 2025 Grant Cycle

The Board was updated that the committee and staff have spoken about **evolving to a single grant cycle**. This would reduce work for our applicants by having a single deadline with defined project fulfilment dates. The intention is to develop the draft timeline for the single application cycle, communicate with all past applicants, and roll this out in early 2025.

**I. SERVICES COMMITTEE REPORT**

a. **RECEIVE UPDATE** on rebrand of team uniforms, vehicles, carts-designs

Katharine Greenbaum gave updates on the rebrand of team uniforms, vehicles, carts-designs, YBCBD's Service provider transition, and the Office of Economic and Workforce Development's (OEWD) "HEART Corridor Safety Grant"

- b. **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.

**The motion to approve staff working with counsel to finalize an 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 was passed unanimously. MSC: Kelly/Meritt**

- c. **DISCUSS/APPROVE** changing name of committee to Clean and Safe Committee.

The Board discussed the YBCBD changing the committee's name from "Services" to "Clean and Safe". Staff feels it more accurately represents the area of focus for this committee and allows the partnership to market all of the different efforts as "service" to the neighborhood

**The motion to approve changing the name of the Services Committee to the Clean and Safe Committee was passed unanimously. MSC: McBride/Engles**

- d. **DISCUSS** Ambassador Perk Program

The Board discussed the importance of access to bathrooms and places to refill water for the ambassadors in the field.

Staff is working to document access to bathrooms and/or water to simplify and share with the clean and safe team.

## J. STREETS COMMITTEE REPORT

- a. **RECEIVE UPDATE** on Streets Committee Projects

Anita Engles gave an update on the streets committee projects including: Lighting Yerba Buena, Convention Corridor Plan, Art All Around, 5<sup>th</sup> and Harrison Dog Bark, and Minna Natoma Art Corridor.

- b. **DISCUSS/APPROVE** changing name of committee to Public Spaces Committee

The Board discussed changing the name of the committee from "Streets and Public Spaces" committee to the "Public Spaces" committee. The "streets" part of the name has caused some confusion as YBCBD does not actually, do work in the streets, instead do work on the sidewalks and other public spaces.

**The motion to approve changing the name of the Services Committee to the Clean and Safe Committee was passed unanimously. MSC: Kirven/Greenbaum.**

## K. MARKETING COMMITTEE REPORT

**a. RECEIVE UPDATE** from Marketing Committee

The Board was updated that the Marketing Committee met on October 23<sup>rd</sup>. At that meeting, the group looked at the timeline for the brand roll out and marketing activities.

Dulcinea Gonzalez gave updates on YBCBD's Brand Roll Out and Marketing Activities and Partnership Events and Activations including: **Let's Glow** projection festival in Yerba Buena, **Parade Events Expansion** (MLK, Pride, Pistahan), Downtown First Thursdays Exploded, and Alley Activations.

**L. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**

There were no announcements.

**M. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

There was no general public comment.

**N. ADJOURN**

The meeting was adjourned.