



To: CBD Board

Subject: Noe Valley Association (NVA) – Board Meeting Minutes

Date: Wednesday, April 17, 2019, Old Republic Title Company, 4045 24th Street SF, CA 94114

A quorum was present, consisting of: Bob Roddick, Chairperson, David Eiland, Vice Chairperson and Debra Niemann, Secretary. Other board members in attendance included Lamisse Droubi, Al Goodwin, and Daniel Roddick.

Also present was Sylvia Vientulis (NVA graphics and special events); Chris Corgas (Senior Program Manager, Office of Economic and Workforce Development); Steve Gibson and Kristin Lowell of Urban Place Consulting. These two CBD renewal consultants prepared the meeting agenda and other materials presented to the board (see attachments).

Absent: Eric Alexanderson, Treasurer; Mark Campana, Meagan Fishell

I. Welcome and introductions. Bob Roddick called the meeting to order at 9:06 AM.

II. Revised NVA CBD renewal timeline.

Steve Gibson presented the updated timeline to the board (see attached) and explained that the petition drive goal is to have a minimum of 30% of the CBD property owners vote yes for CBD renewal. Assuming a successful petition drive, Chris Corgas suggested that mailing ballots to property owners in late December was a reasonable possibility given upcoming SF Board of Elections blackout periods. He further suggested that a public hearing was likely in February 2020. The absolute deadline for getting on the target SF tax role would be approval at the SF Supervisors last meeting in July 2020. Steve and Kristin indicated that there was plenty of time to complete all steps well before then.

III. Previously Approved Management Plan Elements

Steve and Kristin reviewed NVA CBD Management Plan elements that had already been discussed and accepted by the NVA board at previous meetings: a) District boundary change whereby the Douglass Street properties will no longer be included in the CBD (resulting in c. \$23,000 less in assessment income), b) the NVA CBD renewal term will again be 15 years, and c) The maximum annual assessment increase is 5% (not cumulative); the board can vote to raise the assessment annually between 0-5%. Debra Niemann reported that board member Mark Campana had expressed his opinion that any assessment increase should be tied to the CPI.

David Eiland moved that the board should vote to approve items a, b and c above and on the attached agenda. Daniel Roddick seconded and the motion carried unanimously.

IV. Recommended Budget and Assessment Methodology

a. Budget (see attachment for details)

Discussion took place re the 20% allowed variance over the entire \$255,000 budget as well as the terms used for the various budget expenditure categories.

David Eiland made a motion that “Publicity, Promotion and Advertising” replace the “Marketing” budget item. Daniel Roddick seconded and the motion carried unanimously.

Kristin Lowell noted that the “Other Revenues” budget income category is calculated at 3.25% of the budget; this figure corresponds to the cost of the benefit enjoyed by those who do not pay into the district. Chris Corgas pointed out that that this requirement would be more than satisfied due to the 10% fee the NVA receives as fiscal agent for OEWD’s \$100,000 current annual grant to the Noe Valley Town Square.

Lamisse Droubi made a motion to approve the budget as outlined in the attachment; Al Goodwin seconded and the motion passed unanimously.

b. Steps & Process to Create Assessments

Kristin Lowell summarized the process of having received the parcel data from the CCSF and then backing out the commercial square footage so that the residential pieces could be assessed as required.

Discussion took place re landlords’ ability to pass on CBD assessment costs to their tenants. Chris Corgas will check in with the city attorney re the ability of a CBD to provide details of residential assessment percentages to property owners and report back to the NVA.

The suggested assessment methodology (see budget attachment) takes equally into account (1/3 each) three factors: lot square footage, building square footage, and linear frontage. Residential and non-profit units would not be assessed for the Marketing/PPA portion of the budget. The resulting assessment would result in residential providing c. \$150,000, commercial providing c. \$92,000 and non-profits providing c. \$4,000 of the overall assessment income.

Al Goodwin made a motion to approve the assessment methodology as suggested (see attachment); David Eiland seconded the motion, which passed unanimously.

Al Goodwin made a motion to reserve further discussion re general landlord/SF rent board issues, pending follow-up from OWED and the city attorney. David Eiland seconded the motion, which passed unanimously.

Urban Place Consulting will provide a management plan draft to the board a week ahead of the next NVA board meeting. Once the board approves the management plan, Kristin Lowell will put together an engineer’s report; both the management plan and the report will then be submitted for city approval. Chris Corgas suggests a property owner meeting after OEWD/city attorney approval of the initial petition as a kickoff to the petition drive.

Announcements

The next NVA board meeting will be held June 5, 2019, 9 AM
Old Republic Title Company, 4045 24th Street SF, CA 94114

The meeting was adjourned at 10:30 AM.