



Meeting Minutes | April 16th, 2024

Board of Directors Meeting

Board Members Present: Ryan Dick, Brendan Tobin, Brandon McGanty, Adam Mesnick, Alex Ludlum, Patrick Egan, Kevin Bixler, Lisa Creed, Stuart Collins, Tova Lobatz, Stuart Collins, Theo Cincotta, Mark Morozumi, Katey Mckee

SOMA West Staff Present: Christian Martin (Executive Director), Brit Bostic (Chief of Staff), Matt Allen (Director of Operations), Erica Waltemade (Director of Placemaking) & Pandora Noir (Outreach and Special Projects Associate)

Contractors/Consultants Present: Olena Kulyuk

Guests: Mark Johnson, Carolyn Caldwell, Laura Hilgart

1. **Call to Order**
 - a. President Ryan Dick called the meeting to order at [Insert Time].
2. **Introductions**
 - a. All present members introduced themselves.
3. **Public Comment Period**
 - a. The floor was opened for comments, questions, or concerns from the public within the Board's jurisdiction.
4. **Review and Approve Minutes from Meeting (February 2024)**
 - a. The minutes from the February 2024 meeting were presented
 - i. Alex Ludlum motioned to approve, Brendan Tobin seconded the motion
 - ii. No abstentions, No Opposition
5. **Executive Director's Report**
 - a. Christian Martin presented the Executive Director's report, which covered a range of topics, including:
 - i. Cleaning and Maintenance Report for March 2024
 1. Highlighted decrease in trash haul and types of waste disposed of
 2. Acknowledged Employee of the Month, Eddie Ballesteros
 3. Discussed power washing schedule, outreach engagement map, and graffiti removal process
 - ii. Fundraising Efforts
 - iii. Identification of over \$100,000 in additional assessment revenue
 - iv. Contract phase of ad back funds from the city
 - v. Proposals for events and projects, such as cleanup contract for Folsom Street Fair and Dory Alley events, and proposal for transitional age youth shelter
6. **Financial Reports**
 - a. Highlighted \$2.6 million in cash and accounts receivable
 - b. Seeking approval for financials as presented by Brendan
 - i. Theo Cincotta motioned to approve, Stuart Collins seconded

- ii. No Abstention, No Opposition

7. Financial Reserve Policy Update

- a. Plans to contract with investment manager, Bernstein, to accumulate \$2 million over the next 10 years

8. Committee Reports

a. Finance Committee

- i. Brendan Tobin, Treasurer presented the Finance Committee report.

b. Neighborhood Identity Committee

- i. Brandon McGanty presented the Neighborhood Identity Committee report
 - 1. Covering tree well and tree lighting initiatives,
 - 2. Building lighting and murals
 - 3. Addition of tables and chairs in MD Park.

c. Safety & Service Committee

- i. Christian Martin presented the Safety & Service Committee report, focusing on strategies to improve safety and security in the CBD industry, including:
 - 1. Potential implementation of a bike patrol
 - 2. Safe City Connect camera program.
 - 3. Low-cost, high-impact strategies such as public safety workshops and lighting initiatives.

9. Public Comment and Announcements

- a. The floor was opened again for any additional public comments or announcements.
 - i. What are the risks of the large security from 1174?
 - ii. Are there any cameras coming into our neighborhood?
 - iii. What are the types of incidents of concern in our district?

10. Adjourn

- a. With no further business to discuss, President Ryan Dick adjourned the meeting at 7:06pm.

Minutes taken by: Brit Bostic

Next Meeting: Jun 18, 2024 at 6pm

Location: SWCBD Office / Hybrid (Zoom)