



Discover Polk

DISCOVER POLK COMMUNITY BENEFIT DISTRICT DRAFT MEETING MINUTES

Sept 11, 2019 – 12:00 PM

Academy of Art University, 1849 Washington Street (Room 200), San Francisco, CA 94109

Dial-in: (844) 875-7777 | access code: 331004#

Board members: Suzanne Markel-Fox (SM-F), Mike Petricca (MP), Michael Anthony (MA), Chris Bluse (CB, by phone after 12:50 pm), Judy Roddy (JR), Tiffany Yang (TY, by phone), Stephen Cornell (SC, by phone), Annie Yang (AY, by phone)

LPCBD staff: Christian Martin (CM), Iana Dikidjieva (ID), Jon Gordon (JG)

I Call to order and review of public comment guidelines

The meeting was called to order at 12:02 p.m.

II Review and approval of minutes from July meeting [action item]

The July meeting minutes were unanimously approved (MP moved; JR seconded)

III Pressure Washing Proposal [possible action item]

ID presented the proposal for an in-house pressure washing service (see board packet). The recommended option would require a truck and commercial equipment (approx. \$40,000 total), and approximately \$100,000/yr in operating costs.

Advantages mentioned to creating the in-house setup vs. contracting the service to a pressure washing contractor:

- Due to high demand in the city, local pressure washing contractors have limited capacity and draw a job out over longer periods of time;
- An in-house service can be better-customized to the needs of the neighborhood and the different service frequencies needed on different blocks
- Contractors have quoted in the range of \$50,000-\$60,000 to clean the neighborhood once evenly; for \$100,000/y the in-house service could clean every property at least 2+ times and provide much more frequent service to the blocks with more issues.

CB noted that Discover Polk would still have a net positive \$12k/month in its operating budget if this were pursued; and that there would not be an adverse budget impact even with the \$40,000 up front costs.

Staffing and outreach were discussed. JG noted the appx 6-7 week timeline for hiring (see packet), to ensure that appropriate staff could be secured. CM noted that LPCBD employees are currently paid \$16.50-\$21/hr; the projected budget has \$23/hr as discussions with other pressure washing contractors pay staff at \$20-23/hr. ID confirmed that the setup period would also include informing businesses/property owners of the scheduling, posting schedule on web/email/etc., liaising with businesses on moisture barriers & optimal timing; and that the staff would coordinate with Nancy Wong and other appropriate DPW staff.

SM-F raised the issue of whether the in-house pressure washing service would be shared between LPCBD and DPCBD. CM responded that it would not be shared; as stated in previous meetings, LPCBD is unable to contribute to the service in their FY20 budget. The proposed service would be DPCBD-only, and run full-time above California St. LPCBD will continue providing its current service (a small pressure washer for spot-cleaning + supplementary contractors where needed) in LPCBD's area.

MP inquired whether other CBDs do operations in-house. CM noted that only LPCBD has its operations staff in-house; others typically contract either Block by Block (BBB) or Streets Plus (SP), the two largest national companies that provide ambassador services for business improvement districts. CM shared past experience of BBB being too expensive and SP having issues with service provision and staff treatment.

SMF noted that she has looked for comparisons. Curb Appeal (pressure washing contractor for Noe Valley) no longer has capacity in terms of equipment and staff. She has additionally spoken with BBB and SP. She noted that SP had submitted an attractive proposal that would complicate the contract with LPCBD.

MP raised the issue of DPCBD contracting BBB/SP and/or re-examining the contract. He noted that he would prefer to see DPCBD partner with LPCBD on pressure washing (ie share costs for the service vs. having it operate just in DPCBD). SM-F noted that the management plan expects economies of scale from service sharing. It was noted that the organizations could share the service down the road; LPCBD does not need and cannot afford it this time.

With regard to affordability, SM-F stated that the in-house service is less affordable for DPCBD given that DPCBD's budget is lower than LPCBD's. CM noted that LPCBD has additional staff and facilities, manages additional programs and services; and that the Lower Polk board and community have different expectations from DPCBD for frequency of pressure washing.

MP noted the following concerns: (1) the organization is in its infancy, and this is a heavy capital outlay and operation to take on at this time; (2) he would prefer that the service be

set up as a shared service with LPCBD; and (3) he would request that DPCBD consider contracting with BBB or SP while figuring out how to coordinate the effort with Lower Polk.

SM-F suggested that the boards of LPCBD and DPCBD meet. The management plan is written to endorse economies of scale with LPCBD, but also needs to deliver what constituents want, and pressure washing is the top priority. Her understanding had been that the baseline service that would be provided by LPCBD through the contract would include frequent pressure washing.

MP shared the opinion that if in-house pressure washing / ambassador services were cost-effective, Union Square or Fisherman's Wharf CBDs would also do it.

It was suggested to issue an RFP.

SM-F stated that she has met with Streets Plus and believes that their service has evolved. They have a regional manager based in SF. She will share their quote.

Action: Motion to call a meeting with the board of Lower Polk CBD regarding shared services. SM-F moved, MP seconded. The motion was approved.

Action: Motion to approve temporary pressure washing service by LPCBD (see proposal – 2d/wk, 7h/d, \$65/hr) for a maximum of 7 weeks / total maximum cost of \$9,690. JR moved, MA seconded. The motion was approved; MP voted no. Christian Martin asked that his negative vote be recorded. The chair declined, as he is not a Board member.

IV Assessment for APN 0598-010B / 1940 Van Ness [possible action item]

- Motion to approve the assessment correction for this property, for both FY 2018-19 and FY 2019-20. MP moved, JR seconded. The motion passed unanimously.
- Motion to issue a refund to the property owner for the overpayment in FY 2018-19. MP moved, JR seconded. The motion passed unanimously.

V FY 2020 Budgeting [possible action item]

VI COO Report

SM-F made the motion to table the above two two items and go to public comment. MP seconded. The motion passed.

VII General Public Comment

No members of the public made comments.

VIII Adjournment [action item]

The meeting was adjourned at 1:10 pm (MP moved, SM-F seconded).

Next meeting: Nov 13, 2019, 12:00 pm, Academy of Art University, 1849 Washington St.