



**Fisherman's Wharf Community Benefit District (FWCBD)
Board of Directors Meeting
December 15, 2009 – 10:00 a.m.
Bistro Boudin – Private Dining Room**

Members in Attendance: Frank Alioto, Nunzio Alioto, David Berbey, Bob Brooks, Gary Burns, John Cannizzaro, Tom Creedon, Aline Estournes, Rodney Fong, Betty Foote, David Harrison, Chris Johnson, Chris Martin, Paul Miller, and Steve Wiezbowski

Members Absent: Nancy Conyers, Jacqueline Douglas, Tom Escher, Rita Hernandez, Jan Misch, Kathy Paver, Craig Schwan, Jeff Sears, Dante Serafini, and David von Winckler

Community Representative in Attendance: Lynn Cullivan

Community Representatives Absent: Katharine Arrow and Mike LaRocca

Guests: Noel De Leon – SFPD Central Station, Jay Edwards – Port of San Francisco, Ross Halborsen – Blazing Saddles, Rick Lenat – Lenat & Partners, Inc., Officer Robert Merino – SFPD Central Station

Staff: Kevin Carroll - FWCBBD Executive Director, and Kevin Dinstell – FWCBBD Services Coordinator

The December, 15th, 2009 FWCBBD Board of Directors meeting was chaired by President Steve Wiezbowski.

Topic: Call to Order – Steve Wiezbowski, President

Topic: Review and Approval of Minutes – Steve Wiezbowski, President

Discussion: President Wiezbowski asked for a motion to approve the minutes from the November 17th, 2009 meeting.

Next Steps: Motion to accept minutes as presented is approved and minutes are accepted into record.

Topic: President's Report – Steve Wiezbowski, President

Discussion: The FWCBBD has made some great achievements in 2009, a difficult economic year. The leadership has undergone some major changes, with a new Executive Director, Executive Committee, and expanded Board of Directors. On behalf of the entire FWCBBD, special thanks to former President Rodney Fong for all of his hard work and dedication.

Topic: Executive Director's Report – Kevin Carroll, Executive Director

Discussion:

- The Holiday Party and Lights & Sights Boat Parade took place on Friday, December 11th, aboard Blue & Gold Fleet's "Old Blue," at PIER 39. The party was attended by around 115 guests, raising \$450 in cash and numerous toy donations to benefit the children of North Beach Place.

Topic: Financial Report – Aline Estournes, Treasurer

Discussion:

- Total spending in November was below budget by \$7,909 (-13%) Total spending year to date is below budget by \$33,910 (-10%).
- Spending in November for SOBO was below budget by \$1,812 (-9%) primarily due to savings achieved in the planning of the Emergency Preparedness Drill. Year to date SOBO spending is below budget by \$10,122 (-10%).
- Spending in November for DISI was below budget by \$6,283 (-22%) due primarily to lower spending in planning and zoning of \$2,281, savings in media and production of \$2,000, and lower expenses in web maintenance and E-Marketing of \$804. Year to Date DISI spending is below budget by \$24,910 (-15%).
- Spending year to date for administration is above budget by \$2,292 (+3%) primarily due to the early payment of a general liability insurance policy reported last month with October Financials.

Next Steps:

- Motion to accept the November, 2009 Financial Report as presented is approved.

Topic: SOBO Committee Report – David Berbey, Committee Chair

Report:

- There will be a Tour Bus Operators meeting on Wednesday, December 16th, 4:00pm, at Piazza Market in North Beach. This meeting is being held to discuss tour bus issues in North Beach, but many of these issues also extend to Fisherman's Wharf. Kevin Carroll and Jay Edwards will be attending.
- The Crab Wheel was lit in mid-November and will remain decorated until early January.
- Many of the fishing and sailing vessels at Fisherman's Wharf and the PIER 39 Marina have decorated their boats, and have been asked to leave the decorations up until after New Year's Day.
- The City is now requiring that bicycle tour rental companies obtain a new permit for operating.

Topic: Central Station Police Report – Officer Robert Merino, SFPD Central Station

Report:

- Police are engaged in ongoing homeless outreach work, but it is still a major issue in the area. Two individuals who habitually create problems have entered into rehabilitation programs. This has had a positive overall effect on the rest of the local homeless populations, as these two appeared to be instigators.

- Police have made a sustained effort to work with tour bus operators to decrease the frequency of violations in the Fisherman's Wharf area. Infractions are down right now, in large part due to slow business this time of year.
- Several suspects were recently arrested over the weekend in connection with "shell game" type confidence operations. However, the District Attorney has decided not to prosecute, due to a perceived lack of support.

Next Steps: The FWCBD, FWMA, and Port of San Francisco will all write letters to the District Attorney expressing each organization's support for prosecuting criminals involved in these types of operations.

Topic: Urban Planning Committee Report – Rodney Fong, Committee Co-Chair

Discussion:

- The FWCBD Board of Directors received a letter from the San Francisco Planning Department, reaffirming its commitment to the Fisherman's Wharf Public Realm Project. The Planning Department expects to publicly release the next draft of the plan at the end of January, followed by a community meeting in February.
- SFpark is installing sensors to gather more data about parking in the Fisherman's Wharf area.

Topic: Marketing Report – Rick Lenat, Lenat & Partners, Inc.

Discussion:

- We are currently advertising Holiday Lights and Sights at the Wharf through the *SF Examiner* (as well as *SF Examiner.com*), a number of neighborhood newspapers, on the F-Line Historic Trolley Cars, as well as holiday banners along the Embarcadero.
- The Holiday Boat Parade took place on Friday, December 11th. The parade featured just over 40 vessels, all of which were decorated with lights. The parade received print coverage in the San Francisco Chronicle, television coverage on KTVU, as well as internet coverage.
- The 2010 Crab Festival will feature a kickoff celebrity crab-cracking contest on January 28th at 10:00am. The event will take place at Bistro Boudin, and will pair local celebrities with Fisherman's Wharf restaurant chefs.

We would like to feature 8-10 different restaurants in the contest, and need additional chefs – please contact the FWCBD if your restaurant would like to participate.

- We are also still looking for additional special offers for Crab Festival month from all businesses, especially restaurants and hotels.
- We will be advertising Fisherman's Wharf on Comcast during the month of February. We are offering local businesses the opportunity to participate in a cooperative ad-buy for \$2,500. Please contact the FWCBD for more details.
- There was a 61% increase in the number of unique online visitors to the FWCBD website for the month of November over the same month last year.

Next Steps: Please contact the FWCBD if your restaurant would like to participate in the **Celebrity Crab-Cracking Contest**. Please send Crab Festival Special Offers to the FWCBD. The next Marketing Committee meeting is scheduled for January 14th.

Topic: Grants Exploration Committee Report – Bob Brooks, Committee Chair

Discussion:

- The Grants Exploration Committee held a meeting on December 1st, which was attended by John Izzo of Randall Funding, a grant-writing company under contract with the FWCBDB.
- Randall Funding excels at identifying potential grants on the Federal and State levels, but relies on the FWCBDB to help watch out for local grant opportunities.
- There is a significant amount of funding currently available for “green” projects.
- Kevin Carroll is currently working with Larry Goldsband of PG&E to discuss a possible sponsorship for *PIERsafe* in 2010.
- The committee has been evaluating the pros and cons of applying for a Preserve America designation for Fisherman’s Wharf – so far, it has been unable to come up with any negatives. This designation is not the same as the Historical Landmark Act, which precludes implementing changes, so it would not interfere with the Public Realm Plan. The committee, as well as Randall Funding, recommends that we apply for this designation.

Next Steps: A motion passes to request that Randall Funding write an application for the Preserve America designation for Fisherman’s Wharf.

Topic: Port of San Francisco Update – Jay Edwards, Property Manager – Fisherman’s Wharf

Discussion:

- The Port is in the process of trying to hire a Street Performers Program manager, through the JobsNOW program.
- Work on the Taylor Street upgrades has been delayed, due to problems with subterranean pipes.
- The Pier 45 apron repair project will be beginning shortly. The gate to the pier will be closed during weekdays – visitors will be rerouted to the pier via Shed A. The gate will be open to pedestrians on the weekends. The work is expected to take 2-3 months.
- The “Little Embarcadero” project is progressing – several potential plans have been shown.
- The Port is still working with SFpark to address the parking signage safety issue.
- An Eco-Tour, showcasing sustainable business practices among various Port tenants and businesses has been organized for Saturday, January 23rd.

Topic: National Park Service Update – Lynn Cullivan

Discussion:

- The NPS recently hosted a climate-friendly parks conference.
- Superintendent Kate Richardson will be leaving for a new position in January. The NPS hopes to have a permanent successor for her by April, 2010.
- The renovations to the bath house are behind schedule, but are expected to be finished by March, 2010.
- Temporary exhibits will be added to the Maritime Museum in March

Topic: Meeting Adjournment – Steve Wiezbowski, President

The next Fisherman’s Wharf Community Benefit District Board of Directors meeting will be held on Tuesday, January 26th, at 10:00am, at Bistro Boudin.