## Executive Committee

**Date:** October 20th, 2020  
**Time:** 2:00 PM  
**Place:** Zoom Meeting

### Committee Members:

1. Sina von Reitzenstein (Pres)  
2. Gina Alioto-Biagi (VP)  
3. Brandy Marts (Secretary)  
4. Jeff Sears, (Treasurer)  
5. Rodney Fong (Asst. Secretary)  
6. VACANT (Asst Treasurer)  
7. Aline Estournes (Pres Emeritus)

### Staff:

1. Randall Scott, Executive Director  
2. Laura Schaefer, Deputy Director

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### Topics to Cover

#### Call to Order  
Sina von Reitzenstein

#### Review-VOTE to approve minutes from 8.18.20  
Sina von Reitzenstein

#### Project Updates  
Randall Scott

1. Laura Schaefer to return 10/26/20  
2. Security  
   i. Election concerns  
   ii. Overnight issues  
3. Jefferson Street Phase II construction  
4. Food Carts  
5. Bus White Zones  
6. Financials  
   i. Financial Review Draft Review  
   ii. Cashflow review  
7. Marketing Updates  
8. Portside Renewal and next meeting date (11.17.20)

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**Fisherman’s Wharf CBD**  
P: 415-673-3530  
info@visitfishermanswharf.com  
fwcbd.com  
visitfishermanswharf.com

**Join Zoom Meeting**  
https://us02web.zoom.us/j/83514929026?pwd=ekd4Z05FRENxYkM1bUO2NWY0REJmUT09

Meeting ID: 835 1492 9026  
Passcode: 138779

One tap mobile  
+1 669 900 9128,,83514929026#,,,,0#,,138779# US (San Jose)  
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Executive Committee – Notes for 10/20/2020

1. Laura Schaefer to return 10/26/2020

2. Security
   - Election Concerns
     • Results of the election may result in protests and riots.
   - Overnight Issues
     • Graffiti increase. Orders from the board to carefully track and report graffiti.
     • Review option to get motorcycle patrol.

3. Jefferson Street Phase II construction
   • There is a two week delay due to unforeseen circumstances.
   • New “completion” date is mid-November.

4. Food Carts
   • The enforcement over the weekend showed a dramatic shift in profit margin for legal hotdog vendors.

5. Bus White Zones
   • Two deactivated white zone were removed from the district.
   • 2801 Block of Leavenworth Street might be removed.

6. Financials
   - Financial Review Draft Review
     • $75k loss from Wharf Fest (2019)
   - Cashflow Review
     • $28k in current cashflow

7. Marketing Updates
   • A call to save financial resources was proposed.
   • 20/21 comprehensive plan to be assembled.
   • A suggestion to have a professional photographer take photos of visitors social distancing and wearing masks.

8. Portside Renewal and next meeting date (11.17.20)
   • Reminder to sign the backs of the ballots.

New Business

• The Fisherman’s Wharf Merchants Association is operating on depleted resources.
• A potential merger or absorption of the FWMA along with their website, which consistently comes up first on Google searches.
Board of Directors

Date: November 24th, 2020
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
Passcode: 276316

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Brandy Maris (Secretary)
4. Jeff Sears (Treasurer)
5. Rodney Fong (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Rodney Fong (Asst. Secretary)
8. Aline Estournes (President Emeritus)
9. Erik Affinson
10. David Berbey
11. Joe Burgard
12. Amy Cacho
13. John Cannizzaro
14. Tom Creedon
15. Michael Cunningham
16. Brian Huber
17. Isabelle Matter
18. Paul Miller
19. Pat Murphy
20. Mike Petricca
21. Frank Rescino
22. Kathleen Sasso

Community Representatives:
1. Jay Edwards (Port of SF)
2. Darlene Plumtree (Maritime Assoc.)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Jodi Cumming, Interim Director of Marketing

Guests:
1. Phnut De Leon

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Minutes

Call to Order: 10:12AM
1st Mike Petricca 2nd Tom Creedon – Unanimous Approval

1) PROJECT UPDATES

a) Portside Renewal Summary
   - 45% Yay 55% Nay – Portside CBD failed to renew. All affiliation to the FWCBD will cease to exist after 12/31/2020. An affiliate program will be explored to legally permit for current Port Side members that want to remain with the FWCBD.

b) Review and discuss October 2020 Financials
   i) VOTE – to approve October 2020 financials
      1st Tom Creedon 2nd David Berbey – Unanimous Approval

   ii. Review and discuss Annual 990 Tax Returns
      i) VOTE – to approve 19-20 990 tax turns
       1st Tom Creedon 2nd Mike Petricca – Unanimous Approval

d) Executive Director Report & Updates
   i. Sea Weed (no updates)
   ii. Surveillance Camera Program – Program is moving forward. Zephyr block camera agreement is almost complete.
   iii. Jefferson St. Phase II
       (a) Estimated Timeline and Updates – Sixty new scrims were printed by DPW to be installed on the chain link fences along the current construction sites.
   iv. Food Carts – The new strategy is to curate versus fighting them.

2) COMMUNICATION

   i. Communication updates
   ii. Springboard pedestrian counting data

3) MARKETING

   i. Fall Marketing Plan
      (a) Facebook and Instagram Stats
      (b) Google Grant Update
      (c) Website Visitation
   ii. Long-Term Marketing Plan, Sponsorship Deck and Wharf Package update

Next Meeting
January 26th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
4) SERVICES MANAGER UPDATES AND ACTIVIES  
   Mike Castro
   i. Street Population Update: No recent activity from Adam Baumgartner. No current issues with any street population.
   ii. PPE Distribution: PPE distribution continues to be at the forefront.

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT  
   Sina von Reitzenstein

Meeting concludes at 11:38am.
1) **Special Meeting Item**
   a. Does the FWCBD want to approve to move forward with advertising messaging and associated spend despite the new Stay at Home order?
      i. **Arguments for advertising**
         - Al Scoma will be the only active waterfront restaurant as of this meeting and/or latest state mandates.
         - Without adequate advertisement, the Fisherman’s Wharf will not be a viable travel destination.
      ii. **Arguments against advertising**
         - The winter period has historically yielded a slower pedestrian count.
         - Jefferson Street Phase II construction is still ongoing and therefore an eye sore.
         - Dine-in options are currently illegal. Without takeout being the only option, cleanliness must take precedent.
         - The year 2020 has been chalked up as a “lost” year and resources are better reserved for a recovery attempt in 2021.
      iii. **Debate and discussion**
         - Projected 2021 Marketing budget is between $60k and $80k.
         - A strong push for district marketing should be reserved for when construction is complete and/or a vaccine for COVID-19 becomes available.
      iv. **VOTE** to move forward with advertising
         - **Yay:** All in Favor  **Nay:** John Cannizzaro

2) **GENERAL PUBLIC COMMENT**

3) **ADJOURNMENT**

**Next Meeting**
January 26th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
**Board of Directors**

Date: January 26th, 2020  
Time: 10:00 AM  
Location: Via Zoom

**Zoom Meeting Link**  
(US) +1 669-900-9128  
Meeting ID: 880 7164 6825  
Passcode: 276316  
(link is also in invite)

**Board Members:**  
1. Sina von Reitzenstein (President)  
2. Gina Alico-Biagi (VP)  
3. Rodney Fong (Secretary)  
4. Jeff Sears (Treasurer)  
5. Aline Estournes (President Emeritus)  
6. David Berbey  
7. Amy Cacho  
8. John Cannizzaro  
9. Hagen Choi  
10. Michael Cunningham  
11. Brian Huber  
12. Isabelle Matter  
13. Mike Petricca  
14. Kathleen Sasso

**Community Members:**  
1. Darlene Plumtree, Maritime Association  
2. Jay Edwards, Port of San Francisco

**Marketing Project Guest:**  
1. Jodi Cumming

**FWCBD Staff:**  
2. Randall Scott, Executive Director  
3. Laura Schaefer, Deputy Dir./Dir. of Communications  
4. Mike Castro, Services Manager

**Guests:**

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### Call to Order:

- **Review and VOTE to approve 12.08.2020 Minutes**  
  Sina von Reitzenstein

- **Review and VOTE to approve 11.24.2020 Minutes**  
  Sina von Reitzenstein

### 1) PROJECT UPDATES

a) **New FWCBD Website/Destination Management System**  
   Randall Scott/Staff/Guest
   - Vendor Selection Process
   - Implementation Timeline
   - Budget

b) **Review and discuss December 2020 Financials**  
   Randall Scott
   - **VOTE – to approve December 2020 financials**  
     Sina von Reitzenstein

b) **Review and discuss January–June 2021 Draft Budget**  
   Randall Scott
   - **VOTE – to approve January-June 2021 Draft Budget**  
     Sina von Reitzenstein

c) **Marketing Contract Extension – Jodi Cumming**  
   Randall Scott
   - **VOTE – to approve Jodi Cumming’s Contract Extension**  
     Sina von Reitzenstein

d) **Office of Economic & Workforce Development Grant**  
   Randall Scott
   - Grant Submission
   - Timeline

f) **Paycheck Protection Program Updates**  
   Randall Scott
   - Wells Fargo Forgiveness Application
   - PPP Round 2 Application

g) **New Board Composition**  
   Randall Scott
   - Proposed Board Composition
   - **VOTE – to approve the New Board Composition and Seat**  
     Sina von Reitzenstein

h) **Food Carts Update**  
   Randall Scott
   - CalTravel Meeting Review

i) **Communication Updates**  
   Laura Schaefer
   - COVID-19 Communication Updates
   - Springboard Pedestrian Count Data
   - Contact Management Database Project

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### 2) NEW BUSINESS

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### 3) GENERAL PUBLIC COMMENT

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### 4) ADJOURNMENT

Sina von Reitzenstein

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This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20

**Next Meeting**  
February 23rd, 2021
Minutes

Call to Order: Sina von Reitzenstein

Review and VOTE to approve 12.08.2020 Minutes Sina von Reitzenstein

Review and VOTE to approve 11.24.2020 Minutes Sina von Reitzenstein

Minutes approved. Aline Estournes 1st Motion Jeff Sears 2nd Motion

1) PROJECT UPDATES

a) New FWCBFD Website/Destination Management System Randall Scott/Staff/Guest
   i. Vendor Selection Process
   ii. Implementation Timeline
   iii. Budget
      - Affiliate program and fundraising efforts would aid in funding Pansy Tom’s salary.
      - $15k will be provided to the Fisherman’s Wharf Merchant’s Association (in contingency) but will not be able host board meetings, or committee meetings.

b) Review and discuss December 2020 Financials Randall Scott
   i. VOTE – to approve December 2020 financials Sina von Reitzenstein
      - Aline Estournes 1st – David Berbey 2nd
      - Certain 2018/2019 Port Side Assessments were collected. $167k Port Side Debt remains.
      - Debate: $81k Price tag for the camera installation on Zephyr Hotel.

b) Review and discuss January–June 2021 Draft Budget Randall Scott
   i. VOTE – to approve January-June 2021 Draft Budget Sina von Reitzenstein
      - June 30th, 2021 will conclude the current fiscal year.
      - Six-month budget includes $31k in Marketing, $316k in Clean and Safe, and $144k Administrative Budget, including $55k contingency fund.

d) Marketing Contract Extension – Jodi Cumming Randall Scott
   i. VOTE – to approve Jodi Cumming’s Contract Extension Sina von Reitzenstein
      - $5k a month; $35k is budgeted.
      - 1st Mike Petricca

2) Office of Economic & Workforce Development Grant Randall Scott
   i. Grant Submission
      - Proposed a week before Christmas. The FWCBFD applied for a $225k grant.
      - A grant writer was hired for $12k to assist in acquiring the $225k grant. Results will be known by mid-February.
   ii. Timeline

next meeting

February 23rd, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
MINUTES

f) Paycheck Protection Program Updates
   i. Wells Fargo Forgiveness Application
   ii. PPP Round 2 Application

g) New Board Composition
   i) Proposed Board Composition
      - Proposal to add At Large Seat and Affiliate Seat for the Board of Directors.
      - San Francisco is recommending a
   ii) VOTE – to approve the New Board Composition and Seat
       Sina von Retizenstein
       1st – Mike Petricca  2nd Jeff Sears

h) Food Carts Update
   i) CalTravel Meeting Review
      - Across the board issues.
      - Enforcement issues remain the top challenge.
      - State lobbyist were present at meeting as enforcement options were explored.

i) Communication Updates
   i) COVID-19 Communication Updates
   ii) Springboard Pedestrian Count Data
   iii) Contact Management Database Project

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT Sina von Retizenstein
Board of Directors
Date: February 23rd, 2021
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
Passcode: 276316
(link is also in invite)

Board Members:
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4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. David Berbey
7. Amy Cacho
8. John Cannizzaro
9. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

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1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:
1. Jodi Cumming

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager

Guests:

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MINUTES

Call to Order: Sina von Reitzenstein
Review and VOTE to approve 01.26.2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES
   a) Review and discuss January 2021 Financials
      i. VOTE – to approve January 2021 financials Sina von Reitzenstein
   b) Affiliate Program Update Randall Scott
   c) 2nd Draw Paycheck Protection Program Updates Randall Scott
   d) Food Carts Updates Randall Scott
   e) Marketing Updates
      i. MerryTime Recap
      ii. Social Advertising
      iii. Web Analytics
      iv. Google Ad Words/Nonprofit Megaphone
      v. Upcoming Campaigns/Projects
         o Spring Campaign
         o Simpleview Update
   f) Communication Updates Laura Schaefer
      i. COVID-19 Communication Updates
      ii. Meltwater Media Sentiment Report
      iii. January Springboard Pedestrian Count Data & President’s Day Weekend Footfall Numbers
      iv. Contact Management Database Project
   g) Resuming Cable Car Service to the Wharf Laura Schaefer
   h) Services Manager Updates and Activities Mike Castro

2) NOMINATING COMMITTEE FORMATION Sina von Reitzenstein

3) NEW BUSINESS

4) GENERAL PUBLIC COMMENT

5) ADJOURNMENT Sina von Reitzenstein

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20

Next Meeting
March 23rd, 2021
MINUTES

Call to Order: at 10:04am
Review and VOTE to approve 01.26.2021 Minutes
Minutes approved: 1st Gina Alioto 2nd David Berbey

1) PROJECT UPDATES
   a) Review and discuss January 2021 Financials
      i. VOTE – to approve January 2021 financials
         -Clean and Safe Program: YTD expenditure was $33,870 or 11% of budget
         -Marketing, and Admin expenditure were on track
         January 2021 financials approved: 1st Mike Petricca 2nd Jeff Sears, Unanimous Approval

      Affiliate Program Update:
      -MICRO: $75/Quarter (less than 500 Square Feet, Public Area)
      -STANDARD BUSINESS VALUE: $225/Quarter
      -ENTERPRISE: $1,500/Quarter
   b) Office of Economic & Workforce Development Grant Updates
      -No updates
   c) 2nd Draw Paycheck Protection Program Updates
      -$15K investment from Rotary Club to finance blade signs
   d) Food Carts Updates
      -No updates
   e) Marketing Updates
      i. MerryTime Recap
      ii. Social Advertising
      iii. Web Analytics
      iv. Google Ad Words/Nonprofit Megaphone
      v. Upcoming Campaigns/Projects
         o Spring Campaign
         o Simpleview Update
   f) Communication Updates
      i. COVID-19 Communication Updates
      ii. Meltwater Media Sentiment Report
      iii. January Springboard Pedestrian Count Data & President’s Day Weekend Footfall Numbers
      iv. Contact Management Database Project
      v. Resuming Cable Car Service to the Wharf
         -Multiple agencies have made efforts including phone calls and emails, to resume Cable Car services

2) NEW BUSINESS
   -Nominating Committee Formation discussion – Sina von Reitzenstein
   -Draft for Annual Report 2021: Approved 1st Mike Petricca 2nd Gina Alioto

Next Meeting
March 23rd, 2021
Executive Committee

Date: March 16th, 2021
Time: 2:00 PM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(link is also in invite)

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3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. VACANT (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Aline Estournes (President Emeritus)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager

Guests:

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Meeting Agenda

Call to Order: Sina von Reitzenstein
Review and VOTE to approve 1.19.2021 Minutes: Sina von Reitzenstein

1) PROJECT UPDATES

I. FWMA, Affiliate Program and the FWCBD Moving Forward
   Randall Scott

II. New FWCBD Website (Destination Management System) Updates
    Randall Scott

III. Office of Economic & Workforce Development Grant Updates
     Randall Scott

IV. Contribution to North Beach Citizens Fundraiser
    Randall Scott

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT
   Sina von Reitzenstein

Next Meeting
April 20th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
AGENDA

Call to Order: Sina von Reitzenstein
Review and VOTE to approve 02.23.2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES
   a) Review and discuss February 2021 Financials Randall Scott
      i. VOTE – to approve February 2021 financials Sina von Reitzenstein

   b) Affiliate Program Presentation
      i. VOTE – to approve proposed Affiliate Program fees and structure Randall Scott

   c) FWMA status
      Randall Scott

   d) Food Carts Updates
      Randall Scott

2) MARKETING UPDATES
   Jodi Cumming
   a) Entercom Spring Campaign
   b) Analytics
      o Social
      o Web
   c) Google Grants/Nonprofit Megaphone
   d) Ongoing Projects
      o Simpleview

3) COMMUNICATION & ADVOCACY UPDATES
   Laura Schaefer
   a) SFMTA Updates
      o F Line Service Resumption (Mid-May)
      o Powell-Hyde Cable Car Service (Fall 2021)
      o Muni Service to the Wharf
   b) COVID-19 Communication Updates
   c) Meltwater Media Sentiment Report
   d) February Springboard Pedestrian Count Data & President’s Day Weekend Footfall Numbers
   e) Contact Management Database Project Update

4) SERVICE MANAGER UPDATES AND ACTIVITIES
   Mike Castro

5) BOARD NOMINATION COMMITTEE ELECTION
   Sina von Reitzenstein

6) NEW BUSINESS

7) GENERAL PUBLIC COMMENT

8) ADJOURNMENT

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20

Next Meeting
April 27th, 2021
Nominating Committee

Date: Monday, April 12th, 2021
Time: 9:00 AM
Location: FWCBD Offices in the Cannery

Committee Members:
1. Gina Alioto-Biagi (VP)
2. Isabelle Matter
3. Mike Petricca

FWCBD Staff:
1. Randall Scott, Executive Director

MEETING AGENDA

1) Call the Meeting to Order
   Randall Scott
2) Vote on Chairperson for the Committee
3) Review Open Board Seats
4) Discussion on Existing and Potential Board Members for Open Seats
5) Vote to Approve Slate of Nominees to Forward to Full Board
6) GENERAL PUBLIC COMMENT
7) ADJOURNMENT

Guests:
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Executive Committee

Date: April 20th, 2021
Time: 2:00 PM
Location: Via Zoom

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(US) +1 669-900-9128
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2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. Affiliate Seat (Vacant, Advisory only)
7. At Large Seat (Vacant, Advisory only)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager

Guests:

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Next Meeting
May 18th, 2021

Meeting Agenda

Call to Order: Sina von Reitzenstein
Review and VOTE to approve 3.16.2021 Minutes

1) PROJECT UPDATES
   I. FWMA, Affiliate Program and the FWCBD Updates
      i) VOTE to approve the MOU with the FWMA
      Randall Scott
   II. New FWCBD Website (Destination Management System) Updates
      Randall Scott
   III. LEAD Destinations Contract Review and Discussion
      i) VOTE to approve LEAD Destinations agreement
      Randall Scott
   IV. First PPP Loan Forgiveness Application Submission Updates
      Randall Scott
   V. Bikeshare Updates
      Randall Scott
   VI. Nominating Committee Updates
      Randall Scott

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT Sina von Reitzenstein

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
AGENDA

Call to Order:
Review and VOTE to approve 03.23.2021 Minutes

1) PROJECT UPDATES
   a) Review and discuss March 2021 Financials
      i. VOTE – to approve March 2021 financials

   b) FWMA, Affiliate Program, and the FWCBD Updates
      i. VOTE – to approve the MOU with the FWMA

   c) LEAD Destinations Contract Review and Discussion
      i. VOTE – to approve LEAD Destinations agreement

   d) First PPP Loan Forgiveness Application Submission Updates

   e) BikeShare Updates

   f) Food Carts Updates

2) MARKETING UPDATES
   a) Analytics
      o Social
      o Web

   b) Google Grants/Nonprofit Megaphone

   c) Ongoing Projects
      Simpleview Website Construction – Project Updates and Timing; Communications with FWCBD Stakeholders (and Content asks)

3) COMMUNICATION & ADVOCACY UPDATES
   a) F Line Update – May 2021 Resumption of Service
   b) March Springboard Pedestrian Count Data & Weekend Footfall Numbers
   c) Meltwater Media Sentiment Report
   d) Tipping Point Foundation Presentation – May 2021
   e) SF Travel Meet Local Campaign
   f) COVID-19 Communication Updates

4) NOMINATING COMMITTEE UPDATES

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
Board of Directors

Date: April 27, 2021
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
Passcode: 276316
(link is also in invite)

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. David Berbey
7. Amy Cacho
8. John Cannizzaro
9. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Representatives:
1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:
1. Jodi Cumming

FWCBD Staff:
2. Randall Scott, Executive Director
3. Laura Schaefer, Deputy Dir./Dir. of Communications
4. Mike Castro, Services Manager
5. Pansy Tom, Administrative Coordinator

Guests:
1. Capt. Julian Ng, Central Station
2. Ben Van Houten, OEWD
3. Samantha Davis, Stakeholder

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Next Meeting:
May 25th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20.
MINUTES

Call to Order: Sina von Reitzenstein
Review and VOTE to approve 03.23.2021 Minutes Sina von Reitzenstein

1st Gina Alioto-Biagi  2nd Isabelle Matter  Unanimous Vote

PRE-BOARD MEETING:

1) Capt. Julian Ng introduced himself to the Board as the new captain of Central Station and provided an update.
2) Ben Van Houten of OEWD informed the Board of the Mayor’s Small Business Recovery Act

OLD BUSINESS:

1) PROJECT UPDATES:
   A) Review and discuss March 2021 Financials
      i. VOTE to approve March 2021 Financials Sina von Reitzenstein
         1st Jeff Sears  2nd Gina Alioto-Biagi  Unanimous Vote
   B) FWMA, Affiliate Program, and the FWCBD
      • Vote by the Board is not needed to approve the MOU with the FWMA.
      • Billing period begins July 1st.
      • Application for Affiliate Program going out soon.
   C) LEAD Destinations Contract Review and Discussion
      • Contract (with revisions) for 3-month period. If extended, will be month-to-month with written agreement.
         i. VOTE – to approve LEAD Destinations Contract Sina von Reitzenstein
         1st Gina Alioto-Biagi  2nd Amy Cacho  Unanimous Vote
   D) First PPP Loan Forgiveness Application Submission
      • PPP loan forgiveness pending.
   E) BikeShare Program
      • SFMTA proposed 3 locations. Bay and Powell location was installed without review or communication after opposition was voiced. Ghirardelli location installed, ignoring agreed-upon size reduction.

2) MARKETING UPDATES:
   A) Analytics (Social/Web)
      • Facebook and Instagram trended up in March. Twitter is back online and engagement can grow.
      • Things are shifting and trending across the board.
      • People accessing via mobile phones.
   B) Google Grants
      • Good click percentage
   C) Ongoing Projects
      • Continuing work with Simpleview. Currently, building out extranet.

3) COMMUNICATIONS & ADVOCACY UPDATES:
   A) F-Line Update – May Resumption of Service
      • Service reopens on May 15th, 11 am to 7 pm with 12-15 minute intervals
   B) March Springboard Pedestrian Count Data & Weekend Footfall Numbers
      • 5% increase year over year; 38% increase February vs. March. End of March was busy
C) Tipping Point Foundation Presentation
   • Session with District in late May/early June

D) SF Travel Meet Local Campaign
   • Will work with SF Travel on campaign

4) NOMINATING COMMITTEE UPDATE
   • 3 volunteers came forward (thank-you!): Mike Petricca (Chair), Isabelle Matter, and Gina Alioto. Update to be presented at May meeting.

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT
Executive Committee

Date: May 18, 2021
Time: 2:00 PM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(link is also in invite)

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. Affiliate Seat (Vacant, Advisory only)
7. At Large Seat (Vacant, Advisory only)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Com
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:
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Meeting Agenda

CALL TO ORDER: Sina von Reitzenstein

Review and VOTE to approve 4/20/2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES:

A) FWMA, Affiliate Program and the FWCBD Updates Randall Scott
B) New FWCBD Website (Destination Management System) Updates Randall Scott
C) LEAD Destinations Updates Randall Scott
D) First PPP Loan Forgiveness Application Submission Updates Randall Scott
E) Bikeshare Updates Randall Scott
F) Nominating Committee Updates Randall Scott

2) NEW BUSINESS:

A) Employee Compensation
C) Assessment Increase Discussion
D) “A Virtual Taste of Tel-Hi” Donation

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT Sina von Reitzenstein

Next Meeting: June 15, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20
Executive Committee

Date: May 18, 2021
Time: 2:00 PM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(link is also in invite)

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. VACANT (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Aline Estournes (President Emeritus)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Coms
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Call to Order:
Sina von Reitzenstein

Review and VOTE to approve 4.20.2021 Minutes
1st Aline Estournes 2nd Gina Alioto-Biagi Approved

1) PROJECT UPDATES:

A) FWMA, Affiliate Program, and the FWCBD Update
   • Minor edits to application form

B) New FWCBD Website Updates (DMS) Update
   • On schedule to lunch May 27th (Beta version)

C) LEAD Destination Update
   • Working on Selfieville and Golf Tournament

D) First PPP Loan Forgiveness Application Submission Update
   • Loan forgiveness confirmed

E) Bikeshare Update
   • Bay/Powell location removed
   • Trying to reduce size at Ghirardelli
   • Scooters are problematic

F) Nominating Committee Update
   • Meeting with Committee to review applications

2) NEW BUSINESS:

   • Execushield coverage (applicable through summer)

B) Assessment Increase Discussion
   • No increase this year, but possible 2-3% following year

C) “A Virtual Taste of Tel-Hi” Donation
   • $1,500 donation approved in current budget

D) KTVU TV Ad Campaign
   • Ad package includes production
   • $5,000/mo. for 3 months (June/July/August) within budget

E) Employee Compensation

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
June 15, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20.
AGENDA

Call to Order: Sina von Reitzenstein

New Illegal Vending Legislation
- Guests Lee Hepner and Boris Delepine

Review and VOTE to approve 04/27/2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES
   a) Review and discuss April 2021 Financials Randall Scott
      i. VOTE - to approve April 2021 financials Sina von Reitzenstein
   b) FWMA, Affiliate Program, and the FWCBD Updates Randall Scott
   c) First PPP Loan Forgiveness Application Submission Updates Randall Scott
   d) BikeShare Updates Randall Scott
   e) Food Carts Updates Randall Scott

2) MARKETING UPDATES Jodi Cumming
   a) Analytics
      i. Social
      ii. Web
   b) Google Ads/Nonprofit Megaphone
   c) Ongoing Projects
      i. Simpleview Updates
   d) KTVU Advertising Opportunity (June/July/August)

3) COMMUNICATION & ADVOCACY UPDATES Laura Schaefer
   a) Update: F-Line Service Has Resumed
   b) April Springboard Pedestrian Count Data & Weekend Footfall Numbers
   c) Meltwater Media Sentiment Report
   d) Citywide Shine On Campaign
   e) Update: SF Travel Meet Local Campaign
   f) COVID-19 Communications

4) NOMINATING COMMITTEE UPDATES Mike Petricca

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT Sina von Reitzenstein

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Next Meeting:
June 22, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20.
Minutes

Call to Order: Sina von Reitzenstein
Review and VOTE to approve 04.27.2021 Minutes Sina von Reitzenstein

1st Mike Petricca 2nd Gina Alioto-Biagi Unanimous Vote

PRE-BOARD MEETING:

1) Lee Hepner of Supervisor Peskin’s Office, along with members of Port Staff, gave an update on proposed public health and safety legislation with regard to food vendors.

OLD BUSINESS:

1) PROJECT UPDATES:

A) Review and discuss April 2021 Financials Randall Scott
   i. VOTE to approve April 2021 Financials Sina von Reitzenstein
      1st Gina Alioto-Biagi 2nd Isabelle Matter Unanimous Vote

B) First PPP Loan Forgiveness Application Submission Randall Scott
   - PPP loan forgiveness confirmed. Anticipate forgiveness for second loan.

C) FWMA, Affiliate Program, and the FWCBD Aline Estournes
   - Letters and applications have been sent out.

D) BikeShare Program Aline Estournes
   - Bay and Powell location was removed.

2) MARKETING UPDATES: Jodi Cumming

A) Analytics (Social/Web)
   - Social analytics dropped in April, but trending up in May.

B) Google Grants
   - Impressions and clicks are up.

C) Ongoing Projects
   - Simpleview will be launching Beta version of new www.fishermanswharf.org before the weekend
   - KTVU 3-month (June/July/August) "Flex Campaign" targeting Sacramento, Los Angeles, and San Francisco Bay Area markets.

3) COMMUNICATIONS & ADVOCACY UPDATES: Laura Schaefer

A) SFMTA Update
   - F-Line service resumed on May 15th. Cable cars will resume in the fall.

B) April Springboard Pedestrian Count Data & Weekend Footfall Numbers
   - 201% increase year over year. 5.5% increase March vs. April. Most visitors from 11 a.m. to 12 p.m. and early evening.

C) Meltwater Media Sentiment Report
   - Positive mentions, 13 million reach. Negative mentions, 1 million reach.

D) Citywide Shine On Campaign
   - Awareness and civic pride

E) SF Travel Meet Local Campaign
   - “Our Gate is Open.” Encouraging local meetings.

4) NOMINATING COMMITTEE UPDATE Mike Petricca

   - The committee met.
5) **NEW BUSINESS:**
   - Aline welcomed Pansy Tom as the FWCBD’s new Administrative Coordinator.

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**
Executive Committee

Date: June 15, 2021
Time: 2:00 PM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 138779
(link is also in invite)

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. Affiliate Seat (Vacant, Advisory only)
7. At Large Seat (Vacant, Advisory only)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Com
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:
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Next Meeting:
July 20, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20.

Meeting Agenda

CALL TO ORDER:
Sina von Reitzenstein

Review and VOTE to approve 5/18/2021 Minutes
Sina von Reitzenstein

1) PROJECT UPDATES:
Randall Scott

   a. FWMA, Affiliate Program and the FWCBD Updates
   b. New FWCBD Website/System Updates
   c. Bike Share Updates
   d. Nominating Committee Updates
   e. Food Cart Updates
   f. Wharf Patrol Training
   g. 2021-22 Fiscal Budget Proposal and Review

2) NEW BUSINESS:
Randall Scott

   a. Memorial Day Weekend Security Recap
   b. 4th of July Security Plan
   c. Letter of Support for SF Travel

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT
Sina von Reitzenstein
## Executive Committee

**Meeting Minutes**

**Call to Order:**

Sina von Reitzenstein

**Review and VOTE to approve May 18, 2021 Minutes**

1st Jeff Sears 2nd Aline Estournes Approved

### 1) PROJECT UPDATES:

<table>
<thead>
<tr>
<th>A) FWMA, Affiliate Program, and the FWCBD Update</th>
</tr>
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<tbody>
<tr>
<td>• Reminders going out to encourage more sign-ups</td>
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</table>

<table>
<thead>
<tr>
<th>B) New FWCBD Website Updates (CMS) Update</th>
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<tbody>
<tr>
<td>• Simpleview is now in redesign stage. Booking engine will be more prominent.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>C) Bike Share Update</th>
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</thead>
<tbody>
<tr>
<td>• Working with SFMTA on pricing.</td>
</tr>
<tr>
<td>• Boundary issue with Lyft bike station</td>
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</tbody>
</table>

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<thead>
<tr>
<th>D) Nominating Committee Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Four applications received; one disqualified due to location. Nominees are Al Casciato (At-Large) and Marco Chavez, Kimpton Alton Hotel (Property/Business).</td>
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</tbody>
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<table>
<thead>
<tr>
<th>E) Food Cart Update</th>
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<tbody>
<tr>
<td>• Port Commission supports City’s pilot permit program being presented to Board of Supervisors.</td>
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</tbody>
</table>

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<thead>
<tr>
<th>F) Wharf Patrol Training</th>
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<tbody>
<tr>
<td>• All recertified. Acknowledged reimbursement for training.</td>
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</table>

<table>
<thead>
<tr>
<th>G) 2021-22 Fiscal Budget Proposal and Review</th>
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<tbody>
<tr>
<td>• Proposed budget reviewed.</td>
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### 2) NEW BUSINESS:

<table>
<thead>
<tr>
<th>A) Memorial Day Weekend Security Recap</th>
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<tbody>
<tr>
<td>• Numerous auto break-ins reported</td>
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<thead>
<tr>
<th>B) 4th of July Security Plan</th>
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<tbody>
<tr>
<td>• Security to be increased. Letter to City agencies regarding safety and traffic concerns.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>C) Letter of Support for SF Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Support for bidding on Ambassador Program</td>
</tr>
</tbody>
</table>

### 3) GENERAL PUBLIC COMMENT

### 4) ADJOURNMENT

Sina von Reitzenstein

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**Next Meeting:**

**June 15, 2021**

**Zoom Meeting Link**

(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779 (link is also in invite)

**Board Members:**

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. VACANT (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Aline Estournes (President Emeritus)

**FWCBD Staff:**

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Coms
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

**Guests:**

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Board of Directors

Date: June 22, 2021
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
Passcode: 276316
(link is also in invite)

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. David Berbery
7. Amy Cacho
8. John Cannizzaro
9. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:
1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Projects:
1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
July 27, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20.

Meeting Agenda

Call to Order: Sina von Reitzenstein

Review and VOTE to approve 05/18/2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES:
   a) Review and discuss May 2021 Financials Randall Scott
      i. VOTE – to approve May 2021 financials Sina von Reitzenstein
   b) 2021-22 Fiscal Budget Proposal and Review Randall Scott
      i. VOTE – to approve 2021-22 Fiscal Budget Sina von Reitzenstein
   c) Review of Nominated Board Slate Mike Petricca
      i. VOTE – to approve board slate as nominated Sina von Reitzenstein
   d) Nomination of Officers Sina von Reitzenstein
      i. VOTE – to elect nominated officers to form the Executive Committee
   e) Fiscal 2020-21 Year in Review Randall Scott

2) MARKETING UPDATES: Jodi Cumming
   a) Phase 1 Website Update
   b) FY Analytics
      i. Social
      ii. Web
   c) Google Ads/Nonprofit Megaphone
   d) KTVU Advertising Update
   e) All American Virtual Roadshow

3) COMMUNICATION & ADVOCACY UPDATES: Laura Schaefer
   a) Update: Cable Car service & MUNI Advocacy
   b) FY Springboard Pedestrian Count Data
   c) May 2021 & Key Weekend Footfall Numbers
   d) FY Meltwater Media Sentiment Report
   e) FY COVID-19 Communications Metrics

4) NEW BUSINESS: Randall Scott
   a) Memorial Day Weekend Security Recap
   b) 4th of July Security Plan
   c) 4th of July Service Letter to City
      i. VOTE – to approve 4th of July Service Letter to City Sina von Reitzenstein

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT Sina von Reitzenstein
Board of Directors

Date: August 24, 2021
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
Passcode: 276316 (link is also in invite)

Board Members:
1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. David Berbey
7. Amy Cacho
8. John Cannizzaro
9. Al Casiato (At-Large)
10. Marco Chavez
11. Hagen Choi
12. Michael Cunningham
13. Brian Huber
14. Isabelle Matter
15. Mike Petricca
16. VACANT
17. VACANT (Affiliate/FWMA seat)

Community Members:
1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Projects:
1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:
1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:
Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board’s authority. Each speaker shall have up to 2 minutes to address the Board.

Meeting Agenda

Call to Order:
Sina von Reitzenstein

Review and VOTE to approve 07/27/2021 Minutes
Board member announcement
Sina von Reitzenstein

1) PROJECT UPDATES:
   a) Review and discuss July 2021 Financials
      i. VOTE – to approve July 2021 financials
      Randall Scott
      Sina von Reitzenstein

2) MARKETING UPDATES:
   a) Analytics
      i. Social
      ii. Web
      iii. Google Ads/Nonprofit Megaphone
      Jodi Cumming

3) AUGUST COMMUNICATION & ADVOCACY UPDATES:
   a) Update: Muni Service
   b) Update: Shine On SF Campaign
   c) Springboard Pedestrian Count Data
   d) Media Sentiment Report
   e) FW Retail Vacancies & Retail Strategy 2-Year Goals
   Laura Schaefer

4) NEW BUSINESS:
   Randall Scott

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT
   Sina von Reitzenstein

Next Meeting:
September 28, 2021

This meeting is being held virtually in accordance with California State Governor Newsom’s Executive Order N-25-20 issued on 3/12/20.