Executive Committee

Date: July 20, 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 Aiolo-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. Affiliate Seat (Vacant, Advisory only)
7. Al Casciato (Advisory, At Large)

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:
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.

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

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Next Meeting:
August 17, 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.
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Meeting Minutes

Call to Order: Sina von Reitzenstein

Review and VOTE to approve June 15, 2021 Minutes
1st Jeff Sears 2nd Gina Alioto-Biagi Approved

1) PROJECT UPDATES:

A) FWMA, Affiliate Program, and the FWCBD Update
   • Applications are slow. Will need one-on-one contact. Landside is priority.
   • MOU between FWCBD & FWMA will be drafted by next meeting.
   • Golf Tournament going well.

B) New FWCBD Website Updates (CMS) Update
   • Site is performing, although only 40 member listings.

C) Bike Share Update
   • Bike rental companies hard to compete. Pricing not transparent.
   • Continued boundary issue with Lyft bike station
   • Agreements with SFMTA not being enforced.

D) Food Cart Update
   • Legislation for pilot permit program goes to vote today. 57 spots on Portside; 3 vendors per spot. Subject to Health Codes.
   • 3 carts serving alcohol on July 4th were confiscated.

E) 2021-22 Fiscal Budget Proposal and Review
   • Funds shifted from Marketing to Clean & Safe (2% increase). $20k grant received for software.
   • Backup was requested for the two line items

F) Wharf Walk Project Updates
   • RFQ approved.

2) NEW BUSINESS:

A) 4th of July Security Recap
   • No major issues.

B) Retail Vacancy Planning
   • Will meet with Jay Edwards.

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT Sina von Reitzenstein

Next Meeting:
August 17, 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: July 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)

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3. Rodney Fong (Secretary)  
4. Jeff Sears (Treasurer)  
5. Aline Estournes (President Emeritus)  
6. David Berbey  
7. Amy Cacho  
8. John Cannizzaro  
9. Al Casciato (At-Large)  
10. Marco Chavez  
11. Hagen Choi  
12. Michael Cunninghan  
13. Brian Huber  
14. Isabelle Matter  
15. Mike Petricca  
16. Kathleen Sasso

Community Members:  
1. Darlene Pluntree, 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. Parsy Tom, Administrative Coordinator

Guests:  
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Meeting Agenda

Call to Order:  
Sina von Reitzenstein

Review and VOTE to approve 06/22/2021 Minutes  
Sina von Reitzenstein

1) PROJECT UPDATES:  
Randall Scott  
Sina von Reitzenstein

a) Review and discuss June 2021 Financials  
i. VOTE – to approve June 2021 financials

b) Review and discuss FY 20-2021 Financials  
i. VOTE – to approve FY 20-2021 financials

c) 2021-22 Fiscal Budget Proposal and Review  
i. VOTE – to approve 2021-22 Fiscal Budget

2) Executive Directors Report  
Randall Scott

a) Illegal Vending Legislation  
b) Embarcadero Quick Build  
c) Wharf Walk

3) MARKETING UPDATES:  
Jodi Cumming

a) Analytics  
i. Social  
ii. Web  
iii. Google Ads/Nonprofit Megaphone

b) KTVU Advertising Update

4) COMMUNICATION & ADVOCACY UPDATES:  
Laura Schaefer

a) Update: Cable Car Service  
b) Update: Shine On SF Campaign  
c) Springboard Pedestrian Count Data  
d) Meltwater Media Sentiment Report  
e) FW Retail Vacancies & Update on the Retail Strategy 2 Year Goals

5) NEW BUSINESS:  
Randall Scott

a) 47th of July Security Recap  
b) FWMA Golf Tournament Recap

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT  
Sina von Reitzenstein

Next Meeting  
August 24, 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: July 27, 2021
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
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5. Aline Estournes (President Emeritus)
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7. Amy Cacho
8. John Cannizzaro
9. Al Casciato
10. Marco Chavez
11. Hagen Choi
12. Michael Cunningham
13. Brian Huber
14. Isabelle Matter
15. Mike Petricca
16. Kathleen Sasso

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

FWCBD Marketing:
1. Jodi Cumming

FWCBD Staff:
2. Randall Scott, Executive Director
3. Laura Schaefer, Deputy Dir./Dir. of Communications
4. Mike Castro, Services Manager
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Next Meeting:
August 24, 2021

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Minutes

Call to Order: Sina von Reitzenstein

Review and VOTE to approve June 22, 2021 Minutes
1st Mike Petricca 2nd Jeff Sears Unanimous Vote

1) PROJECT UPDATES:

A) Review and discuss June 2021 Financials
   Randall Scott
   - Total revenue was $1.5 million (includes forgiven PPP funding) or 107% of annual budget. Total expense was $1.1 million or 94% of budget. Finished fiscal year on budget.
   - U.S. Travel grants possibly available for tourism.
   i. VOTE to approve June 2021 Financials
      1st Mike Petricca 2nd Isabelle Matter Unanimous Vote

B) 2021-22 Fiscal Budget Proposal and Review
   Randall Scott
   - Affiliate program membership is slow. Revenue generated from program does not have to be allocated, unlike the budget.
   i. VOTE to approve 2021-22 Fiscal Budget
      1st Aline Estournes 2nd Jeff Sears Unanimous vote

2) EXECUTIVE DIRECTOR’S REPORT:

A) Illegal Vending Legislation
   Randall Scott
   - Vendor’s propane tank explosion incident.
   - Legislation passed unanimously by Board of Supervisors.
   - Pilot permit program to be heard before the Port Commission on 8/3. Effective 30 days after Mayor’s approval. Goal is enforcement beginning 9/1.
   - Directors up for Re-Election: John Cannizzaro, Hagen Choi, Rodney Fong, Kathleen Sasso, and Sina von Reitzenstein.

B) Embarcadero Quick Build
   - No detailed plans or public outreach. Looks like goal is one-lane traffic. Project cuts off at Broadway.

C) Wharf Walk
   - Graphics are completed.
   - Project tabled until April 2021.

3) MARKETING UPDATES: Jodi Cumming

A) Analytics (Social/Web) for June
   - Facebook is up 25.8% over May.
   - Instagram is up 25%.
   - Twitter is down. Need to post more content.

B) Website
   - Web traffic is performing extremely well. Way up compared to June 2020; almost to 2019 numbers. Huge jump in organic and mobile traffic. Time spent has doubled vs. 2019.
   - Smart move to combine FWMA’s and FWCBD’s sites into one URL.
   - 14 bookings through booking engine without any promotion since launch.
   - July 4th traffic was phenomenal. It was the top page over the home page.
• Will launch “Extranet” to engage more with members.

C) **KTVU Advertising Promo (Flex Program)**
• Ads ran beginning 6/30. 217,300 impressions. Heavy rotation in Los Angeles market. KTVU threw in extras for our promo.

4) **COMMUNICATIONS & ADVOCACY UPDATES:**

   Laura Schaefer

A) **SFMTA Update**
• Wharf transit map completed and being distributed throughout district.
• Soft launch of cable car service begins 8/2 (free rides). Full service begins 9/4 (Labor Day weekend) with Powell/Hyde line.

B) **Springboard Pedestrian Count Data**
• From May to June, 19% increase in footfall, with only Bay Company and Wax Museum cameras online. 143% increase from June 2020 to June 2021.
• Only two cameras are online. Third will be reinstalled at Beach St.

C) **Meltwater Media Sentiment Report**
• May: 2,587 mentions (positive – 184; negative – 303; neutral – 2,100)
• Positive mentions – 11M (focus on Hotel Caza and Kimpton Alton Hotel); Negative mentions – 52M
• Will be switching to another media monitoring service.

D) **Citywide Shine On Campaign**
• Press conference held at Union Square with FW Ambassadors in attendance. City trash cans are being redesigned.

E) **FW Retail Vacancies & Update on Retail Strategy 2-Year Goals**
• Meeting with Jay Edwards on 7/28. Iconic locations on Portside still dark.
• Working on outreach to brokers to promote retail space on Landside. So far, there are 61 ground floor vacancies. Cost Plus Plaza and Anchorage Square are significant.

5) **NEW BUSINESS:**

   Randall Scott

   A) **FWMA Golf Tournament Recap**
   • Successful and fun day for first partnership event with FWMA. Financials being completed.

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**

   Sina von Reitzenstein
Meeting Agenda

Call to Order: Sina von Reitzenstein

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

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

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
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  
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14. Isabelle Matter  
15. Mike Petricca  
16. Kathleen Sasso  
17. VACANT (Affiliate/FWMA seat)

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

FWCBD Marketing:
1. Jodi Cumming

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

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Next Meeting:
September 28, 2021

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Minutes

Call to Order:  
Sina von Reitzenstein

Review and VOTE to approve July 27, 2021 Minutes  
1st Mike Petricca  2nd Gina Alioto-Biagi  Unanimous Vote

1) PROJECT UPDATES:

A) Review and discuss July 2021 Financials  
   Randall Scott
   • Total revenue was $15,609 or 1% of annual budget. Total expense was $133,396 or 10% of budget. The expense is over revenue by $117,787.
   i. VOTE to approve July 2021 Financials  
      1st Gina Alioto-Biagi  2nd Jeff Sears  Unanimous Vote

2) MARKETING UPDATES:  
   Jodi Cumming
   
   A) Analytics (Social/Web) for July  
      • Facebook continues to perform well and is up 32.8% over June. All is from regional traffic, including San Francisco, Los Angeles, San Jose, Sacramento, and Oakland.
      • Instagram is down 18%, but followers are more engaged.
   
   B) Website  
      • Sessions are up 83%, with 70,000 user sessions. Mobile users increased by 118%. The KTVU promo brought additional web traffic.
      • A sneak peek of Phase 2 (redesign) of the website was shown.
   
   C) Nonprofit Megaphone  
      • Over $9,000 of grants have been applied.

3) COMMUNICATION & ADVOCACY UPDATES:  
   Laura Schaefer
   
   A) SFMTA Update  
      • Soft launch (free rides) of cable car service ends 8/31. Full service, with all 3 lines operating, begins 9/4 (Labor Day weekend).
   
   B) Springboard Pedestrian Count Data  
      • Footfall counts have dropped off after July, with beginning of school.
      • Weekdays and Saturdays are flat.
   
   C) Meltwater Media Sentiment Report  
      • 7/24 – 8/22: Positive mentions – 7; Negative mentions – 6; Neutral – 320
      • Top Positive mentions – 4M (return of cable cars); Top Negative mentions – 559k (additional SFPD foot patrols)
      • Will be switching from Meltwater to Critical Mention.
   
   D) Citywide Shine On Campaign  
      • City working on new trash receptacle prototypes.
      • Refuse Refuse, a citizen-driven effort to keep SF clean, is partnering with neighborhoods for clean-up events.
      • FW CBD Ambassador Mikey will be featured on Instagram campaign.
   
   E) FW Retail Vacancies & Update on Retail Strategy 2-Year Goals  
      • Page has been built out on website under “Retail Opportunities” to promote retail recruitment with brokers.
      • Based on property manager/owner data obtained to date, there are 34 retail opportunities in the district.
4) **NEW BUSINESS:**

A) **Board Vacancies**
   - Kathleen Sasso of Ghirardelli Square has moved on to a new position. FWMA will be filling the Affiliate seat.

B) **FWCBD/FWMA MOU**
   - Aline is reviewing the draft notes.

C) **Auto Break-ins**
   - Incidents are down due to usual suspects being arrested. Increased SFPD presence in tourist areas.

D) **Embarcadero Quick Build**
   - Good showing of Wharf support at Port Commission hearing. Two left-turn only lanes from Broadway onto Embarcadero to remain, with one northbound to the Wharf.

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**
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Next Meeting:
October 19, 2021

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Board of Directors

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Call to Order
Invoke AB 361

Call to Order
Sina von Reitzenstein

Review and VOTE to approve 08/24/2021 Minutes
Sina von Reitzenstein

1) PROJECT UPDATES:
   a) Review and discuss August 2021 Financials
      i. VOTE – to approve August 2021 financials
         Randall Scott
   b) New Board Member Discussions
      Sina von Reitzenstein

2) Presentation of Fiscal 20/2021 Financial Audit
   a) VOTE to approve Fiscal 20/2021 Financial Audit
      Randall Scott

3) Presentation of IRS Form 990 for 2020 (Return of Organization Exempt from Income Tax)
   a) VOTE to approve IRS Form 990 for 2020
      Randall Scott

4) EXECUTIVE DIRECTOR’S REPORT
   a) Food Cart Update
   b) Bike Share Update
      Randall Scott

5) MARKETING UPDATES:
   a) Analytics
      i. Social
      ii. Web
      iii. Nonprofit Megaphone
   b) Advertising
      Jodi Cumming

6) SEPTEMBER COMMUNICATION & ADVOCACY UPDATES:
   a) Update: Muni Service
   b) August Springboard Pedestrian Count Data & Key Weekends
   c) Media Sentiment Report – Critical Mention
   d) FW Retail Vacancies & Retail Strategy 2-Year Goals
   e) Fisherman’s Wharf & Shine On SF
   f) Thank You & Farewell
      Laura Schaefer

7) SERVICES UPDATE
   Mike Castro

8) NEW BUSINESS:
   a) Fleet Week
   b) Rotary Fundraising Event for Polio
      Randall Scott

9) GENERAL PUBLIC COMMENT

10) ADJOURNMENT
    Sina von Reitzenstein

Next Meeting:
October 26, 2021

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Board of Directors

Date: September 28, 2021
Time: 10:00 AM
Location: Via Zoom

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9. Al Casciato
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Mike Petricca
15. VACANT
16. VACANT
17. VACANT (Affiliate/FWMA seat)

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

FWCBD Marketing:
1. Jodi Cumming

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:
1. PN hut deLeon Cacal

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Next Meeting:
October 26, 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

Invocation of AB 361 (California Brown Act)
Review and VOTE to approve the Invocation of AB 361
1st Jeff Sears  2nd Gina Alioto-Biagi  Unanimous Vote

Review and VOTE to approve August 24, 2021 Minutes
1st Gina Alioto-Biagi  2nd Jeff Sears  Unanimous Vote

1) FINANCIAL UPDATES:

   A) Review and discuss August 2021 Financials
      • Total revenue was $55,747 or 4% of annual budget. Total expense was $247,766
        or 19% of budget. The expense is over revenue by $192,019.
      • Security expense higher in summer. Marketing will decrease as Jodi’s contract was
        modified.
      VOTE to approve August 2021 Financials
      1st Mike Petricca  2nd Al Casciato  Unanimous Vote

   B) Presentation of Fiscal 20/2021 Financial Audit (Draft)
      • On par with accounting practices and standards.
      VOTE to accept the draft of the independent accountant’s Fiscal 20/2021 Financial Audit
      1st Al Casciato  2nd Mike Cunningham

   C) Presentation of IRS Form 990 for 20/2021 (Return of Organization Exempt from Income Tax)
      • Also prepared by the independent accountant who performed the financial audit.
      VOTE to accept IRS Form 990 for 20/2021 as prepared by the independent account
      1st Al Casciato  2nd Gina Alioto-Biagi

2) MARKETING UPDATES:

   A) Analytics (Social/Web) for August
      • Facebook had great reach one the post regarding return of the cable cars. Audience
        is regional traffic, including San Francisco, Los Angeles, San Jose, and Sacramento.
      • Instagram was up 1.6%, featuring post on Ghirardelli Chocolate’s smores (recipe).
        Audience traffic including San Francisco, Los Angeles, San Jose, and New York.

   B) Website
      • Sessions are down across the board in August (back to school) vs. July. Projected
        international interest will increase in November.
      • Usage of Visit Widget (tool to plan your itinerary) was also down.

   C) Nonprofit Megaphone
      • $10,000 of Google grants have been applied. Top keyword: San Fran.

   D) Advertising
      • Today is the last day of KTVU’s flex program. Digital delivered 400,000+ impressions on
        81 different content providers.
      • Delivered 120,000+ livestream impressions and 460,000+ banner ad impressions on
        KTVU.com at $0 cost and drove clicks to our website.

   E) Fleet Week Social Ads
      • Running ads on Facebook and Instagram, with reach of 51,000. Budgeted to spend $1,000.

3) COMMUNICATION & ADVOCACY UPDATES:

   A) SFMTA Update
      • Cable cars back to full service on 9/4, but has been experiencing operational glitches.

   B) Springboard Pedestrian Count Data
      • Footfall counts have dropped since the beginning of school.
C) Critical Mention Sentiment Report
   - Critical Mention offers TV and radio, in addition to online and print media.
   - Reach numbers are provided, along with a publicity value.
   - Top Positive mention – Liam Mayclem’s feature on ABACA (new restaurant at Kimpton Alton).
   - Top Negative mention – San Francisco vaccine mandate.

D) Citywide Shine On Campaign
   - FWCBD Ambassador Mikey Lu was featured on an Instagram post.

E) FW Retail Vacancies & Update on Retail Strategy 2-Year Goals
   - Promote retail recruitment with brokers, highlight spaces, and provide data.
   - Stimulate private investment (Zephyr Walk)
   - Continue to address street life and public safety issues.

4) NEW BUSINESS:
   A) Fleet Week
      - Rotary will be having a viewing event; might include the general public.
   B) Rotary Fundraising Event for Polio
      - A scavenger hunt throughout the Wharf will be held as a Rotary fundraiser on 10/24.

5) EXECUTIVE DIRECTOR’S REPORT
   A) Food Cart Update
      - Santa Monica is being proactive and has hired legal counsel. The FWCBD will join with other cities in this statewide effort.
   B) Bike Share Update
      - No progress has been made with SFMTA. Will take it before the SFMTA Board.

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT
   Sina von Reitzenstein
Executive Committee

Date: October 19, 2021  
Time: 2:00 PM  
Location: Via Zoom

Zoom Meeting Link  
(US) +1 669-900-9128  
Meeting ID: 835 1492 9026  
Passcode: 136779  
(link is also in invite)

Board Members:  
1. Sina von Reitzenstein (President)  
2. Gina Aiolo-Biagi (VP)  
3. Rodney Fong (Secretary)  
4. Jeff Sears (Treasurer)  
5. VACANT (Aess. Secretary)  
6. VACANT (Aess. Treasurer)  
7. Al Casciato (At Large)  
8. Aline Estournes (President Emeritus)  
9. VACANT (FWMA/Affiliate)

FWCBD Staff:  
1. Randall Scott, Executive Director  
2. Mike Castro, Services Manager  
3. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Minutes

CALL TO ORDER:  
Invocation of AB 361  

Review and VOTE to approve September 21, 2021 Minutes  
1st Gina Aiolo-Biagi  2nd Jeff Sears  Approved

1) PROJECT UPDATES:  

A) Communications Manager Position  
   • Growth and learning position; versatile and challenging.  
   • Will post with International Downtown Association (IDA)

B) Affiliate Program  
   • New Communications Manager will run this program as first priority project.

C) Bike Share Update  
   • Adrian to draft letter for review.  
   • Scooter companies owe fines to the City. Bike racks inundated with scooters.

D) Food Cart Update  
   • Port’s pilot permit program goes live on October 20th.  
   • 8 spaces allotted at the Wharf for vendors (no food carts, unless approved by DPH).  
   • SFPD cannot enforce; only allowed to back up Port.

2) NEW BUSINESS:  

A) 2020-2021 Annual Report (Draft)  
   • Impact of loss of Portside; reflect by lack of services  
   • Postcard with QR code to be mailed to district. Annual report will be posted on website.

B) Fleet Week/Security Recap  
   • No major incidents; minimal auto break-ins in the a.m.  
   • City Ambassadors are now visible in the district. Strictly for hospitality purposes. Program headed by Amanda Hall for SF Travel.  
   • Presence of “960s” (retired police identified as “Ambassadors”) also in the district.

C) Board Members  
   • Janet Roxas of Tower Tours for vacant FWMA/Affiliate seat.

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:  
December 14, 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

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. Al Casciato (Advisory, At Large)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
November 16, 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
Invoke AB361

Review and VOTE to approve 09/28/2021 Minutes

1) PROJECT UPDATES:
   a) Review and discuss September 2021 Financials
      i.   VOTE – to approve September 2021 financials
      Randall Scott
   b) Review and discuss 2020-21 Annual Report (Draft)
      i.   VOTE – to approve 2020-21 Annual Report
      Randall Scott
   c) Communications Manager Position
      Randall Scott
   d) New Board Member Discussions
      Sina von Reitzenstein

2) EXECUTIVE DIRECTOR’S REPORT:
   a) Food Cart Update
   b) Bike Share Update
   c) Fleet Week/Security Recap
      i.    Discuss winter security levels vs. budget
   d) Rotary Fundraising Event for Polio
      Randall Scott

3) MARKETING UPDATES:
   a) Analytics
      i.    Social
      ii.   Web
      iii.  Nonprofit Megaphone
   b) Advertising
   c) September Media Sentiment Report
      Jodi Cumming

4) NEW BUSINESS:

5) GENERAL PUBLIC COMMENT

6) 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:
November 23, 2021
Board of Directors

Date: October 26, 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 Casciato
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Mike Petrica
15. VACANT
16. VACANT
17. VACANT (Affiliate/FWMA seat)

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

FWCBD Marketing:
1. Jodi Cumming

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Pansy Tom, Administrative Coordinator

Guests:
1. Chris Corgas, OEWD

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Next Meeting:
November 16, 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:  

Invocation of AB 361 (California Brown Act)

Review and VOTE to approve September 28, 2021 Minutes  
No quorum present.

1) **FINANCIAL UPDATES:**

   A) **Review and discuss September 2021 Financials**  
   No quorum present.

   B) **Review and discuss 2020-21 Annual Report (Draft)**  
   No quorum present.

   C) **Communications Manager Position**
      - The individual is responsible for providing support to the organization’s interface with the public, constituents, stakeholders, and local government in 7 main areas of focus.
      - The position will be posted with the International Downtown Association (IDA).

   D) **New Board Members Discussion**
      - Replacements are needed to fill the vacancies left by Kathleen Sasso (Ghirardelli Square) and Marco Chavez (Kimpton Alton Hotel). The CBD will invite Jeff Ong and Emily Nichols, respectively, to fill these seats. Janet Roxas (Tower Tours) was approved by FWMA to fill the FWMA/Affiliate seat moving forward.

2) **EXECUTIVE DIRECTOR’S REPORT**

   A) **Food Cart Update**
      - The Port’s pilot permit program for vendors took effect on October 20th.

   B) **Bike Share Update**
      - The Executive Committee will draft comments for the SFMTA board hearing.

   C) **Fleet Week /Security Recap**
      - Minimal auto break-ins in the morning. SFPD did not close streets.

   D) **Winter Security Levels**
      - Reduce to 2 Execushield officers for 4 days/week, 11 a.m. to 7 p.m.; weekends 12 p.m. to 8 p.m.

   E) **Rotary Fundraising Event for Polio**
      - Event postponed to October 30th due to bad weather.

3) **MARKETING UPDATES:**

   A) **Analytics (Social/Web) for September**
      - Facebook reach numbers were down over August. Again, the return of the cable cars did well, along with a post about The Cheese School (Ghirardelli Square).
      - Instagram was down 17.8% over August. Posts about the cable cars and the Kimpton Alton Hotel did well.

   B) **Website**
      - Sessions have dropped off since July, but up a bit over August.
      - Spent $1,000 at the end of September to advertise Fleet Week.
      - 401 users on Visit Widget.

   C) **Nonprofit Megaphone**
      - 5,000 click-throughs on ads for Fleet Week (keyword). 20-day video ad on Facebook and Instagram reached over 91,000 in California.

   D) **September Media Sentiment Report**
      - We have now switched over to Critical Mention.
• For TV, we had 23 mentions to an audience of 374,000. Value: $80,000. Mostly positive mentions overall.

4) NEW BUSINESS: Randall Scott

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT Sina von Reitzenstein
Board of Directors

Date: November 16, 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 Casciato (At-Large)  
10. Hagen Choi  
11. Michael Cunningham  
12. Brian Huber  
13. Isabelle Matter  
14. Mike Petrica  
15. VACANT  
16. VACANT  
17. VACANT (FWMA/Affiliate 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. Mike Castro, Services Manager  
3. Pansy Tom, Administrative Coordinator

Guests:
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Next Meeting:
January 25, 2022

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  
Invocation of AB 361

Review and VOTE to approve 09/28/2021 and 10/26/2021 Minutes

1) PROJECT UPDATES:  
   a) Review and discuss September & October 2021 Financials  
      i. VOTE – to approve September & October 2021 financials
   b) PPP Loan #2 Forgiveness Application
   c) Review and discuss 2020-21 Annual Report (Draft)  
      i. VOTE – to approve 2020-21 Annual Report
   d) Communications Manager Position
   e) New Board Members Update

2) EXECUTIVE DIRECTOR’S REPORT:  
   a) Food Cart Update  
   b) Bike Share Update

3) MARKETING UPDATES:  
   a) Analytics  
      i. Social  
      ii. Web  
      iii. Nonprofit Megaphone  
   b) Advertising  
   c) October Media Sentiment Report

4) NEW BUSINESS:  
   a) Nonprofit Megaphone Chicago Market Test  
   b) MerryTime at the Wharf  
   c) Shop & Dine in the 49  
   d) Pole Sticker Signage  
   e) Parking Security Signage – SF Safe/SFPD  
   f) Holiday Party, December 7, Kimpton Alton Hotel

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT

Sina von Reitzenstein
Board of Directors  

Date: November 16, 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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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 Casciato  
10. Hagen Choi  
11. Michael Cunningham  
12. Brian Huber  
13. Isabelle Matter  
14. Mike Petricca  
15. Janet Roxas  
16. VACANT  
17. VACANT  

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

FWCBD Marketing:  
1. Jodi Cumming  

FWCBD Staff:  
1. Randall Scott, Executive Director  
2. Mike Castro, Services Manager  
3. Pansy Tom, Administrative Coordinator  

Guests:  
1. PNhut deLeon Cacal, Fong Real Estate Company  

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Next Meeting:  
January 25, 2022  

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

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Review and VOTE to approve September 28, 2021 and October 26, 2021 Minutes
1st Gina Alioto-Biagi 2nd Mike Petricca Unanimous Vote

1) FINANCIAL UPDATES:

A) Review and discuss September 2021 and October 2021 Financials Randall Scott
   - For the month of October, the total revenue was $63,455 or 5% of the annual budget of $1,305,783. Total expense was $457,839 or 35% of the annual budget. The expense over is over revenue by $394,384.
   - The CBD will be rotating to a new accountant.
   VOTE to approve September 2021 Financials Sina von Reitzenstein
      1st Hagen Choi 2nd Jeff Sears Unanimous Vote
   VOTE to approve October 2021 Financials Sina von Reitzenstein
      1st Isabelle Matter 2nd Gina Alioto-Biagi Unanimous Vote

B) PPP Loan #2 Forgiveness Application Randall Scott
   - The application has been submitted to Wells Fargo.

C) Review and discuss 2020-21 Annual Report (Draft) Randall Scott
   VOTE to approve 2020-21 Annual Report (Draft) Sina von Reitzenstein
      1st Jeff Sears 2nd Al Casciato Unanimous
   - The Annual Report will be posted to the website. Postcards will be mailed out to all FWCBD constituents, which will include a QR code and link to access.

D) Communications Manager Position Randall Scott
   - Position was posted on Indeed. An interview was conducted with a potential candidate and an offer was made.

E) New Board Members Update Randall Scott
   - Sina will send invitations to Emily Nichols (Kimpton Alton Hotel) and Jeff Ong (Ghirardelli Square) to replace their predecessors on the Board.

2) EXECUTIVE DIRECTOR’S REPORT

A) Food Cart Update
   - The issue is now citywide.
   - Permit legislation has passed, but enforcement is lacking due to Port staff shortage, especially on weekends. SFPD cannot enforce; only support as backup.

B) Bike Share Update
   - The ongoing issue has now reached a stalemate after 10 years and the only option would be to take the matter before the SFMTA Board.
   - Bike Rental = recreation; Bike Share = transportation.

3) MARKETING UPDATES:

A) Analytics (Social/Web) for October
   - Facebook reach was over 750,000; down 9.1%. Peaks took place during Fleet Week and Mayor’s celebration of reopening of Jefferson Street.
   - Instagram was significantly up by 93.7% with a reach of over 10,000. Peaks included Fleet Week, reopening of Jefferson Street, and pint-sized pups appearing at the Wharf.

B) Website
   - We have made significant strides compared to last year. Slight dip in traffic, but signs of International traffic with border reopening.
   - Organic traffic continues to be strong. Numbers remain steady compared to September.
- In early January, we will be rebranding with “Iconically Yours.”
- Visit Widget users went up as well as the average session durations, but downloads are down. People were definitely doing research to plan their visits, but not downloading the information. Increases attributed to Fleet Week.

C) Nonprofit Megaphone
- Google ads continue to perform well. Clicks from ads to website are above average and number of impressions are high.
- Running a test on Chicago market with Facebook and Instagram ads, using Google ad words.

D) New Neighborhood Pole Stickers
- New stickers installed on October 26th, with informational QR code, to drive more people to website. Digital content will be updated regularly. We can also track where visitors are from. Top country – US; top city – Portland.

4) NEW BUSINESS:

A) Merrytime at the Wharf
- Need holiday spirit in the community. Encourage merchants to decorate with lights. Trees at PIER 39 and Ghirardelli Square. Crab wheel sign is lit up.
- OEWD “Holly Trolley” holiday event on December 16th at flex space.

B) Shop & Dine at the 49
- Contact Jodi or Pansy to participate.

C) Parking Security Signage
- The new design, for signage to be installed on parking meters, will be approved at the next CPAC meeting on November 17th.

D) Holiday Party, December 7th
- A holiday reception, including the FWMA Board and CBD staff, will be held at the Kimpton Alton Hotel.

5) GENERAL PUBLIC COMMENT
- John commented on the vacancies at the Wharf and throughout the City. Potential tenants are hard to attract due to ongoing safety and cleanliness issues. Randall to work with the consortium in easing regulations for starting new businesses. Action is needed on behalf of the City to encourage new business and investment.

6) ADJOURNMENT
Executive Committee

Date: December 14, 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:
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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)
8. Janet Roxas (FWMA/Affiliate)
9. Al Casciato (At Large)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:
1. Kyle Jones, Placer.ai
2. Chris Lee, Placer.ai

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Next Meeting:
January 18, 2022

Meeting Minutes

CALL TO ORDER:
Invocation of AB 361
Sina von Reitzenstein

Review and VOTE to approve October 19, 2021 Minutes
1st Aline Estournes 2nd Gina Alioto-Biagi Approved
Sina von Reitzenstein

Presentation by Placer, a.i., pedestrian data vendor
Kyle Jones
- Domestic mobile analytics generated via frequently used apps/app partners
- Ability to target marketing by zip codes

1) PROJECT UPDATES:
Randall Scott
A) Welcome to Cecile Gregoire, New Communications Mgr.
B) New Board Members Update
- Jeff Ong, Ghirardelli Square, has been appointed to fulfill the remaining term of his predecessor.
- Awaiting response from Emily Nichols, Kimpton Alton

2) GENERAL PUBLIC COMMENT

3) CLOSED SESSION
Randall Scott

4) ADJOURNMENT
Sina von Reitzenstein

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Executive Committee

Date: December 14, 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 Airoli-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. Janet Roxas (FWMA/Affiliate)
7. Al Casciato (Advisory, At Large)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

CALL TO ORDER: Sina von Reitzenstein

Invocation of AB 361

Presentation by Placer.ai, a potential pedestrian data vendor

Review and VOTE to approve 10/19/2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES: Randall Scott
   a. Welcome to Cecile Gregoire, New Communications Manager
   b. New Board Members Update

2) GENERAL PUBLIC COMMENT

3) CLOSED SESSION
   a. Human Resource matters Randall Scott

4) ADJOURNMENT Sina von Reitzenstein

Next Meeting:
January 18, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Executive Committee

Date: January 18, 2022
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:
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3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
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6. Janet Roxas (FWMA/Affiliate)
7. Al Casciato (Advisory, At Large)

FWCBD Staff:
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3. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
February 15, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Date: January 18, 2022
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:
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2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Al Casciato (At Large)
6. Aline Estournes (President Emeritus)
7. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
February 15, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Board of Directors
Date: January 25, 2022
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 Cassiati (At-Large)
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. Jeff Ong
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:
1. Darlene Plumtree, Maritime Association
2. VACANT (Port)

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

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:
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Next Meeting:
February 22, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Board of Directors

Date: January 25, 2022
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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2. Gina Alioto-Blagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. David Berbey
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9. Al Cacciato
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. Jeff Ong
16. Mike Petricca
17. Janet Roxas

Community Representatives:
1. Darlene Plumtree, Maritime Association
2. VACANT

FWCBD Marketing:
1. Jodi Cumming

FWCBD Staff:
1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
February 22, 2022

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Minutes

Call to Order: Sina von Reitzenstein

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Welcome to new Board members Emily Nichols and Jeff Ong, and new staff member Cecile Gregoire, Communications Manager Sina von Reitzenstein

Review and VOTE to approve November 16, 2021 Minutes Sina von Reitzenstein
1st Gina Alioto-Biagi 2nd David Berbey Unanimous Vote

1) FINANCIAL UPDATES:

A) Review and discuss November 2021 and December 2021 Financials Randall Scott
• For the month of December, the total revenue was $779,828 or 60% of the annual budget of $1,305,783. Total expense was $694,254 or 53% of the annual budget. The revenue is over expenses by $85,574.
• Second PPP loan forgiveness application was approved by Wells Fargo.

VOTE to approve November and December 2021 Financials Sina von Reitzenstein
1st Michael Petricca 2nd David Berbey Unanimous Vote

B) Review and discuss 6-month (January-June 2022) Proforma Budget, which includes Block-by-Block’s Modified Contract Randall Scott
• Additional security services from Thurs-Sun is $26,000/mo. Consensus is these Services need to continue. Police/security presence helps visitors feel safer.

VOTE to approve 6-month Proforma Budget Sina von Reitzenstein
1st Gina Alioto-Biagi 2nd Amy Cacho Unanimous Vote

C) Review and discuss new contract for Placer a.i. (visitor data tool) Randall Scott
• Tracks cell phone data without sharing personal information.
• Accuracy is within 1-2%.
• Data will reflect who our visitors are, how long they’re staying, etc. and give us a better understanding of our customer base.
• President von Reitzenstein requested that Placer a.i. make a presentation to the full Board during a Special Meeting.

D) Review and discuss proposed 5% assessment increase Randall Scott
• Increase needed to cover cost increases due to inflation. There have been no regular increases historically. Will hold off proposal until next month.
• Cecile will focus efforts on Affiliate Program sign-ups with goal of additional $50,000 in revenue.

E) Review and discuss Video Surveillance Policy and 2020-21 Annual Report Addendum Randall Scott
VOTE to adopt Video Surveillance Policy as an addendum to the 2020-21 Annual Report Sina von Reitzenstein
1st Gina Alioto-Biagi 2nd Isabelle Matter Unanimous Vote

F) Discuss Strategic Planning Proposal Randall Scott
• Discussion postponed.

2) EXECUTIVE DIRECTOR’S REPORT

A) Food Cart Update
• Randall will be meeting with Senator Scott Wiener.

3) MARKETING UPDATES: Jodi Cumming
• In the interest of time, an update will be sent out to the Board for review.

4) COMMUNICATIONS UPDATES: Cecile Gregoire
• In December, there were 312 clips: Social (6); US TV (52); Radio California (111); and
Online/Print North America (143).

- Positive mentions (56) due to fresh crab sales off boats; Negative mentions due to “smash and grabs” (146); and Neutral mentions (109).
- Priority is to push Affiliate Program sign-ups.
- “What’s Up Wharf” blog will be posted with launch of new website.
- Building Events Calendar for 2022-23. Working on Valentine’s Day “Romantically Yours” landing page on website.

5) **NEW BUSINESS:**
   - Randall Scott

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**
   - Sina von Reitzenstein
Board of Directors

Date: January 28, 2022
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 Casciato
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. Jeff Ong
16. Mike Petricca
17. Janet Roxas

Community Representatives:
1. Darlene Plumtree, Maritime Association
2. VACANT

FWCBD Marketing:
1. Jodi Cumming

FWCBD Staff:
1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. Pansy Tom, Administrative Coordinator

Guests:
1. Chris Corgas, OEWD
2. Scott Gentner, PIER 39
3. Tony Roumph, Hotel Zephyr
4. Jack Ballentine, Retired SFPD
5. Kyle Jones, Placer a.i.

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Special Board Meeting Minutes

Call to Order: Sina von Reitzenstein

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

1) Placer a.i. Presentation (Visitor Data Tool) by Kyle Jones and Chris Lee Randall Scott

   Review and VOTE to replace Springboard and approve Placer a.i. One-Year Contract
   1st Rodney Fong  2nd Mike Petricca  Unanimous Vote Sina von Reitzenstein

2) FWCBD Document Retention Policy Randall Scott

   Review and VOTE to approve FWCBD Document Retention Policy
   1st Al Casciato  2nd Mike Cunningham  Unanimous Vote Sina von Reitzenstein

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT Sina von Reitzenstein
Board of Directors

Date: January 28, 2022
Time: 12:00 PM
Location: Via Zoom

Zoom Meeting Link
(US) +1 669-900-9128
Meeting ID: 821 0649 7583
Passcode: 161323 (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)
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11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
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15. Jeff Ong
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:
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2. VACANT (Port)

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

FWCBD Staff:
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2. Mike Castro, Services Manager
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Guests:
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Special Meeting Agenda

Call to Order
Sina von Reitzenstein

Invocation of AB 361

Presentation of Placer.ai SAAS platform
Kyle Jones

Review and VOTE to approve Placer.ai contract
Sina von Reitzenstein

1) PROJECT UPDATES:

a) Review and discuss FWCBD Document Retention Policy
i. VOTE – to approve FWCBD Document Retention Policy
Sina von Reitzenstein

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT
Sina von Reitzenstein
Board of Directors

Date: February 22, 2022  
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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2. Gina Alioto-Biagi (VP)  
3. Rodney Fong (Secretary)  
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12. Brian Huber  
13. Isabelle Matter  
14. Emily Nichols  
15. Jeff Ong  
16. Mike Petricca  
17. Janet Roxas

Community Representatives:  
1. Darlene Plumtree, Maritime Association  
2. VACANT

FWCBD Marketing:  
1. Jodi Cumming

FWCBD Staff:  
1. Randall Scott, Executive Director  
2. Cecile Gregoire, Communications Manager  
3. Pansy Tom, Administrative Coordinator

Guests:  
1. Kim Beal, Port of San Francisco

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Next Meeting:  
March 22, 2022

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Minutes

Call to Order: Sina von Reitzenstein

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Review and VOTE to approve January 25, 2022 Minutes & January 28, 2022 Special Meeting Minutes Sina von Reitzenstein
1st Mike Petricca 2nd Jeff Sears Unanimous Vote

1) FINANCIAL UPDATES:  Randall Scott
   A) Review and discuss January 2022 Financials
      • For the month of January, the total revenue was $780,417 or 60% of the annual budget of $1,305,783. Total expense was $803,093 or 62% of the annual budget. The expense is over revenue by $22,676. Balance of assessment payment to be received in April/May.
      VOTE to approve January 2022 Financials
      1st Jeff Sears 2nd Mike Petricca Unanimous Vote
   B) Review and discuss proposed 5% assessment increase
      • Overage in Clean & Safe. Cuts are necessary for next year’s budget.
      VOTE to approve an increase in assessments based on CPI, to be capped at 5%.
      1st Hagen Choi 2nd John Cannizzaro Unanimous Vote

2) EXECUTIVE DIRECTOR’S REPORT  Randall Scott
   A) Food Cart Update
      • Met with City Attorney David Chiu, Senator Scott Wiener, and the office of Assemblyman Phil Ting.
   B) Bike Share Update
      • Not much movement now, but optimistic.
   C) Placer a.i. Launch
      • Data generated is very specific and will be very useful.

3) MARKETING UPDATES:  Jodi Cumming
   • Final design phase of website launched on January 26th. More consumer-friendly and content-driven. Featured are Itineraries; What’s Up Wharf (blog); and listings of current Affiliate Members.
   • Since launch, we’ve had 19,432 users; 2.66 pages/session; 2.0 avg. duration; and a 46.73 bounce rate. Much better compared to last year.
   • Facebook reach is down, but did great with Dungeness crab posts. Instagram is also down.
   • Neighborhood Info Pole Stickers (QR code) – Portland remains as the top city.

4) COMMUNICATIONS UPDATES:  Cecile Gregoire
   • Created new infographic and sales pitch for Affiliate Program sign-ups.
   • Posted a Valentine’s Day blog.
   • There will be a partnership event between FW and Union Square on Saturday, February 26th at 3 p.m. starting at John’s Grill and via cable car ride to the Buena Vista.
   • Will resurrect a monthly marketing meeting with hotel community, followed by restaurant community.

5) NEW BUSINESS:  Randall Scott
   A) Kelly Clarkson Show (NBC) will be filming segment at FW on March 10th.
   B) Embarcadero Enhancement Project/Quick Builds – we need the two lanes back.

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT Sina von Reitzenstein
Call to Order
Invocation of AB 361

Review and VOTE to approve 02/22/2022 Minutes

1) PROJECT UPDATES:
   a) Review and discuss February 2022 Financials
      i. VOTE – to approve February 2022 financials
   b) Redistricting discussion regarding our involvement, or not

2) EXECUTIVE DIRECTOR’S REPORT:
   a) Food Cart Update
   b) Bike Share Update
   c) Placer.ai Update

3) MARKETING UPDATES:
   a) Analytics
      i. Social
      ii. Web
      iii. Nonprofit Megaphone
      iv. Visit Widget

4) COMMUNICATIONS UPDATES:
   a) Critical Mention
   b) Affiliate Program
   c) 4/20 Week Updates

5) NEW BUSINESS:

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

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Executive Committee

Date: April 19, 2022
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:
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7. Al Casciato (Advisory, At Large)

FWCBD Staff:
1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. 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:

Invocation of AB 361

Sina von Reitzenstein

1) DISCUSSIONS AND VOTES

a. Review and VOTE to approve 01/18/22 Minutes
Sina von Reitzenstein

2) PROJECT UPDATES:

a. Affiliate Program
Randall Scott

b. Food Carts

2c. Year-End Budget Update

3) NEW BUSINESS:

a. 4/23 Activation
Randall Scott

4) GENERAL PUBLIC COMMENT

5) CLOSED SESSION

6) ADJOURNMENT
Sina von Reitzenstein

Next Meeting:
May 17, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Call to Order

Invocation of AB 361

Staff announcement

Review and VOTE to approve 03/22/2022 Minutes

Mike Petricca made a motion to approve and was seconded by Gina Alioto. There were none opposed.

1) PROJECT UPDATES:

a) Review and discuss March 2022 Financials

   i. VOTE – to approve March 2022 financials

   Al Casciato made a motion to approve and was seconded by Gina Alioto. There were none opposed.

2) EXECUTIVE DIRECTOR’S REPORT:

   a) Food Cart Update

      Randall shared his recent meetings with CalTravel

   b) Bike Share Update

      Jeff Sears shared that there was really no progress from SFMTA

3) MARKETING UPDATES:

   a) Analytics

      i. Social

      ii. Web

      iii. Nonprofit Megaphone

      iv. Visit Widget

   Jodi presented the above information and there were no questions from the board members.

4) COMMUNICATIONS UPDATES:

   a) SF Film Annual Report

   b) Coverage Report for Evergreen San Francisco

   c) Book Signing Event at Fisherman’s Wharf

   d) Critical Mention Sentiment Report for March/April

   e) Placer.ai March/April Foot Traffic Report

   Cecile presented the above information and there were no questions from the board members.

5) NEW BUSINESS:

   There was no new business to discuss.

6) GENERAL PUBLIC COMMENT

   There was no public comment.

7) ADJOURNMENT (meeting adjourned 11:14am)

   Sina von Reitzenstein

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.
Board of Directors

Date: June 28th, 2022
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 Casciato (At-Large)
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. Jeff Ong
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:
1. Darlene Plumtree, Maritime Association
2. Kimberley Beal, Port of SF

Marketing Projects:
1. Jodi Cumming

FWCBD Staff:
1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager

Guests: Rebecca Benassini, Samantha Davis

Minutes

Call to Order Sina von Reitzenstein
Invocation of AB 361
Staff announcement Randall Scott

10:03am – Meeting launched

Review and VOTE to approve 05/24/2022 Minutes Sina von Reitzenstein
Aline Estournes 1st Motion, Mike Petricca 2nd Motion, Unanimous Decision – Meeting Minutes approved

1) PROJECT UPDATES:

   a) Review and discuss May 2022 Financials Randall Scott
      i. VOTE – to approve May 2022 financials Sina von Reitzenstein

   Hagen Choi 1st, Motion, N/A 2nd Motion, Unanimous Decision – Financials approved.

2) EXECUTIVE DIRECTOR’S REPORT:

   a) IDA Fellowship review: Reviewed slide show of New York IDA trip.
   b) Food Cart Update: N/A
   d) Board member term extension: N/A
   e) SFPD thank you dinner: Projected date is August 17th, 2022.

3) MARKETING UPDATES:

   a) Analytics Jodi Cumming
      i. Social
      ii. Web
      iii. Nonprofit Megaphone
      iv. Visit Widget

4) COMMUNICATIONS UPDATES:

   a) Critical Mention Sentiment Report for May Cecile Gregoire
   b) Affiliate Program
   c) Placer.ai metrics for May

5) SERVICES MANAGER UPDATES

   a) Annual key metrics review Mike Castro

6) NEW BUSINESS:

   - Rebecca Update: New brokers for Pier 33 and behind Ferry Building. Alioto’s will soon return to the [source].

7) GENERAL PUBLIC COMMENT

8) ADJOURNMENT Sina von Reitzenstein

Meeting adjourned at 11:07am

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom’s Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.

Next Meeting:
July 26th, 2022