

**Minutes of the
Community Advisory Committee of the
Market and Octavia Plan Area
City and County of San Francisco**

**City Hall, Room 479
1 Dr. Carlton B. Goodlett Place
Tuesday, October 20, 2009, 6:30pm
Regularly scheduled monthly meeting**

Cheryl Brinkman	Robin Levitt
Peter Cohen	Ted Olsson
Carmela Gold	Dennis Richards
Jason Henderson	Brad Villers
Kearstin Dischinger (ex officio)	

**MINUTES OF THE MOP-CAC
October 20, 2009; 7:00pm; Room 479 at City Hall
Regular Meeting**

The Agenda & Minutes of all community meetings, a matter of public record, are available at the Planning Department, 1650 Mission Street, 4th Floor.

AGENDA

Exhibit 1: Agenda

1. Call to order and roll call
2. Announcements, upcoming meetings and general housekeeping [discussion]
3. Website for Market/Octavia CAC [discussion and possible action]
4. Approval of Minutes for meeting of September 28, 2009 [action]
5. CAC resolution for amendment to Planning Code for CAC eligibility [action]
6. Tax Increment Financing recommendations [discussion and possible action]
7. Coordination with Eastern Neighborhoods CAC [discussion and possible action]
8. Pipeline Report—development in process and projected funds [discussion and possible action]
9. Preliminary recommendations for community improvements priorities [discussion and possible action]
10. Committee members comments & issues the Committee may consider in future meetings [discussion]
11. Public comment
12. Adjournment

NEXT MEETING: November 17, 6:30pm, Room 479

EXHIBITS (handout documents informing the discussion)

1. Exhibit 1: Notice & Agenda
2. Exhibit 2: Minutes of 28SEP09 MOP-CAC regular meeting
3. Exhibit 3: MO Historic Survey Integration & Upper Market Heights Workshop (10/6) announcement
4. Exhibit 4: Buffer Map
5. Exhibit 5: Market/Octavia CAC Community Benefits Prioritization Scorecard
6. Exhibit 6: Appx.C—M/O Community Improvements, Detailed Project Scope & Costs (2/08)
7. Exhibit 7: Proposed resolution supporting TIF & CFD tools
8. Exhibit 8: Proposed resolution for CAC membership eligibility

DECISIONS

1. Minutes approved as corrected
2. No change in CAC membership eligibility

3. Support TIF & CFD as tools to raise funds for community improvements
4. TIF Resolution adopted (vote 7-1) [Item 6].

Information Due

1. Dischinger: revised and newly formatted Pipeline Report
2. Cohen/Dischinger: revised scorecard and evaluation packet

CORRESPONDENCE (communications to committee since last meeting)

1. 27SEP09em Levitt, Subj: M/O CAC—draft of proposed scorecard
2. 07OCT09em Cohen, Subj: M/O CAC community benefits prioritization scorecard
3. 15OCT09em Cohen, Subj: Re: scorecard—add a Need criterion: benefit to youth & families (houses w kids)
4. 19OCT09em Dischinger, Subj: CAC agenda 10/20—updated pipeline report (one new case added)
5. 20OCT09em Dischinger, Subj: CAC webpage—link to mockup of CAC website
6. 20OCT09em Cohen, Subj: CAC agenda 10/20 prep items—2 resolutions for discussion
7. 20OCT09em Cohen, Subj: Julian Davis thanks all for the opportunity to have served and wishes CAC well.

MINUTES

1. Call to order and roll call (Quorum = 5 of 9)

ROLL CALL (√=present; 0=absent; X=Excused)

- √ Cheryl Brinkman
- √ Peter Cohen (Chairman)
- Carmela Gold
- √ Jason Henderson (Vice Chairman)
- √ Robin Levitt
- √ Ted Olsson (Secretary)
- √ Dennis Richards
- √ Brad Villers
- Ex Officio Members
- √ Kearstin Dischinger

Susan _____

Others Attending:

1. Vladimir Vlad (Hayes Valley resident, invited by Robin)
- 2.

A quorum being present, the Chairman opened the meeting at 6:30pm.

2. Announcements, upcoming meetings and general housekeeping [discussion item]

2.1 M/O Workshop

Exhibit 3: Workshop announcement

This Thursday (10/21) the Planning Department will hold an MOP Workshop at the First Baptist Church to explain the integration of the Historic Survey and also to explain the Historic Preservation Commission (HPC) directives and to hear the community opinion on changing the height limits in the plan (55/65’).

2.2 Eastern Neighborhoods CAC

Due to a City Attorney’s review of our bylaws—when offered to the Eastern Neighborhoods CAC for it to adopt any of our rules—we must change our bylaws to accurately reflect City requirements. Passage of any committee decision requires a majority of the total members on the committee, not merely a majority of those in attendance or of the quorum. We will adopt this change to our bylaws at our next meeting, and abide by this interpretation in this meeting as well.

2.3 HVNA

HVNA met with Prado and Whole Foods to review their plans for the building at Market and Dolores. They will hold a general meeting this coming Thursday at 7pm at the 1st Baptist Church (Octavia/Waller). Further they support converting the parking lot at Page/Franklin into affordable housing and will support their application for a permit.

2.4 DTNA

DTNA met last night to host a discussion between Supervisor Dufty and the owner of Harvest Market regarding the Supervisor's and Planning Department's approval of Trader Joe's going into the large property across from Harvest Market. The majority of the public attending the meeting opposed the owner's lack of support for Dufty's decision and as a result the owner removed from the windows of his market the large placards stating his position. It was requested that we discuss at our next MOP-CAC meeting the developments at 2001 Market Street.

2.5 Octavia Blvd Traffic Circulation Study

A traffic Circulation Study has been completed for Octavia Boulevard. Robin attended the meeting where they discussed the problems uncovered by the study.

3. **Website for Market/Octavia CAC [discussion and possible action]**

Dischinger announced that the Planning Department will host a CAC Information Portal where we can publish the approved minutes, exhibits, maps, studies, and other materials that have come before the CAC so that everything will be readily accessible to the public as well as to us. Ted and Maria Oropeza will coordinate this.

4. **Approval of Minutes from previous meeting [action item]**

Exhibit 2: Minutes (28SEP09)

The minutes were approved as corrected (below), with Henderson and Richards abstaining because they were absent at the previous meeting.

1. Levitt expressed concerns about the precedent of changing the boundary for eligibility of CAC members.

5. **CAC resolution for amendment to Planning Code for CAC eligibility [action]**

Exhibit 8: Proposed resolution for CAC membership eligibility

After much discussion the consensus was not to adopt the resolution for the precedent it might set.

6. **Tax Increment Financing recommendations [discussion and possible action]**

Exhibit 7: Proposed resolution supporting TIF & CFD tools

Resolution adopted by a vote of 7-1.

Remembering that the MOP currently has enough money to only fund ½ of the anticipated improvements, the committee agreed that the Tax Increment Financing and Community Financing District were financial concepts that might be employed to raise the money needed to have sufficient budget for the improvements

7. **Coordination with Eastern Neighborhoods CAC [discussion and possible action]**

We postponed this discussion until our November CAC meeting because the EN-CAC just met last night. Peter attended and reported that there were 15-19 members on that CAC but they did not yet have officers nor bylaws and so could not make any decisions.

8. **Pipeline Report — Developments in process & projected Funds [discussion; possible action]**

Dischinger informed the committee that there were no changes to the Report since our last meeting. She said that she will follow-up to understand the status of the parking lot at Page/Franklin. Also there is another parking lot across from where the Canto do Brazil restaurant was before it was burned out. Dischinger will also report on this.

Dischinger mentioned that during the summer different data points have been added to improve the report. She had not changed the format yet by this meeting to reflect these changes but will have a revised Pipeline Report in the new format for us by our meeting next month.

**9. Update and next steps on pending Market/Octavia Community Improvement Plan items [discussion/action?]
Exhibit 5: Market/Octavia CAC Community Benefits Prioritization Scorecard
Exhibit 6: Appendix C—M/O Community Improvements, Detailed Project Scope & Costs (2/08)**

Cohen mentioned that we now have to do three tasks: 1) finalize the criteria and format the scorecard; 2) define the process; and 3) perform a pilot evaluation. Dischinger had made packets for each member of the committee to practice evaluating projects on the basis of the scorecard. She compared Cohen's list with one that Levitt had sent her from his committee and took account of that committee's discussion at its last meeting to create this modified scoresheet on extended (11"x17") sheets. It was understood that this was merely a draft for purposes of discussion. However, Levitt's suggestions to Dischinger, on which she based her revised scoresheet, had not been circulated to the rest of the CAC. Cohen also objected that the project work plan should not receive preferential treatment. Dischinger noted that we should comment on the criteria. Olsson felt that a significant criterion that was missing was historical importance; however, others pointed out that the committee was using the scorecard to judge categories of community improvements, rather than specific projects, which would require applying historic standards

As a sample exercise the committee tried, first as individuals and then as a group, to evaluate the category of trees on Church Street, using the description in Appendix C, p85. In evaluating this category each member was asked whether or not they could assign a number (0-5) to how applicable the priority was to that category. It was agreed that "0" or "N/A" was also permitted in this ranking. For example, the idea of Stewardship would be given a "0" if the committee expected that no one in the neighborhood would undertake the responsibility for maintaining a community improvement, such as Brady Park. Cohen indicated that our scorecard should have a way of targeting specific populations: e.g., youth, elders, disabled. We can discuss specific groups or a variety of groups.

Finally it was decided that during the interim between this and the next meeting Cohen and Dischinger would meet to revise another draft of the scorecard. And then the committee would once again practice judging with that criteria such categories as Transportation, Streetscapes, and Open Spaces. It was suggested that for next time we hear updates on each project and briefings on any changes.

10. Committee members' comments and issues the Committee may consider in future meetings [discussion]

None were made others than those noted above.

11. Public Comment

Mr. Vlad left the meeting before the time for public comment, so this item was dismissed.

12. Adjournment

There being nothing further to discuss, the Chair adjourned the meeting at 8:30pm.

NEXT MEETING: Tuesday, November 17, 2009; 6:30pm, Room 479

Respectfully submitted,

Ted Olsson
MOP-CAC Secretary