



## BOARD MEETING MINUTES | AUGUST 18, 2016

CALL TO ORDER: 6:30pm

### PUBLIC ITEMS

1. **Board members present:** Blair Ward, Rebeca Elliott, Brian Beevers, Cristiane Asiano, Jon Hall
2. **Reading Mission Statement:** Jon Hall
3. **Guests:** See sign-in list
4. **Public Comments:**
  - a. Sue Zinda, Golden Hill Community Garden liaison
    - i. Chair of the community garden board doesn't want Sue as CDC liaison and is refusing to have board meetings. Sue requested support & guidance from the CDC board on how to handle the situation. Paul Broadway (former CDC board president) recommended that Sue meet with a higher authority such as City Councilman Chris Ward to straighten things out. Jon Hall asked for clarification on the CDC's influence/authority with the Community Garden, given that the use permit is through us. According to Sue, the CDC and MOU don't mention each other, but if the community garden board doesn't abide by the MOU, we can cancel it and that will cancel the insurance. Paul Broadway suggested contacting our District 3 Councilman Todd Gloria, or incoming councilman Chris Ward.
    - ii. Secured the lease for using the rec room for the next 6 months for CDC meetings.
5. **Approval of meeting minutes:** The meeting minutes were approved.
6. **Agenda Modifications:** Jon Hall requested to add the agenda item "review of board member and officer elections" to the end of the meeting.

### GENERAL BUSINESS

1. Treasurer's Report (Jon on behalf of Rob):
  - a. Rob provided a written report of the CDC's current financial standing. Rebeca reconciled the books, which hadn't been updated since December 2015. Jon, Rob, and Rebeca worked to set up the bank accounts per the SD Housing Commission requirements. Cristiane has been taking the lead on making sure we are in compliance regarding the duplexes. The CDC has been working to repay the SDAF outstanding debt. We still owe \$3K, but should pay the entire \$25K if we want to work with the SDAF again (or apply for grants through them).
  - b. Cash balances: Operating Account \$14,004; Gregory Replacement Reserve \$12,000; Felton Replacement Reserve \$11,700.
2. Housing Committee (Cristiane):
  - a. Working on curb appeal, per SD Housing Commission requirements. Working on getting estimates. Should have an update by the next meeting.
3. Business Development Committee (Blair):
  - a. Blair and Cristiane met with the Reader regarding the Burgers & Beer event. Payment from the previous event is forthcoming at the end of the month. Jon asked for clarification about the liquor license. Per Paul Broadway, because the CDC is a non-profit, we are able to provide it for any event (not just Reader events), but should be careful about our reputation. Phillip Asiano asked for clarification on the insurance, which Blair says covers everything.

### BOARD BUSINESS

1. Farmer's Market Review (Blair):

- a. Blair read a written statement outlining the purpose of this agenda item as an open forum review of the farmer's market in response to resident complaints. Per Blair, it has been a pre-planned topic since 2015 and was placed on the agenda for August but because of the centennial event, has been postponed until now. Blair provided a brief background on the market, saying that it has been the second most complained about issue beside housing. He says that attendance has waned; the location, time, and day are not optimum for our community; there is sparse product, produce, and entertainment; a new "healthy market" concept has been proposed. The floor was then opened for public comment.
- b. Public Comment:
  - i. Paul Broadway, former CDC board president: Illuminated the history behind the farmer's market, saying that it was the CDC who approached Brian to get a farmer's market in Golden Hill in order to provide a shame-free location for low-income people to use EBT/SNAP to get fresh vegetables and also to help improve the CDC's damaged reputation from previous Executive Director misconduct. The arrangement was to have Brian give the CDC money to promote the farmer's market, but because the CDC never got around to it, the money was returned. Paul believes that no matter how small the market becomes, it will grow and perhaps if those in attendance did something it would help. Paul is in support of the market and would like to help grow it instead of replacing it.
  - ii. Damon Jones, GH resident for 10 years: Lives right in front of the farmer's market. Says he has "seen it as inconvenient for selfish reasons, but overall thinks it's a good thing". Has had his car towed (and would like his money back). His family visiting from out of town loves the market. He would like to see more there. Recommends giving parking permits to people who live there to use the other half of the block.
  - iii. Christie Kong, newer resident: Has been to the farmer's market 10 times in the past year. Thinks the market needs more community involvement, advertising, and social media. Goes to the night market on Convoy, which she finds out about through FB. Says there's an opportunity here, but you have to get the community involved.
  - iv. Brian Beevers, board member and farmer's market owner/manager: Gave a brief idea of how farmer's markets work nowadays. The Hillcrest and La Jolla farmer's markets started 15-20 years ago when the market was new and have slowly grown to be the most popular. Now there are about 60 markets in San Diego County. Brian's mission in bringing this market in GH was to bring something localized and walkable. It was never meant to be Hillcrest. Golden Hill can't support that kind of market at this time because there aren't enough people onboard. Lower socio-economic class, which GH mostly is, can't afford organic produce. The ebb-and-flow of the market is exactly what it's supposed to be. It first started with 65-70 vendors, which is typical, but vendors need to clear at least \$300-500 for it to be worth it. The community will always determine the size of the market. Right now the market has 20 vendors, which is average. It's not as big as Little Italy because it's not possible in this particular location. There are 7 certified farmers, which is more than average. Could do a big hurrah, but the next week vendors will drop because there isn't enough community support. The original goal was to connect with CDC to have joint venture together. The CDC was never able to support the market because they were overwhelmed. Funds were designated for street banners. Regardless of what market manager comes in, it won't grow overnight. Brian has run market for 10 years and knows the ebb and flow, which is actually very steady. Brian thinks the perspective is off. A weekly farmers market needs regular weekly shoppers that are using it as their main shopping. Having a farmer's market on a different day won't make a difference. Brian is glad to talk further about it and is open for questions.
  - v. Cristiane Asiano, board member: Have you done your own advertising? Brian: Yes, thousands of dollars. Each new vendor gets \$20 for online advertising and \$20 for

additional advertising. Cristiane: I don't go there anymore because I can't find what I like.

- vi. Sherilin Heise, certified farmer and vendor at market: Worked with South East San Diego team when they started their market. Wanted to see if we could do a market in Golden Hill. Grows lettuces out front of her home. Contacted Brian to explore idea of GH market after testing it in her own front yard. Through there could be some cross marketing. Comment on where things are now: is disappointed with where things are. That quality of vendors has gone down and the market has gotten smaller. Is unhappy about the towing. Wants to make sure there's adequate notice to residents so there would never be towing. Notices that the local businesses are not onboard. The liquor store owner pushes back instead of taking advantage by offering some special sale or something. There's a lot of push-back. In the past it was doing better than it is now.
  1. Brian's response: he doesn't have control of towing. Worked with the city to get permanent no-parking sign. He's not allowed to have moving vehicles in the market.
  2. Sherilin: Still thinks that residents should have more notice.
  3. Rebecca Chase, resident: Thinks the permanent signs are reasonable, especially given that it's a weekly event.
  4. Molly Cutrone, resident: Agrees that the signs seem adequate enough.
  5. Sherilin: Thinks the signs are too high.
- vii. Christiana Rice, resident: Requested to know how the decision was made for the location.
  1. Brian's response: For a weekly event you have to prove that there's no resident that can't get in to their home and that no business is blocked. He drove through Golden Hill for hours looking for a good spot. Looked at using the 25th Street Park, but there are all kinds of other regulations. B Street has no egresses/entrances, so seemed like the perfect location.
  2. Sherilin: Complimented Brian on the work he did. She likes the location. It has parking available, which many farmer's markets don't. The "produce box" is the wave of the future, which Brian was an innovator about getting going.
  3. Brian: Knows that the market doesn't stretch to the end of the road, but legally has to have it go to the end of the road. Every morning he walks around and asks officers not to ticket residents. Most of the officers (except for one stickler) comply.
- viii. Jon Huckins, resident: Helped with farmer's market and was on the CDC board. Says that the farmer's market has been one of the best assets and seeing Brian's efforts, blood, sweat & tears has been amazing. Encouraged us to shift our perspective: Brian is bringing a core asset. Rather than saying "you're the manager, you should do better", Jon thinks that, as the CDC, maybe we should volunteer to go and call neighbors about towing, etc and take the responsibility on ourselves. The depreciating vendors is on our neighborhood because we don't shop there every week, not on Brian.
- ix. Sherilin: Requested to know what the complaints have been
  1. Blair: Thinks Brian is in a "comfort zone". People have offered ideas: French class, events, etc. The CDC has been gung-ho for years to help the farmer's market to make it vibrant and inspired. To Jon Huckins: If you think it's vibrant and inspired, you're just protecting your friend.
  2. Jon Hall to Blair: This isn't a place for unfounded accusations
  3. Paul: I would go to the market every Saturday and would introduce people to the neighborhood and let them know the CDC is here and say "if there's a problem, come to me with it" and if they came with a problem, he would send them to the right person. If you don't deal with the complaints, they fester. If you have somebody at the market that can give out Todd Gloria or Kevin Faulkner's number. If you're getting complaints, it's on you too.

- x. Blair: Brought up the issue of music/entertainment
  - 1. Brian's response: ASCAP. You need an expensive license for performing copyrighted music, or risk substantial fines. Musicians know that they get tips off of playing music that everybody knows and since they can't do that, musicians won't come
  - 2. Blair says that, per the director of communications at BMI, it's \$170 to get a license. Brian quoted a \$4000 fee. Paul, who disagreed, says his was \$1800 a year for the license to play music in the jukebox at his formerly owned neighborhood bar. Blair says he will share the email that says it's \$170.
- xi. Christiana Rice, resident: Doesn't know Brian personally, but is grateful for his consistency. Her vote is to keep the market. Thinks the market can be better if we as a community make it better.
- xii. Sherilin: Asked if the complaints ought to be directed to Brian since the market is his responsibility and not the CDC's. Blair agreed. Brian says he has not received any of these emails from Blair. Blair says "we've tried for years but nothing has come of it".
  - 1. Paul: Says that when he was on the CDC he sat at the farmer's market booth every Saturday morning and when he got complaints he sent them to the right place.
  - 2. Brian says that he's never seen Blair at the market. Paul was the only one who was ever consistent. Blair says we have a skeleton crew/board and people don't have time to go to the whole market when more important CDC matters are at hand.
- xiii. Rebecca Chase: Requested to know what the specific complaints are
  - 1. Blair's response:
    - a. Pricing
      - i. Brian says this is not under his control, It's up to the vendors.
    - b. Narrow food selection
    - c. No programming for kids or families even though there are alternative work-around music options and other business models.
- xiv. Jon Hall: Requested that, moving forward, Blair forward complaints to Brian. Listening to the room, Jon believes that most of those in attendance are in support of the market. Took a vote by raise of hands, those in support of Brian's Farmer's Market, and those not in support. Pointed out that some of the things that are being complained about are under Brian's control and some are not. As others have stated, some of the responsibility is on us (the residents of Golden Hill). Acknowledged that we can move forward and make improvements. Wanted to know if there was a call to action.
  - 1. Blair's response: There's a community mandate to make some changes.
  - 2. Brian's response: The farmer's market is a private entity. Brian welcomes and invites input and feedback, but there's no mandate. His market doesn't need to adhere to a CDC mandate.
  - 3. Paul: Says he forwarded every email he received from somebody outside the board to every member of the board.
- xv. Kayla Rudy, resident since 2012: With the way things were going, wanted to speak directly to Brian. Has been a customer of the market and CSA. Is thankful for the tiny quiet neighborhood and the tiny quiet market. Moved to Golden Hill because it's cute and quiet and like the cute and quiet market. Like getting consistent food. When she's been disappointed with her CSA box, has been able to trade it. Loves the market as it is.
- xvi. Phillip Asiano, resident: Had 2 suggestions:
  - 1. Blair should forward complaints to Brian
  - 2. In order to create more demand, suggests that Brian consider getting a marketing intern from SDSU to help market EBT/CSA, etc.

- a. Brian's response: Great idea. In the past I've had interns, but they're fickle. Appreciates the suggestion. Has been trying to get flower vendor from other market to this one. Has been talking to another flower vendor. There are only 3-4 that can operate with the right permit.
2. Board Member Elections (Jon): According to the by-laws, member elections happen in September with the officer election taking place in October. We're working out the details of staggering the rotation, with advice from Phillip. Most recent on the board (voted in last month): Rebeca and Cristane. Brian: March. Jon: January. Blair: Summer of 2013.
  - a. Jon asked if Blair will be rotating off now. Blair said yes, but first there are things to be ironed out with the Reader. Jon reiterated that the Bylaws state that Board Members have a 3-year term, then are no longer on the board, and Blair's 3 years is now up. Because it's a 3-year term and he started in the summer of 2013, he will rotate off this summer (2016).
  - b. Jon let everyone in attendance know that there are opportunities for joining the board or to just become a member. Kayla requested that membership be discussed at the next meeting or an email be sent out explaining how to become a member. Paul suggested sending out an email to everyone on the sign-in sheet explaining how to become a member and encouraging them to come to the next meeting.

#### ACTION ITEMS

1. Blair to forward email complaints regarding the farmer's market to Brian
2. Send out an email to those on the sign-in sheet explaining how to become a member and encouraging them to come to the next meeting

Membership Dues (\$25 each) received by Rebeca Elliott for:

1. Jon Hall
2. Sherilin Heise
3. Rebeca Elliott

Future Meetings:

GGHCDC Board Meeting, Sept. 15, 2016 @ 6:30pm, Golden Hill Recreation Center