

**MINUTES**  
**WAR MEMORIAL BOARD OF TRUSTEES**  
**REGULAR MONTHLY MEETING**

**Thursday, October 14, 2010**

The Board of Trustees of the War Memorial of San Francisco met in regular session at 2:00 p.m. on Thursday, October 14, 2010, in the Trustees' Board Room, War Memorial Opera House, President Bechtle, presiding.

**ROLL CALL**

Present: President Bechtle, Trustee Bashford, Trustee Davis, Trustee Horn, Trustee Jarman, Trustee Moscone, Trustee Myatt, Trustee Pelosi, Trustee Stafford;

Absent: Vice President Shultz, Trustee Wilsey;

Staff Present: Elizabeth Murray, Managing Director  
Jennifer Norris, Assistant Managing Director/Executive Secretary

**APPROVAL OF MINUTES**

President Bechtle called for approval of the minutes of the September 9, 2010 regular meeting of the Board. On motion of Trustee Horn, seconded by Trustee Bashford, the minutes were unanimously approved.

President Bechtle called for approval of the minutes of the September 8, 2010 meeting of the Veterans Building Project Committee of the Board. On motion of Trustee Horn, seconded by Trustee Moscone, the minutes were unanimously approved.

**MANAGING DIRECTOR'S REPORT**

**Rental Requests:** Ms. Murray reported that rental requests mailed to Trustees are routine and requested their approval. On motion of Trustee Horn, seconded by Trustee Moscone, the following resolution was unanimously adopted:

**RESOLUTION NO. 10-35**

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that the following rental requests are hereby approved:

**WAR MEMORIAL OPERA HOUSE**

San Francisco Ballet 2010 <i>Nutcracker</i>	December 6 – 27, 2010	\$50,575.00
New Tang Dynasty TV Shen Yun	December 28 – 31, 2010	\$10,000.00 vs. 10% \$18,000.00 maximum
Theatre Council Productions An Evening with David Sedaris	April 24, 2011	\$2,500.00 vs. 10% \$6,500.00 maximum

**LOUISE M. DAVIES SYMPHONY HALL**

San Francisco Gay Men's Chorus Concert	April 21, 2011	\$2,500.00 vs. 10% \$4,500.00 maximum
San Francisco University High School Graduation Ceremony	June 4, 2011	\$3,250.00

**HERBST THEATRE**

Chamber Theatre Productions Eureka!	October 13, 2010	\$550.00
City Arts & Lectures William Coblenz Memorial Service	October 18, 2010	\$550.00
Presidio Performing Arts Foundation Winter Wonderland	December 19, 2010	\$800.00
California Academy of Sciences Conversations at the Herbst	January 10, 31, 2011 March 7, 29, 2011 April 6, 2011 May 3, 2011	\$4,800.00
San Francisco Opera Education Department The Elixir of Love for Families (Screenings) Ring Symposium	January 23, 30, 2011 June 14, 21, 28, 2011	\$2,500.00 \$1,650.00
Geographic Expeditions Travel Lecture	January 27, 2011	\$1,350.00
City Arts & Lectures "More Cultural Studies"	February 1, 16, 2011 March 2, 9, 23, 2011 April 26, 2011 May 11, 2011 June 7, 2011	\$6,400.00
Merola Opera Program Concert	March 1, 2011	\$800.00
Emelouje Shams Ensemble	March 27, 2011	\$1,350.00
United States Spiritist Council U.S. Spiritist Symposium	May 7, 2011	\$800.00
San Francisco School of the Arts Graduation Ceremony	May 26, 2011	\$550.00
Zhi Yin Vocal Music Center Choral Concert	June 12, 2011	\$800.00

Merola Opera Program	June 29, 2011	\$4,700.00
Master Classes	July 7, 21, 22, 2011	
	August 10, 16, 2011	
Dancers' Group	July 13-16, 2011	\$3,100.00
Post: Ballet		

**Additional Rental Requests:** Ms. Murray reported that additional rental requests are routine, and she requested their approval. On motion of Trustee Horn, seconded by Trustee Moscone, the following resolution was unanimously adopted:

**RESOLUTION NO. 10-36**

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that the following additional rental requests are hereby approved:

**LOUISE M. DAVIES SYMPHONY HALL**

University of the Pacific School of Dentistry	June 12, 2011	\$3,900.00
Graduation Ceremony & Reception		

**HERBST THEATRE**

Winslow & Associates	January 26, 2011	\$1,350.00
Judge Donna Hitchens Retirement Ceremony		
City Arts & Lectures	April 18, 2011	\$800.00
Celebrating The Pale King		

**SECRETARY'S REPORT**

**Revenue, Appropriations and Housekeeping Expenditures Reports for September 2010:** Ms. Norris referred to the Revenue, Appropriations, and Housekeeping Expenditures Reports for September 2010, and requested approval of housekeeping expenditures as submitted. On motion of Trustee Pelosi, seconded by Trustee Moscone, the following resolution was unanimously adopted:

**RESOLUTION NO. 10-37**

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that Purchase Order Nos. WM110060 through WM1100090 and Interdepartmental Work Order Nos. 1100003, 1100004 and #110006 are hereby approved.

**COMMITTEE REPORTS**

**Budget and Finance Committee:**

**Civic Center Community Benefit District:**

Trustee Davis, Chair of the Budget and Finance Committee, reported that the Committee met earlier today to consider casting of petitions for formation of the proposed Civic Center Community Benefit District ("CBD") on behalf of the City and County of San Francisco for the parcels of real property under the exclusive jurisdiction of the War Memorial Board of Trustees.

Trustee Davis stated that the Committee reviewed various materials and heard from representatives of the proposed Civic Center CBD Steering Committee and from the Mayor's Office of Economic Workforce

Development. She summarized that under the proposed CBD, Civic Center property owners—including publicly owned properties—would be annually assessed for a ten-year period in order to provide services to the district including safety ambassadors, cleaning and maintenance, and other services. These services would be over and above the standard services provided by the City, and a CBD Steering Committee would oversee the delivery of services. Trustee Davis stated that the assessment to the War Memorial for the first year of the CBD beginning July 1, 2011, would be \$56,252, which amount would come from a 3% rental rate increase as of July 1, 2011. Trustee Davis stated that Beth Murray reported to the Committee that the War Memorial's resident licensees, the Ballet, Opera and Symphony, have registered their support of the proposed CBD and have acknowledged a 3% rental rate increase to be effective July 1, 2011 to cover the War Memorial's annual CBD assessment.

Following discussion, and on motion of Trustee Davis, seconded by Trustee Bashford, the following resolution was unanimously adopted:

RESOLUTION NO. 10-38

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby adopts the report and recommendation of its Budget and Finance Committee and approves the casting of petitions in the affirmative for formation of the proposed Civic Center Community Benefit District on behalf of the City and County of San Francisco for the parcels of real property under the exclusive jurisdiction of the War Memorial Board of Trustees, and hereby authorizes its Managing Director to so complete and sign the War Memorial petitions to establish the Civic Center Community Benefit District.

REGULAR ITEMS

**Request from San Francisco Veterans Memorial Working Committee to install an informational sign in the Memorial Court:** President Bechtle reported that this item was continued from the Board's September meeting. She called on Trustee Myatt, Chair of the San Francisco Veterans Memorial Working Committee, to describe the revised proposal to install an informational sign in the Memorial Court to announce and identify the future site of the San Francisco Veterans Memorial.

Trustee Myatt stated that the Veterans Memorial Working Committee's request to install a sign in the Memorial Court originated from the recommendation of the San Francisco Arts Commission, which is managing the artist selection process for the Working Committee. He said that the Arts Commission has managed similar projects in the City and strongly recommends that an informational sign be placed at the future site of the memorial to inform the public about the project in advance. Trustee Myatt stated that when the Working Committee made its original sign request to the Board at the August 2010 meeting, concerns were expressed about the sign's size and location which might block the view through the Memorial Court to City Hall, and about the proposal to include a sponsorship acknowledgement – possibly including a commercial logo – on the sign.

Trustee Myatt stated that Trustees have received a photo mock-up of the Working Committee's revised sign proposal which provides a smaller sign placed at a lower height at the east end of the Memorial Court, adjacent to the hedge at the southeast corner of the octagon. He said that while the Working Committee had hoped to be able to add sponsorship acknowledgement to the sign to assist in fundraising, the revised sign is informational only, identifying the future site of the San Francisco Veterans Memorial and including the Veterans Memorial Project website so interested persons can obtain additional information or make a donation.

In discussion, several Trustees commented on the reality and necessity of providing sponsorship opportunities to major sponsors in order to successfully raise funds for major projects, and indicated they would support a subsequent request from the Veterans Memorial Working Committee for a sponsorship proposal that would include adding a sponsorship acknowledgement to the Veterans Memorial sign.

Following discussion, and on motion of Trustee Horn, seconded by Trustee Pelosi, the following resolution was unanimously adopted:

RESOLUTION NO. 10-39

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves the revised request of the San Francisco Veterans Memorial Working Committee to install an informational sign at the east end of the Memorial Court to announce and identify the future site of the San Francisco Veterans Memorial.

**Request from San Francisco Veterans Memorial Working Committee – Press Event in Memorial Court:**

President Bechtle stated that Trustees received the letter from Trustee Myatt, Chair of the San Francisco Veterans Memorial Working Committee, requesting permission to hold a Press Event at the Memorial Court on Wednesday, November 10, 2010, to announce the three finalist artist teams selected to prepare design proposals for the San Francisco Veterans Memorial Project. The Press Event would take place on the paved driveway and sidewalk areas at the east end of the Memorial Court from 12:00 Noon to 1:00 p.m., and would include a Marine Corp Color Guard, the Junior ROTC Drum & Bugle Corp, and one or more speakers. Trustee Myatt notes that while it is not anticipated there will be any direct costs associated with the Press Event, the Working Committee will cover any direct expenditures.

Trustee Myatt stated that this press event is the first major milestone for the San Francisco Veterans Memorial Project. He said that the San Francisco Arts Commission sent out a “Request for Qualifications” for the Veterans Memorial Project in May 2010. Over 120 artists and architect teams submitted their qualifications, and the Arts Commission narrowed that down to 30 submissions. Trustee Myatt reported that the Arts Commission conducted a selection panel yesterday, including Trustee, veterans and arts representatives, which selected three finalist artist teams who now will prepare and submit actual design proposals for the Veterans Memorial, with the final selection targeted for the spring of 2011. Beth Murray noted that the Arts Commission is providing a power-point presentation about the three finalist teams, which will be available for the Trustees to view at the next meeting.

Following discussion, and on motion of Trustee Moscone, seconded by Trustee Horn, the following resolution was unanimously adopted:

RESOLUTION NO. 10-40

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves the request of the San Francisco Veterans Memorial Working Committee to hold a Press Event at the Memorial Court on November 10, 2010, to announce the three finalist artist teams selected to prepare design proposals for the San Francisco Veterans Memorial Project.

**Request from American Legion War Memorial Commission – Memorial Court Ceremony:** President Bechtle stated that Trustees received the letter from Roger Dong, Chair of the American Legion War Memorial Commission, requesting permission for the Ohlone Costanoan Rumsen Carmel Tribe to perform a ceremony in the Memorial Court following the Veterans Day parade on November 7, 2010, in honor of the service of San Francisco’s veterans. She noted that Trustees have today received the letter from Tony Cerda, Chair of the Tribal Council, providing additional information about the proposed ceremony. Trustee Bechtle stated that staff is recommending approval of this request, subject to the Commission and Tribe complying with all special event rules and regulations and subject to the Commission and Tribe covering the cost for a War Memorial event manager for the November 7 event.

Tony Cerda, Chair of the Tribal Council, briefly addressed the Trustees about the proposed November 7 activity, and confirmed that they would comply with all War Memorial rules and regulations. Roger Dong, Chair of the American Legion War Memorial Commission, also addressed the Trustees confirming that the War Memorial Commission voted to approve this event at its last meeting.

Following discussion, and on motion of Trustee Myatt, seconded by Trustee Horn, the following resolution was unanimously adopted:

RESOLUTION NO. 10-41

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves the request of the American Legion War Memorial Commission for the Ohlone Costanoan Rumsen Carmel Tribe to perform a ceremony in the Memorial Court on November 7, 2010, in honor of the service of San Francisco's veterans, subject to the Commission and Tribe complying with all special event rules and regulations and covering the cost of a War Memorial event manager.

**Request from San Francisco Opera – Opera House Lobby installations:** President Bechtle stated that Trustees received the memo from Matthew Shilvock, Associate General Director of San Francisco Opera, requesting permission for Opera House lobby installations during the remainder of the 2010 Opera Fall Season. In his memo, Mr. Shilvock notes that since the Trustees' August meeting, the Opera has made a number of improvements to the Opera Shop area to provide a more uniform aesthetic and improved visual impact. He also says the *Aida* display on the marble table in the main lobby was streamlined to be as clean and elegant as possible. Mr. Shilvock notes that due to uncertainty about approval of subsequent displays, they will not be submitting a proposal for their anticipated *Cyrano* exhibit, but hope to use the marble table for future displays.

President Bechtle noted that the Opera provided mock-ups of their installation requests for Trustees to view prior to today's meeting, and during discussion the Trustees noted that the lobby appears less cluttered.

Following discussion, and on motion of Trustee Pelosi, seconded by Trustee Moscone, the following resolution was unanimously approved:

RESOLUTION NO. 10-42

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves the San Francisco Opera's request for Opera House Lobby installations as follows:

- Maintaining the *Aida* exhibit on the main lobby marble table through the remainder of the Opera 2010 Fall Season.
- Conceptual approval for use of the main lobby marble table for future exhibits – similar to the recent *Aida* exhibit – with the understanding that each display request will be submitted to the Trustees for approval.
- Installation of a brass-framed display case with informational signage in the orchestra lobby, the exact location to be determined by Opera and War Memorial staff.
- Installation of a television monitor at the south end of the main lobby next to the Adler bust on which photos of the Opera orchestra and chorus members will appear in rotation during the Opera 2010 Fall Season.

**Request from San Francisco Ballet – Opera House Lobby installations:** President Bechtle stated that Trustees received the letter from Julie Begley, Director of Marketing and Communications for San Francisco Ballet, requesting permission for Opera House lobby installations during the Ballet's 2010 *Nutcracker* Season.

Following discussion, and on motion of Trustee Horn, seconded by Trustee Moscone, the following resolution was unanimously approved:

RESOLUTION NO. 10-43

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves the San Francisco Ballet's request for Opera House Lobby installations during the 2010 *Nutcracker* Season from December 6 – 28, 2010, as follows:

- Installation of main lobby holiday décor including lit garlands and wreaths as well as a holiday themed focal point on the marble table.
- Installation of a Ballet Holiday Shop satellite area at the south end of the main lobby near the Adler bust, including four small floor fixtures and a kiosk/cash station.

The Ballet's request to install an additional display at the main lobby marble table with costumes from their upcoming premiere of *Coppelia* was deferred to a future meeting pending the Ballet's submission of a mock-up or drawing of the proposed display cases and arrangement.

GOOD AND WELFARE

**Fleet Week:** The Trustees congratulated Trustee Myatt, this year's chair of San Francisco's Fleet Week, on the great success of this year's Fleet Week which included expanded military participation and public activities.

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:30 p.m.

Jennifer E. Norris  
Executive Secretary