

MINUTES
WAR MEMORIAL BOARD OF TRUSTEES
REGULAR MONTHLY MEETING
Thursday, September 9, 2010

The Board of Trustees of the War Memorial of San Francisco met in regular session at 2:00 p.m. on Thursday, September 9, 2010, in the Trustees' Board Room, War Memorial Opera House, President Bechtle, presiding.

ROLL CALL

Present: President Bechtle, Vice President Shultz, Trustee Bashford, Trustee Davis, Trustee Horn, Trustee Myatt, Trustee Pelosi, Trustee Stafford, Trustee Wilsey;

Absent: Trustee Jarman and Trustee Moscone;

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 August 12, 2010 regular meeting of the Board. On motion of Trustee Myatt, seconded by Trustee Davis, the minutes were unanimously approved.

PRESIDENT'S REPORT

Opening of San Francisco Symphony Season: President Bechtle reported that the San Francisco Symphony opened its 99th Season on Tuesday, September 7, with a superb gala concert and related festivities in Davies Symphony Hall. She noted that immediately after the opening gala, the Symphony departed on its European tour to Switzerland and Italy. On behalf of the Board, President Bechtle extended best wishes to the Symphony for a successful European tour and concert season.

Opening of San Francisco Opera Season: President Bechtle reported that the San Francisco Opera will open its 2010 Fall Season on September 10, with a performance of *Aida* and related festivities at City Hall. On behalf of the Board, President Bechtle extended best wishes to the Opera for a successful opening night and 2010 Fall Season.

MANAGING DIRECTOR'S REPORT

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

RESOLUTION NO. 10-31

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

LOUISE M. DAVIES SYMPHONY HALL

Golden Gate University School of Business Graduation Ceremony & Lobby Reception	April 26, 2011	\$3,900.00
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UCSF School of Dentistry Graduation Ceremony & Lobby Reception	June 11, 2011	\$3,900.00
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HERBST THEATRE

Litquake! Barbary Coast Award Porchlight Storytelling Event	October 2, 2010 October 5, 2010	\$1,600.00
Museum of Performance and Design Tony Kushner	November 6, 2010	\$800.00
Autism Fun Bay Area Stephen Prutsman: Bach and Forth	November 27, 2010	\$800.00
French American International School Graduation Ceremony	June 4, 2011	\$800.00

SECRETARY'S REPORT

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

RESOLUTION NO. 10-32

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that Purchase Order Nos. WM110036 through WM1100059 and Interdepartmental Work Order #1100001 are hereby approved.

COMMITTEE REPORTS

Veterans Building Project Committee:

Trustee Horn, Chair of the Veterans Building Project Committee, reported that Committee held its sixth meeting on Wednesday, September 8, to provide continued opportunity for public participation and focused consideration on the planning process for the Veterans Building Seismic Upgrade and Improvements Project.

Trustee Horn recapped that at the July meeting of the Board, the Trustees adopted the Committee's recommendation to approve the San Francisco Opera's proposal to develop and utilize Veterans Building space on the basement and 4th floors. It was noted at the July meeting that while Trustees have determined that a museum or gallery is desired in the 1st floor north side space, the Trustees have not confirmed the occupant of this space. It was also noted that the San Francisco Arts Commission had expressed interest in this space; the American Legion War Memorial Commission also expressed interest in operating a veterans/military museum in this space. Trustee Horn stated that at the July meeting, both the Arts Commission and the War Memorial Commission were asked to provide a business plan for operating a museum on the first floor by September 1, for the Committee's review and consideration.

Trustee Horn stated that at its meeting yesterday, the Committee heard proposals from each of the San Francisco Arts Commission and the American Legion War Memorial Commission regarding space in the Veterans Building.

The San Francisco Arts Commission presented a proposal to develop and utilize approximately 15,850 square feet of Veterans Building space for gallery space on the 1st floor, storage space in the basement, and office space on the 3rd floor. The Arts Commission outlined its various programs that would be housed in the Veterans Building, including the Arts Commission Gallery which is devoted to exhibiting the work of local artists and the Civic Art Collection, which is currently stored in multiple locations with no venue available for display or exhibit. The Arts Commission reviewed its initial conceptual plans for the 1st floor gallery space, which would be open to the public during both daytime and evening hours, enlivening the Veterans Building with increased activity and a constant rotation of new exhibitions and public programs.

Trustee Horn reported that the Committee heard from Roger Dong, Chair of the American Legion War Memorial Commission, who stated that the Commission, due to funding constraints, was not able to produce a proposed business plan to operate a museum on the Veterans Building 1st floor. The Commission presented an alternate proposal to use 1st floor space on the north side of the building to house offices for local, state and federal veterans' service organizations, providing a "one stop shop" veterans' resource center.

Trustee Horn reported that there was a great deal of discussion regarding the proposals, in particular:

- That for over 10 years, the Board of Trustees has been on record with its policy goal to open up the 1st floor for public programming, and has determined that a museum or gallery is desired in the 1st floor north side space;
- That while the concept of consolidating veterans' services in one location is a good idea, the Veterans Building may not be the best or appropriate location for such a consolidation; further that hard data would need to be gathered, evaluated and studied, and legal consultation would be necessary, before the Trustees could consider the feasibility of such a proposal;
- That the proposed post-retrofit floor plans provided by staff allocate a total of 23,000 square feet of space for the exclusive use of the American Legion Posts, and an additional 16,000 square feet of non-exclusive shared space, and that based on the current and significant underutilization of space allocated to the Posts, this square footage allocation should be sufficient to accommodate the Posts' office and meeting activities as well as additional programs the Posts may wish to have.

Trustee Horn stated that following discussion, the Committee voted unanimously to recommend:

1. That the Board of Trustees approve in concept the San Francisco Arts Commission's proposal to develop and utilize space in the Veterans Building including operation of a public gallery on the 1st floor.
2. That the Board of Trustees authorize the San Francisco Arts Commission and War Memorial staff to develop terms and conditions of a potential Memorandum of Understanding regarding the Arts Commission's development and utilization of Veterans Building space.

Trustee Horn reported that with regard to the proposal presented by the American Legion War Memorial Commission, the Committee asked War Memorial staff to continue working with the Commission to more specifically identify and define the layout and design of the 2nd floor space to be allocated for the Posts' programs and activities. This issue will remain in Committee for further consideration.

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

RESOLUTION NO. 10-33

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby adopts the report and recommendations of its Veterans Building Project Committee, and: 1) Approves in concept the San Francisco Arts Commission's proposal to develop and utilize space in the Veterans Building including operation of a public gallery on the 1st floor; and 2) Authorizes the San Francisco Arts Commission and War Memorial staff to develop terms and conditions of a potential Memorandum of Understanding regarding the Arts Commission's development and utilization of Veterans Building space.

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 August meeting and that Trustee Myatt, Chair of the San Francisco Veterans Memorial Working Committee, has requested this item be continued for an additional 30 days while the Committee further reviews alternative options. With no objections, President Bechtle continued this item to the next Board meeting.

Proposal for Civic Center Community Benefit District: President Bechtle reported that at the July meeting, Managing Director Beth Murray provided an informational report regarding a proposal to establish a Civic Center Community Benefit District or "CBD". President Bechtle stated that a CBD is an assessment district whereby property owners in a specific area vote to assess themselves for services that are delivered directly to that district. She stated that in the next two weeks, petitions will be sent to all Civic Center property owners to determine their interest in the proposed Civic Center CBD. She said if favorable petitions representing 30% of the total proposed assessments are returned, the Board of Supervisors may adopt a Resolution of Intent to propose establishing the CBD. If such a resolution is approved, assessment ballots would then be mailed to all property owners; 50% of the returned weighted ballots must be in support of the CBD for the Supervisors to vote on the CBD authorization which would be effective July 1, 2011.

President Bechtle stated that under the City Charter, the War Memorial Board of Trustees has exclusive charge of the War Memorial land and buildings; therefore, the Board of Trustees will vote in the petition phase, and in the ballot phase if reached, on behalf of the War Memorial property. She said that as this matter would impact the War Memorial's annual budget, she is referring this item to the Board's Budget and Finance Committee, and asked that the Committee meet during the next month to consider this matter and present its recommendations to the full Board at the October meeting.

Ms. Murray stated that the Civic Center CBD proposal originated in the Mayor's Office. She said Mayor Newsom is a strong supporter of community benefit districts as they give property owners an opportunity to provide services over and above the services the City provides to meet needs exclusive to their area. She also noted that CBDs, as not for profit organizations, may receive private and Federal grants, for which the City may be ineligible. Ms. Murray stated that War Memorial staff has attended all the Civic Center CBD steering committee meetings and that representatives of the Opera, Ballet and Symphony have attended some of these meetings as well.

Ms. Murray stated that if the Civic Center CBD were to be approved, the War Memorial would likely have to pass on the cost of the War Memorial property assessment to War Memorial licensees. She noted that War Memorial staff has sent detailed packages to each of the Opera, Ballet and Symphony containing information about the proposed CBD and estimating the financial impact of the War Memorial's property assessment on their annual rental fees paid to the War Memorial. Ms. Murray stated that staff has asked the Opera, Ballet and Symphony to provide comments and input about the proposed CBD so that the Budget and Finance Committee will have more information to consider the War Memorial's petition for formation of the Civic Center CBD.

Request from American Legion War Memorial Commission to install a window decal in the window of Veterans Building Room 101: President Bechtle stated that Trustees have received a copy of the letter from Roger Dong, Chair of the American Legion War Memorial Commission, requesting to install a window decal in the Van Ness Avenue window of Veterans Building room 101 to identify the Commission's office. She noted that the proposed decal would consist of the American Legion logo and the name "The American Legion War Memorial Commission," as shown in the photo attachment to Mr. Dong's letter.

President Bechtle stated that War Memorial staff is recommending approval of this request, noting that this window signage is consistent with the window signage approved by the Trustees for the San Francisco Arts Commission on the Van Ness Avenue window at the north end of the building. Following discussion, and on motion of Trustee Myatt, seconded by Trustee Bashford, the following resolution was unanimously adopted:

RESOLUTION NO. 10-34

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 to install a window decal in the Van Ness Avenue window of Veterans Building room 101 to identify the Commission's office.

Patina Catering - Proposed upgrades to Opera House orchestra level intermission bars: President Bechtle stated that Patina Catering has submitted a proposal to implement upgrades to Opera House orchestra level intermission bars. She referred this matter to the Board's Building Committee for consideration and adoption of recommendations.

ADJOURNMENT

There being no further business, President Bechtle adjourned the meeting at 3:00 p.m.

Jennifer E. Norris
Executive Secretary