

GOOD NEWS for...

ART LOVERS Painting of the new mural on the Post Office at 101 Hyde St. starts this month, while five more will be unveiled May 13 on Market Street. The Post Office mural is a Tenderloin CBD project by Johanna Poethig. The other five are part of Street SmARTS, funded by the Department of Public Works, and Art in Storefronts, a program of the San Francisco Arts Commission, to reinvigorate the shoddy central Market district. The new city projects, which also include original art installations in six underused storefronts, will be celebrated from 5 to 7 p.m. Mayor Ed Lee will attend the festivities that begin at Gray Area Foundation for the Arts at 998 Market St. with the unveiling of two murals. A Balinese ensemble, Gamelan X, will lead a procession up Market to U.N. Plaza, where other entertainers will perform. The murals will be at 998 Market St. on the Taylor side of the Warfield, the Golden Gate side of Show Dogs restaurant, the Strand Theater, the Merrill's building, and next to it, the Grant Building at Seventh and Market. The Street SmARTS projects and Art in Storefronts and will be on view through Aug. 13. The Post Office mural, which the CBD is funding with a \$50,000 grant, will be permanent. Also showing the CBD's substantial investment in Tenderloin beautification is the \$63,000 Mona Caron mural two blocks away that was funded by another grant to the CBD from the Mayor's Office of Economic and Workforce Development and the Community Challenge Grant Program. ■

— TOM CARTER

Mayor's office pushes Central Market CBD to be major player in revival

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their own street and sidewalk cleaning, graffiti removal, community guides, beautification, music in public places and other enhancements. The diversity of projects sets the CBDs apart from traditional business improvement districts called BIDs. The Board of Supervisors approves each independent district, which is governed by a board of directors made up of property owners, merchants and residents elected from within the district's boundaries.

The Central Market and Tenderloin CBDs are of particular importance as players now because of the city's Market Street makeover and arts district push. In January 2010, Mayor Newsom and OEWD began the Central Market Partnership initiative in collaboration with the private sector to help the area revive.

ART IN STOREFRONTS DELAYED

The memo complained that in 2009, OEWD gave the CBD a grant to install 13 art works in vacant storefronts along Market Street. But, because the CBD had gotten only one window installation ready a month before the opening date, OEWD had to push the Art in Storefronts opening back six months. Then, when the CBD wanted approval of window content, the Arts Commission offered it a seat on the artist-selection committee. But the district's first two choices for membership backed out. At the last minute CBD Executive director Daniel Hurtado stepped in.

Another OEWD grant, \$4,000, went unclaimed because the CBD didn't organize six meetings between merchants and landowners from both sides of Market Street. One meeting was held. "The grant obligations ... are not being met," the memo said.

The memo caught the CBD directors unawares.

"Some of these remarks are shocking," said board member Ralph Lee. He turned to

Hurtado: "In the future, any recommendations from OEWD, bring it to the board. I wondered how long this had been going on."

David Fariello, one of three CBD executive committee members who approved Hurtado in his annual performance review in December, said the issues "are making it hard to deal with OEWD. We need to be partnering with OEWD." He wished the memo had come to the board earlier.

"The highlights in the memo reflect my view (that we're) not taking leadership roles in the community," Fariello continued. "We need to see what kind of leadership role we can have."

Hurtado said he was making "improvements," but didn't list them. His salary and benefits for 2010 were \$82,000, according to the CBD's expense report. His pay is comparable to the TL CBD manager's but with half the district's area and a fraction of the property owners.

"This (memo) hasn't come about in a respectful way," Hurtado added. It has "been hurtful to me."

HURTADO EXPLAINS

"I'm the first to admit the failure in some of these things that were brought up," Hurtado said. "We need to set priorities and I need support from the board. We've had no conflicts in the four years I've been here. I love my board. But I didn't know for a couple of weeks if I had the support of the board."

He said the CBD has "done a lot with a small budget of \$535,000," which is less than half the TL CBD budget.

Word of the memo had spread and more than a dozen visitors attended, a big crowd compared with most Central Market CBD board meetings. No one spoke against Hurtado. Several, who represented arts organizations that get grants from the CBD, spoke favorably of him.

Mary Alice Fry from the Market Street Arts

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