MINUTES
WAR MEMORIAL BOARD OF TRUSTEES
REGULAR MONTHLY MEETING
Thursday, September 10, 2009

The Board of Trustees of the War Memorial of San Francisco met in regular session at 2:00 p.m. on Thursday, September 10, 2009, 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 Farrow, Trustee Horn, Trustee Jarman, Trustee Myatt;

Absent: Trustee Moscone, Trustee Pelosi, and Trustee Tsakopoulos-Kounalakis;

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 July 9, 2009 regular meeting of the Board. On motion of Trustee Myatt, seconded by Vice President Shultz, the minutes were unanimously approved.

PRESIDENT’S REPORT

Opening of San Francisco Symphony Season: President Bechtle reported that the San Francisco Symphony opened its 2009-10 Season on Wednesday, September 9, with a gala concert and related festivities in Davies Symphony Hall. On behalf of the Board, President Bechtle extended best wishes to the Symphony for a successful 2009-10 Season.

Opening of San Francisco Opera Season: President Bechtle reported that the San Francisco Opera will open its 2009 Fall Season on September 11, with a performance of Il Trovatore and related festivities. On behalf of the Board, President Bechtle extended best wishes to the Opera for the upcoming 2009 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 Jarman, the following resolution was unanimously adopted:

RESOLUTION NO. 09-32

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

Presidio Performing Arts Foundation Dancing Across Cultures May 3, 2010 $2,200.00
### LOUISE M. DAVIES SYMPHONY HALL

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Nation</td>
<td>September 3, 2009</td>
<td>$2,200.00 vs. 10%</td>
</tr>
<tr>
<td>Mos Def &amp; Erykah Badu</td>
<td></td>
<td>$6,500.00 maximum</td>
</tr>
<tr>
<td>Mystic World Music</td>
<td>September 27, 2009</td>
<td>$2,200.00 vs. 10%</td>
</tr>
<tr>
<td>Shams Ensemble</td>
<td></td>
<td>$6,500.00 maximum</td>
</tr>
<tr>
<td>Nan Hai Company, Inc.</td>
<td>October 6, 2009</td>
<td>$2,200.00 vs. 10%</td>
</tr>
<tr>
<td>Xiamen Philharmonic Orchestra</td>
<td></td>
<td>$6,500.00 maximum</td>
</tr>
<tr>
<td>Golden Gate University School of Law</td>
<td>May 18, 2010</td>
<td>$3,900.00</td>
</tr>
<tr>
<td>2010 Graduation Ceremony &amp; Lobby Reception</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lick Wilmerding High School</td>
<td>May 28, 2010</td>
<td>$3,250.00</td>
</tr>
<tr>
<td>2010 Graduation Ceremony</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UCSF School of Dentistry</td>
<td>June 13, 2010</td>
<td>$3,900.00</td>
</tr>
<tr>
<td>2010 Graduation Ceremony &amp; Lobby Reception</td>
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### HERBST THEATRE

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Amount</th>
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<tbody>
<tr>
<td>San Francisco Police Department</td>
<td>July 30, 2009</td>
<td>$525.00</td>
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<tr>
<td>SFPD Promotional Ceremony</td>
<td></td>
<td></td>
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<tr>
<td>Chinese American International School</td>
<td>September 20, 2009</td>
<td>$750.00</td>
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<tr>
<td>Soli Club Concert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art Institute of California</td>
<td>October 2, 2009</td>
<td>$3,150.00</td>
</tr>
<tr>
<td>Fall 2009 Orientation</td>
<td></td>
<td></td>
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<tr>
<td>Fall 2009 Graduation</td>
<td>December 18, 2009</td>
<td>$750.00</td>
</tr>
<tr>
<td>Winter 2010 Orientation</td>
<td>January 8, 2010</td>
<td>$750.00</td>
</tr>
<tr>
<td>Spring 2010 Orientation</td>
<td>April 2, 2010</td>
<td>$750.00</td>
</tr>
<tr>
<td>Summer 2010 Graduation</td>
<td>June 18, 2010</td>
<td>$750.00</td>
</tr>
<tr>
<td>Summer 2010 Orientation</td>
<td>July 9, 2010</td>
<td>$750.00</td>
</tr>
<tr>
<td>San Francisco Master Chorale</td>
<td>October 11, 2009</td>
<td>$750.00</td>
</tr>
<tr>
<td>20th Anniversary Concert</td>
<td></td>
<td></td>
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<tr>
<td>Chamber Theatre</td>
<td>October 14, 2009</td>
<td>$525.00</td>
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<tr>
<td>Encore!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Litquake</td>
<td>October 14, 2009</td>
<td>$750.00</td>
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<tr>
<td>A Tribute to Amy Tan</td>
<td></td>
<td></td>
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<tr>
<td>ArtsPower National Touring Theatre</td>
<td>November 6, 2009</td>
<td>$1,050.00</td>
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<tr>
<td>Laura Ingalls Wilder</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harry the Dirty Dog</td>
<td>February 9, 2010</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>City Arts and Lectures</td>
<td>November 7, 19, 2009</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Special Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long Now Foundation</td>
<td>December 4, 2009</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Rick Prelinger</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alan Weisman</td>
<td>February 24, 2010</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Beth Noveck</td>
<td>March 4, 2010</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>David Eagleman</td>
<td>April 1, 2010</td>
<td>$3,000.00</td>
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Words on Dance  
    Twyla Tharp  
    December 8, 2009  $750.00

Friends of the Company  
    Showstoppers 25  
    December 26, 2009  $750.00

KPIX – TV  
    Jefferson Awards for Public Service  
    January 13, 2010  $1,250.00

Four Seasons Arts  
    Jeanne Stark  
    January 31, 2010  $1,500.00

    Thomas Buckner  
    February 28, 2010

San Francisco Performances  
    Rehearsal Day & Gift Concert  
    February 3, 9, 2010  $2,175.00

    Gift Concert  
    March 18, 2010

Philharmonia Baroque  
    Orchestra Rehearsal  
    February 10, 2010  $675.00

Paiz Public Relations  
    How We First Met  
    February 13, 14, 2010  $2,500.00

Clean Box Entertainment  
    The Fab Faux  
    February 20, 2010  $1,250.00

U.S. Bank  
    Economic Seminar  
    March 17, 2010  $1,250.00

San Francisco Ballet  
    Pointes of View Lecture  
    April 21, 2010  $750.00

**Additional Rental Requests:** Ms. Murray reported that additional rental requests include a request from the San Francisco Ballet to use its first, of two, catering exemption for 2009-10 to host a Nutcracker Luncheon in the Box Level Lobby of the Opera House on December 12, 2009. Ms. Murray stated that remaining additional rental requests are routine and requested their approval. On motion of Vice President Shultz, seconded by Trustee Horn, the following resolution was unanimously adopted:

**RESOLUTION NO. 09-33**

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

**WAR MEMORIAL OPERA HOUSE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patina Group</td>
<td>November 7, 2009</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Lau Wedding Ceremony &amp; Reception in Lobby</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco Ballet</td>
<td>December 12, 2009</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Nutcracker Luncheon in Lobby</td>
<td></td>
<td>Catering Exemption #1</td>
</tr>
<tr>
<td>New Tang Dynasty TV</td>
<td>January 1 – 7, 2010</td>
<td>$18,060.00 vs. 10%</td>
</tr>
<tr>
<td>Shen Yun</td>
<td></td>
<td>$48,160.00 maximum</td>
</tr>
</tbody>
</table>
LOUISE M. DAVIES SYMPHONY HALL

Golden Gate University School of Law  May 18, 2010  $3,900.00
2010 Graduation Ceremony & Lobby Reception

HERBST THEATRE

New Century Chamber Orchestra  September 9, 2009  $675.00
Rehearsal Day

Other Minds  October 9, 2009  $750.00
Lester Bowie Tribute Concert

Youth Speaks  January 18, 2010  $1,150.00
The 13th Annual Bring in the Noise for Dr. M.L. King, Jr.

Cypress Performing Arts Association  February 26, 2010  $750.00
Call & Response 2010

FY 2009-10 War Memorial Departmental Budget: Ms. Murray stated that Trustees have received a high-level summary of the War Memorial’s final budget for FY 2009-10 as approved by the Mayor and Board of Supervisors. She stated that the budget contains significant changes from the budget approved by the Trustees at the February 2009 meeting, including the transfer of all custodial functions from the War Memorial to the Real Estate Division of the Office of the City Administrator. Ms. Murray reported that $2.8 million in custodial personnel, supplies and other expenditures were removed from the War Memorial budget, and replaced with a $1.6 million expenditure to the Real Estate Division to provide custodial services for the War Memorial buildings. The net savings from this transfer was $1.15 million, which amount was deducted from the War Memorial’s FY 2009-10 Hotel Tax allocation and transferred to the General Fund.

Ms. Murray noted that the Real Estate Division’s charge of $1.6 million to the War Memorial for custodial services anticipated using the City’s “Prop J” procedure to replace City custodial employees with contract employees at less cost. However, the Board of Supervisors, during their budget hearings, disapproved the contracting-out of custodial services, and restored an additional General Fund appropriation to Real Estate to cover the difference in cost between City employees and contract employees. Ms. Murray said the estimated pro-rated portion of this additional General Fund appropriation applicable to War Memorial custodial services is $590,000; thus the adjusted savings realized from the custodial services transfer to Real Estate is approximately $570,000. She stated that this is of particular concern as we look toward next year, as it is likely that Real Estate will look to the War Memorial to make up the additional $590,000 which was provided by the General Fund for FY 2009-10.

DPW “Van Ness Avenue Streetscape” Project: Ms. Murray reported that in July 2006, the Trustees considered and adopted findings concerning the Department of Public Works’ “Van Ness Avenue Streetscape Improvements” Project, which included new tree plantings and sidewalk planter boxes for the blocks of Van Ness Avenue between Market and McAllister Streets. At that time, the Trustees resolved that, for historic and operational reasons, the main entrances to the Opera House and Veterans Building should have no visual obstructions or additional plantings; the Trustees also resolved that the proposed addition and layout of raised planter boxes on the Van Ness Avenue sidewalk adjacent to Davies Symphony Hall should be carefully reviewed for impact on pedestrian flow and re-designed if necessary.

Ms. Murray reported that in May 2009, the War Memorial received notice from the Department of Public Works that construction of the Van Ness Avenue Streetscape Improvements had been awarded and would commence in late June 2009. In mid-July, at the War Memorial’s request, the War Memorial and representatives of the Symphony met with DPW to review their proposed design for streetscape improvements on the Van Ness Avenue sidewalk adjacent to Davies Symphony Hall, which included five planter boxes inset 2 feet from the curb and measuring 5’ wide by 16’ to 24’ in length. Based on War Memorial and Symphony input and concerns
about patron pedestrian traffic, DPW revised its plans for this location by removing the two planter boxes closest to Hayes Street and slightly reducing the length of the three remaining planter boxes. Ms. Murray reported that Streetscape Improvements have begun on the east side of Van Ness Avenue in front of City Hall, and it is anticipated that implementation of Streetscape Improvements adjacent to Davies Symphony Hall will occur before the end of the year.

**Swords to Plowshares – Veteran Building Lease:** Ms. Murray stated that at the June meeting, the Trustees approved entering into an agreement with Swords to Plowshares for their lease of office space on the 3rd floor of the Veterans Building. She reported that the War Memorial and Swords to Plowshares executed a lease agreement to be effective September 1, 2009, and that Swords to Plowshares is currently painting and carpeting the space in anticipation of moving in on September 14, 2009.

**Patina – Status of Investment for Improvements:** Ms. Murray stated that as provided in the new Food and Beverage Concession Agreement with Patina Catering, Patina will expend $500,000 during the original five year term of the agreement for improvements to food and beverage facilities. She reported that several of the agreed-upon improvements have been implemented, including:

- Purchase and installation of Micros “Point of Sale” system in the Opera House and Davies Symphony Hall, providing the ability to accept major credit cards at all food and beverage sales locations, which is expected to reduce concession lines and improve patron service and sales.
- Replacement of the Opera House Lower Lounge Café chairs with new Chivari chairs and chair covers, and new silverware for use in the Opera House Café.
- Purchase of new sign holders for new directional and menu signage in the Opera House and Davies Symphony Hall.

**Other Opera House Improvements:** Ms. Murray reported that the San Francisco Opera has just completed upgrades to the décor and furnishings in the Opera House Intermezzo Lounge on the box level. The Opera and War Memorial have as well implemented décor and furnishing upgrades in the Opera House Press Room and first floor dressing rooms.

**SECRETARY’S REPORT**

**Revenue, Appropriations and Housekeeping Expenditures Reports for July 2009:** Ms. Norris referred to the Revenue, Appropriations, and Housekeeping Expenditures Reports for July 2009, and requested a resolution to approve housekeeping expenditures as submitted. On motion of Trustee Myatt, seconded by Trustee Horn, the following resolution was unanimously adopted:

**RESOLUTION NO. 09-34**

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that Purchase Order Nos. WM10001 through WM10030 and Interdepartmental Work Orders WM10001 and WM10003 are hereby approved.

**Revenue, Appropriations and Housekeeping Expenditures Reports for August 2009:** Ms. Norris referred to the Revenue, Appropriations, and Housekeeping Expenditures Reports for August 2009, and requested a resolution to approve housekeeping expenditures as submitted. On motion of Trustee Myatt, seconded by Trustee Davis, the following resolution was unanimously adopted:

**RESOLUTION NO. 09-35**

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that Purchase Order Nos. WM10031 through WM10061 are hereby approved.
COMMITTEE REPORTS:

Presentors Liaison Committee:
Trustee Bashford, Chair of the Presentors Liaison Committee, reported that the Committee met earlier today to consider and adopt recommendations on one item.

Request from Patina Catering – Pricing increase for beverage concession items at Davies Symphony Hall:
Trustee Bashford reported that the Committee considered the request of Patina Catering to increase pricing for beverage concession items in Davies Symphony Hall and Herbst Theatre to the beverage pricing levels previously approved by the Board in February 2008 for the Opera House. He stated that the Committee heard from Patina representatives and reviewed materials provided by staff including Patina’s pricing chart from 1998-2008, and a price comparison of selected beverage items from similar local venues.

Trustee Bashford stated that following discussion, the Committee voted unanimously to recommend approval of Patina’s pricing request. Following discussion, and on motion of Trustee Jarman, seconded by Trustee Moscone, the following resolution was unanimously adopted:

RESOLUTION NO. 09-36
RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby adopts the report and recommendation of its Presentors Liaison Committee, and approves Patina Catering’s proposal to increase pricing for beverage concession items at Davies Symphony Hall and Herbst Theatre to the beverage pricing previously approved by the Board for the Opera House.

REGULAR ITEMS:

San Francisco Symphony Request to install banners in Davies Symphony Hall windows: President Bechtle stated that Trustees have received a copy of the request from the San Francisco Symphony to install banners in windows of Davies Symphony Hall for the Symphony’s 2009-10 Season, from September 2009 through June 2010, including:

- Five double-sided banners measuring 5’ wide by 12’ tall, installed in alternating window bays in the Orchestra level lobby, including 2 banners stating “San Francisco Symphony,” 2 banners picturing instruments and stating “09-10 season,” and 1 banner stating “San Francisco Arts Commission” in recognition of the Arts Commission’s partnership with the Symphony sponsoring 12 concerts during the 2009-10 Symphony Season.
- One single-sided mesh banner, measuring 7’ wide 15’ tall and picturing Symphony Music Director Michael Tilson Thomas, installed in the south-facing First Tier window, designed to be viewed from the exterior south side of the Hall.

President Bechtle noted that the Symphony has stated they will remove the banners if requested by the War Memorial for non-Symphony bookings of Davies Symphony Hall.

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

RESOLUTION NO. 09-37
RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves the request of the San Francisco Symphony to install banners in windows of Davies Symphony Hall for the Symphony’s 2009-10 Season, from September 2009 through June 2010.

Additional Extension of Agreement between the War Memorial Board of Trustees and American Legion War Memorial Commission: President Bechtle reported that at the March meeting, the Trustees approved a
second extension of the current agreement between the War Memorial Board of Trustees and the American Legion War Memorial Commission for a period of up to three months through June 30, 2009. The Trustees asked that during this three-month period, the Commission meet with War Memorial staff to review the roles and responsibilities of the parties and to develop and submit budget information on the Commission’s income and expenditures related to administering and scheduling uses of the Veterans Building space allocated for the American Legion Posts’ use.

President Bechtle stated that at the June meeting, staff reported that attempts to meet with the Commission during the previous three months had been unsuccessful, and the Board approved a third three-month extension of the current agreement through September 30, 2009, and again asked the Commission to meet with War Memorial staff as previously directed by the Board. President Bechtle stated that staff has included on today’s agenda the consideration and possible action on, an additional extension of the agreement with the Commission, as staff’s attempts to meet with the Commission during the last three months have been again unsuccessful. She stated that staff advises that Commission Chair Michael Gerold has tentatively scheduled a meeting with staff for 4:00 p.m. today to discuss the agreement as requested by the Trustees.

In discussion, Trustee Horn asked Michael Gerold, who was present, if he could confirm his meeting with War Memorial staff this afternoon. Mr. Gerold responded that he could not confirm whether or not his finance officer could be present, and if not, they would be available to meet next week.

Ms. Murray stated that it would be staff’s recommendation that any additional extension of the current agreement be for no more than 30 days as the Trustees have already extended the agreement on three occasions and the Commission has continued to promise to provide, but has not provided, necessary data and information to the War Memorial.

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

RESOLUTION NO. 09-38

RESOLVED, By the Board of Trustees of the War Memorial of San Francisco that it hereby approves an additional extension of the agreement between the War Memorial Board of Trustees and the American Legion War Memorial Commission for 30 days through October 31, 2009.

Fair Political Practices Commission regulation regarding “Gifts: Tickets or Passes to Events”: President Bechtle stated that Trustees have today received a copy of a memorandum to Trustees from Deputy City Attorney Andrew Shen regarding “New Gift Rules on the City’s Distribution of Tickets and Passes.” Trustees have also received a draft resolution adopting a new policy regarding the War Memorial’s distribution of tickets and passes. She noted that Deputy City Attorney Andrew Shen is present to answer any questions from Trustees.

President Bechtle reported that this memo and draft policy arise from recent changes made by the California Fair Political Practices Commission (“FPPC”) to regulations governing the distribution of free and discounted tickets and passes to public officers and employees. The updated regulations provide that the distribution of a ticket or pass by an agency to a public official constitutes a gift to the public official unless such distribution meets specific criteria and is made in accordance with a written policy adopted by the governing body of the agency setting forth specific requirements. President Bechtle stated that the draft policy distributed to Trustees incorporates the provisions required under the FPPC regulations.

Ms. Murray stated that on behalf of the War Memorial, the Office of the City Attorney has submitted a list of questions to the FPPC for clarification on several applications of the policy. She said that staff would apprise the Trustees of any additional information provided by the FPPC and, if necessary, submit policy revisions for the Board’s consideration.

Following discussion, and on motion of Trustee Horn, seconded by Vice President Shultz, the following resolution was unanimously adopted:
RESOLUTION NO. 09-39

WHEREAS, The War Memorial is a Charitable Trust Department under Article V of the San Francisco Charter governed by the War Memorial Board of Trustees ("Trustees");

WHEREAS, the Trustees serve as charitable trustees of the War Memorial and Performing Arts Center facilities, which include the War Memorial Opera House, the War Memorial Veterans Building (including Herbst Theatre), and Louise M. Davies Symphony Hall ("War Memorial Facilities");

WHEREAS, The War Memorial Board of Trustees, under lease agreements with various organizations for use of the War Memorial Facilities requires that tickets for certain seats for each performance in the War Memorial Facilities be set aside for use by the War Memorial for distribution in furtherance of the War Memorial’s public charitable trust purposes and in fulfillment of other legitimate governmental and public purposes, and thus the War Memorial obtains such tickets under the terms of contracts for use of public property;

WHEREAS, Public officials and employees involved in the governance, funding, advising, management or administration of the War Memorial are more effectively able to understand and appreciate the offerings and operations of the War Memorial and execute their responsibilities by attending events and performances in the War Memorial Facilities;

WHEREAS, Because the performances and events at the War Memorial form an essential and core part of the operations and public purposes of the War Memorial, the War Memorial Board of Trustees also expects and encourages its members to attend several performances and events at the War Memorial Facilities each year in furtherance of their public and fiduciary duties as charitable trustees of the War Memorial Trust;

WHEREAS, the updated California Fair Political Practices Commission ("FPPC") Regulation 18944.1, addresses the distribution of tickets and passes to public officials, and provides that the distribution of a ticket or pass by an agency to a public official constitutes a gift to the public official unless such distribution meets specific criteria and is made in accordance with a written policy adopted by the governing body of the agency setting forth specific requirements;

WHEREAS, Under Regulation 18944.1, the War Memorial must adopt a written policy that contains, at a minimum, (1) a provision setting forth the public purposes of the agency to be accomplished by the distribution of tickets or passes; (2) a provision requiring that the distribution of any ticket or pass by the agency to, or at the behest of, an official accomplish a public purpose of the agency; and (3) a provision prohibiting the transfer by any official of any ticket or pass, distributed to such official pursuant to the agency policy, to any other person, except to members of the official’s immediate family solely for their personal use.

WHEREAS, FPPC Regulation 18944.1, as amended as of February 7, 2009, is on file with the Secretary of the War Memorial Board of Trustees and is hereby declared to be a part of this policy; now, therefore, be it

RESOLVED, That the Trustees hereby adopt the following ticket distribution policy:

**War Memorial Policy Regarding Distribution of Tickets and Passes**

1. **Public Purposes of Distribution of Tickets or Passes.**

   The distribution of any ticket or pass by the War Memorial to, or at the behest of, a public official shall accomplish one or more of the following types of public purposes ("War Memorial Charitable Trust and Public Purposes"):?

   a. Furthering the charitable purposes of the War Memorial under the War Memorial Trust Agreement and the San Francisco Charter.

   b. Facilitating public officials' familiarity with, or ability to carry out their services or fiduciary duties with respect to, the management, administration, and/or care of the War Memorial.

   c. Increasing the understanding and appreciation of the offerings and operations of the War Memorial by City officers and employees involved in the governance, funding, advising, management or administration of the War Memorial.
d. Promotion of cultural, artistic, educational, recreational, and community activities in the City.

e. Promotion of events, activities, programs, and resources available at the War Memorial Facilities.

f. Information gathering and education regarding matters of local, regional and state-wide concern that affect the City including enhancing intergovernmental relations through including attendance at events with or by elected and appointed officials, and immediate family members, from other jurisdictions.

g. Promoting or showing City appreciation for programs and services rendered by community and other non-profit resources for the benefit of the community including artistic and cultural organizations and institutions.

h. Monitoring and evaluation of operation and maintenance of public facilities available for City resident and visitor use.

i. Increasing public exposure to, and appreciation of, the recreational, cultural, and educational facilities and programs available to the public within the City.

j. Increasing public familiarity with public resources, programs, and performances, available to City residents and visitors.

k. Promotion of economic development and employment in the City and surrounding areas.

l. Supporting local businesses, including charitable organizations.

m. Increasing City tourism, including conferences, conventions, and special events.

n. Awareness of resources available to City residents, including charitable and nonprofit organization resources.

o. Increasing use or appreciation of City-run, sponsored or supported community programs or public programs or performances held in City facilities.

p. Highlighting community programs within the City, including programs supported by charitable and nonprofit organizations.

q. Promoting public and private facilities, services, events and programs available for City resident and visitor use or enjoyment, including charitable and nonprofit organization facilities, services and programs.

r. Participation in exchange programs with foreign officials and representatives.

s. Providing increased exposure to, or gathering public input, on City services, facilities and spaces.

t. Assessing tenant, licensee and customer service needs and satisfaction.

u. Identifying or evaluating procedural and physical deficiencies in programs and facilities.

v. Facilitating increased direct contact, input from, and communication with, tenants, licensees, and event representatives.

w. Furthering any other public purpose that a department or commission is required or authorized by law to pursue.

x. Any public purpose similar to those listed herein or any public purpose identified in any City contract or as may be determined by resolution of the War Memorial Board of Trustees.

2. Prohibition on Transfer.

A public official who has received a ticket or pass distributed under this policy shall not transfer such ticket or pass to any other person, except to the public official's immediate family, solely for their personal use.

3. Disclosure.

As required by the FPPC Regulation 18944.1, the War Memorial shall prominently post the following information regarding the distribution of any tickets or passes under this policy on the War Memorial’s website, on a form provided by the FPPC within 30 days after the ticket/pass distribution:

- The name of the person receiving the ticket or pass, or if the ticket or pass is distributed to a non-City organization, the name, address, description of the organization, and the number of tickets or passes provided to the organization;

- A description of the event;
- The date of the event;
- The face value of the ticket or pass;
- The number of tickets or passes provided to each person;
- If the ticket or pass is distributed at the behest of a public official, the name of the official who requested the distribution of the ticket or pass; and
- A description of the public purpose under which the distribution was made or, alternatively, that the ticket or pass was distributed as income to the official.

The War Memorial shall post this policy on its website in a prominent fashion.

4. Distribution of Tickets.

The Managing Director of the War Memorial is the department official authorized to exercise discretion in the distribution of tickets provided under contracts for use of the facilities under the jurisdiction of the War Memorial Board of Trustees. The Managing Director of the War Memorial, or his or her designee, shall have the authority to determine whether the distribution of tickets and/or passes to a particular recipient furthers one or more of the public purposes specified under this policy.

GOOD AND WELFARE

Trustee Myatt extended an invitation to Trustees to attend The Marines’ Memorial Association presentation of “The President’s Own” U.S. Marine Band in concert on Monday, October 19, 2009, at Davies Symphony Hall. Trustees previously approved a rental fee waiver request from the War Memorial American Legion Commission for this event as the tickets for the event are free to the public.

PUBLIC COMMENT

Paul Cox, Chairman of Sword to Plowshares, addressed and thanked the War Memorial on behalf of Swords to Plowshares’ staff, board and the veterans they serve, for their assistance in authorizing their training center to occupy and operate in the Veterans Building.

ADJOURNMENT

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

Jennifer E. Norris
Executive Secretary