RESOLUTION NO. 241-2000
Adopted November 28, 2000

AUTHORIZING EXECUTION OF A PERSONAL SERVICES CONTRACT
WITH SHERRY KAFKA WAGNER IN AN AMOUNT NOT TO EXCEED $65,000
TO IMPLEMENT AN ACTION PLAN
TO ACHIEVE FINANCIAL SUSTAINABILITY FOR ZEUM;
YERBA BUENA CENTER REDEVELOPMENT PROJECT AREA

BASIS FOR RESOLUTION

1. The Redevelopment Agency of the City and County of San Francisco
(“Agency”) entered into an operating agreement with Zeum, a California non-
profit public benefit corporation, on July 1, 1997, to operate a Youth Arts and
Education Center on Central Block 3 in the Yerba Buena Center
Redevelopment Project Area.

2. Zeum has encountered financial challenges not uncommon to new, start-up
organizations. Despite improved marketing, Zeum has not had the attendance
required to become financially sustainable.

3. The Agency desires to enter into a personal services contract with Sherry
Kafka Wagner to implement an action plan to achieve financial stability.

4. Ms. Wagner is eminently qualified to undertake this work with over 30 years
experience in planning and developing children’s attractions all over the
world, and creating financially stable models for these attractions.

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and
County of San Francisco that the Executive Director is authorized to execute a personal
services contract with Sherry Kafka Wagner, a sole proprietor, for $65,000, substantially
in the form lodged with Agency General Counsel, for the development of an action plan
to achieve financial sustainability for Zeum.

APPROVED AS TO FORM:

Bertha A. Ontiveros
Agency General Counsel