

Economic Opportunity Committee Meeting

March 15, 2022, 5 pm

(Meeting is being held online due to the ongoing COVID-19 pandemic)

Meeting Minutes

Present: Gary Besser
Rene Colorado
Majeid Crawford
Naomi Maisel
Susie McKinnon

Lorraine Lewis, staff
Iris Lee, staff
Helen Bean, staff

1. Call to Order. Welcome and Introductions – Icebreaker

Naomi Maisel called the meeting to order. Committee members and staff shared their favorite springtime activity

2. Update on current TMA initiatives

Tenderloin Merchant's Association Subcommittee

Rene presented an update on activities of the Tenderloin Merchant's Association (TMA). Rene hadn't had a chance to meet with the subcommittee. He summarized the priorities of TMA: a) becoming TMA fully independent, and b) producing six events in the Tenderloin.

He is in the process of forming a 10-15 person production team to produce the events. Thai New Year will be the first event on April 10th to be held in conjunction with Sunday Streets. The other events will be AAPI, Tenderloin Art Festival, Tenderloin Pride, and Kid Festival. TMA is also starting a Tenderloin Fashion Week - work on this event will be initiated at the end of April.

The Production team is composed of volunteers. Anyone can join who is committed to the Tenderloin. The time commitment is 2 hours a week.

TMA is not going to be moving ahead with the TL parks concept at this time as staff is needed to maintain the conditions on the street closure site. TMA will attempt to repurpose the \$50,000 SFCDMA grant that was going to fund the parks to fund the events. TMA estimates the budget for each event is \$15,000 to \$20,000. TMA will fundraise the remaining expenses not covered by the \$50,000 grant.

Susie shared information from CDMA (since she sits on the Board of Directors). CDMA is having difficulty distributing the \$1.7 million in grant funds and she thinks Rene might be able to increase the grant from CDMA. She didn't think switching the grant to fund events would be an issue. She recommends that Rene submit a description of his plans to CDMA very soon. She also mentioned CDMA is looking to do city-wide art walks, in a separate neighborhood each month.

Next Steps: Rene will send an email to Lorraine summarizing the change in use of the \$50,000 CDMA grant.

Workforce Subcommittee

Gary presented the following prospective projects for the Workforce Subcommittee:

- Create a hybrid virtual and in-person job board that would match Tenderloin employers with local community members. The job board would incorporate traditional and non-traditional employment, such as gig work and work in the informal economy. TLCBD would vet entries for exploitative and illegal activities. TLCBD wouldn't be responsible for enforcing labor laws, but any jobs displayed would be safe and fair.
- Form a partnership with the SF Jobs Now Program and Calfresh Employment and Training. These programs provide wage subsidies and could be to incentivize Tenderloin businesses to hire Tenderloin residents. Also, employers receive a \$2,500 tax credit per employee hired through these programs.

Committee discussion raised the following points:

- TLCBD interns created a job board for youth.
- TLCBD is engaged with the Jobs Now Program for hiring.
- Businesses with 5-10 employees are the size best suited for the Jobs Now program.
- San Francisco might require 30 hours a week jobs for Jobs Now.

Next Steps: TLCBD staff will review Jobs Now materials and develop an email communication to businesses about the program. This email can include a one-page flyer that explains the program. Helen will research and draft email/flyer and review it with Gary and Majied.

Small Business Assistance Subcommittee

Helen reviewed the meeting notes from the Small Business Subcommittee. The Subcommittee chose Business Voice as its project. Lorraine explained the project as expanding TLCBD Block Groups to include more businesses. Majied has indicated interest in starting an Eddy Street Block Group.

Lorraine has approached Christy, TLCBD's Block Group organizer to discuss this project. She recommends starting with formation of an Eddy Street block group as a first step. TLCBD would help convene the Block Group but leadership needs to be assumed by a business owner.

Another idea of strengthening Business Voice is building membership in TMA. Rene said that once TMA's website is improved they can start recruiting members. The first member-wide meeting is planned for the end of March or beginning of April.

3. Small Business Survey

Review of the survey was continued to the next meeting.

4. Other Business

Lorraine updated the Committee on the marketing project. TLCBD will be receiving and reviewing proposals from consultants in March and will provide an update. Susie and Naomi are interested in reviewing the list of businesses that will be featured in the marketing directory

5. Approval of Minutes

Naomi moved and Susie seconded a motion to approve the January 22 meeting minutes. The motion was approved unanimously.

6. Close Meeting, Future Agenda Announcements, and Future Agenda Items

Workforce development will meet next Tuesday April 12th at 5PM.

Economic Opportunity Committee Meeting, Tuesday May 10th at 5PM.

**Next Economic Opportunity Committee Meeting
Tuesday, May 10, 2022, 5PM**