

## **Economic Opportunity Committee Meeting**

July 12, 2022, 5 pm

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

### **DRAFT Meeting Minutes**

Present:

#### **Board Members**

Naomi Maisel  
Susie McKinnon  
Azalina Eusope,  
Justin Bautista

#### **Staff**

Lorraine Lewis  
Iris Lee  
Helen Bean

#### **Guests:**

Del Seymour

### **1. Call to Order. Welcome and Introductions – Icebreaker**

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

### **2. New Board/Committee**

New Committee members introduced themselves. Lorraine welcomed all new members and invited Azalina and Justin to formally serve on the committee.

Lorraine emphasized how new committee members can help bring to the forefront issues businesses are facing and help the committee support businesses in the Tenderloin, and elevate business voice. Azalina said she would like to be a part of the committee and work with everyone and bring value to the businesses and the community. Justin said he will do best to elevate business voice.

### **3. Subcommittee Check in and Share Out**

Subcommittee: Naomi reviewed the subcommittee structure and also said that the Committee was in the process of reconsidering this structure.

Staff Share Out: Helen reviewed the work staff had accomplished over the past two months in business retention. This included outreach efforts throughout the Tenderloin, assistance with grant applications, and minin-grant disbursements. Iris summarized leasing efforts.

TL Marketing Campaign: Lorraine summarized the TL Marketing Campaign planned for launch in August; the objective: to promote the hidden gems of the Tenderloin, and increase foot traffic. There were several questions and discussions on the TL Marketing Campaign:

Naomi asked about the strategy for equity of coverage and how a business would communicate with the project if the business wanted something highlighted or shared. Lorraine said while the marketing project won't be able to cover every business, there are considerations for how to support as many businesses as possible - information will follow on how businesses may be highlighted. Justin asked about the media campaign for the project. Communication methods are still to be developed - a kick off/brainstorming meeting will be scheduled mid-August.

**ACTION ITEM:** Naomi will create a template where people can list what services a business might need an

### **4. Tenderloin Business HUB**

Lorraine presented the concept of the TL Business hub. There are discussions to pilot a hub in the office space next door to TLCBD offices. The objective would be to provide a space where businesses can meet with TLCBD staff and receive direct support, and facilitate partnerships with other Tenderloin organizations, such as TMA. It will also be a vehicle for business outreach and voice.

Committee members wanted to know how they could support the hub.

**ACTION ITEM:** Naomi will create a template where people can list what services a business might need and where these resources are provided. Naomi will email the template to everyone.

Committee members also discussed how the hub can facilitate communication between businesses. Iris mentioned that staff had been discussing initiating a What's App system for text communication. Nextdoor business was also mentioned as a tool. Susie mentioned that monthly meet and greet events would be a valuable way for businesses to get to know each other.

**ACTION ITEMS:**

Follow up with Azalina, who is interested in working on that project.

Naomi will follow up by sending committee members her evaluation of the app.

## **5. Other Business**

There was interest in reviewing the inventory of businesses/google maps showing their locations in the TL (conducted at the same time TLCBD's TL survey was administered).

### **ACTION ITEMS:**

Staff will share the survey results with new board members, plus share the inventory of businesses with the committee.

### **ACTION ITEMS:**

Staff will inform committee members when outreach to businesses is scheduled in case they are able to join the outreach effort.

## **6. Approval of May 2022 Minutes**

Justin moved and Susie seconded a motion that the May 2022 minutes be approved. The motion was approved unanimously.

## **7. Close Meeting, Future Agenda Announcements, and Future Agenda Items**

The meeting was adjourned at 6:10PM.

**Next Economic Opportunity Committee Meeting  
Tuesday, September 13, 2022, 5PM**