

Economic Opportunity Committee Meeting

February 10, 2021, 5:00 pm

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

Meeting Minutes

FINAL/APPROVED 3/16

Present:

Aashish Karkhanis
Rene Colorado, Jr.
Iris Lee
Susie McKinnon

Helen Bean, TLCBD Staff
Simon Bertrang, TLCBD Staff
Lorraine Lewis, TLCBD Staff
Alicia Seleska, TLCBD Staff

Guests:

Karen-Symone Lee, Tenderloin Merchants Association
Naomi Maisel, La Cocina

Absent:

Ross Stackhouse
Wendie Yeung

1. Call to Order. Welcome and Introductions

A. Karkhanis called the meeting to order at 5:05 pm.

2. Action: Approve January Minutes

This item was tabled for the next meeting.

3. Status Update and Information Sharing

A. Karkhanis shared the draft survey questions with the Committee and walked through each section.

S. McKinnon responded that it seemed long and asked if it would be administered one on one or online?

A. Karkhanis affirmed that an online component is most likely, and aiming for approximately 30-60 minutes of participation time. H. Bean suggested reducing the time to 15 minutes and obtaining more information beforehand (e.g. many business start dates can be found on DataSF).

S. McKinnon asked if there is a plan to ask what sort of technical services businesses need? L. Lewis replied that there have been discussions about this and including in the survey.

H. Bean advised asking the businesses what their vision is for themselves in a year.

N. Maisel suggested keeping it to actionable items, and to keep in mind if the data will be shared later, and with whom. Some businesses may not want data shared or made available to other parties.

N. Maisel recommended asking if businesses want policing.

I. Lee suggested adding a component of an incentive to fill out by providing a report afterward.

R. Colorado cautioned to be realistic about the style of the interview (to ensure the most accurate data) and to not make it so intrusive that businesses don't see the value and don't respond.

[Action: L. Lewis will share the survey with all Committee members/interested parties after the meeting.]

4. Information Sharing Reports: Economic Opportunity Work

L. Lewis shared she is looking at job boards and opportunities in the neighborhood. She and H. Bean have been working on an economic small business relief/food security proposal piloting a project to support restaurants in partnership with SF New Deal. The pilot would be for 3 restaurants, and the approximate timeline to launch at the end of the first quarter.

H. Bean and I. Lee are currently working with 25 businesses that have received the SF Relief Grant. The amount of funds targeted for the Tenderloin is currently unknown.

[Action: H. Bean will share the PowerPoint presentation.]

I. Lee reported that Mothbelly Gallery started a lease at 912 Larkin Street on February 1st. She recently submitted a proposal to renew a lease for Pronto Pizza at 798 Eddy Street with a lower rent. A. Karkhanis asked what the timelines have been for leases. I. Lee stated that it's a mixed bag; one business recently received a lease for 2 years with a 3 year option to renew, but feels that it was most likely due to a lower rent rate than the landlord wanted.

5. Status Update and Information Sharing: TLCBD-TEDP Merger

A. Seleska shared that the existing DonorBox donor will cancel the recurring donation themselves, and are aware of the donation button on TLCBD's website for the future.

6. Future Committee Meeting Plan

H. Bean suggested discussing the workforce development and youth work that TLCBD is beginning engagement in and marketing in general for small businesses in the Tenderloin. N. Maisel added that marketing the Tenderloin itself as a shopping destination should be a future topic.

K. Lee shared a presentation on Larkin Street Parks Phase 1-- a proposal to host four pop-up parks on Larkin Street every Thursday-Sunday from 12PM-7PM, beginning this June. The parks will each address a different community need: co-working, a rest stop for dogs, a place for adults to play games outdoors, and an area for children to play outdoors.

[Action: N. Maisel will share a La Cocina survey with the Committee in the next couple of days.]

The meeting was adjourned at 6:25 pm.

Next Economic Opportunity Committee Meeting
Wednesday, March 10, 5:00 pm | Online - Zoom