

**Economic Opportunity Committee Meeting**

**November 9, 2021, 5:00 pm**

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

Meeting Minutes

**DRAFT\***

\*Minutes subject to change, and not official until approved by the Committee

Present:

Naomi Maisel  
Gary Besser  
Rene Colorado, Jr.  
Majeid Crawford  
Susie McKinnon  
Jameel Patterson

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

Absent:

Aashish Karkhanis  
Iris Lee  
Wendie Yeung

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

N. Maisel called the meeting to order at 5:06 pm; introductions and an icebreaker followed.

## **2. Subcommittee Share Out**

### Tenderloin Merchants Association

R. Colorado shared that the first Tenderloin Pumpkin Patch event had 1,001 attendees. They're working on 3-4 major events before the year is out and currently preparing to launch the Tenderloin Flea Market this month. The Tenderloin Winter Festival is also slated again. They need help spreading the word in the community for the flea market. They plan on offsetting some of the costs of the flea market with fee-based spaces for businesses outside the neighborhood.

### Workforce Development

G. Besser reported they've discussed creating a virtual job board and serving as an intermediary between the City's CalFresh employment and Welfare to Work programs.

S. McKinnon asked if anyone has done an assessment of programs already in the neighborhood.

### Small Business

H. Bean reported that over the last month most of the effort was on the survey and business inventory. The Economic Opportunity Program completed the survey of 50 businesses and are still processing the results. The business inventory found 50 boarded up storefronts. Essentially, a fifth of the businesses are vacant and most are businesses and cafes. They inventoried the area bounded by Larkin-Geary-McAllister-Mason and utilized interns. The results were broken down by address. They also completed the SF Shines grants for FY21 and have presented a proposal to the City for a new \$400,000 program.

L. Lewis added they will share a summary of the survey results in the next two weeks. They're working with NCLF and TMA in a joint marketing campaign that has been submitted to OEWD with a budget for some specific neighborhood marketing.

## **3. Discussion**

N. Maisel shared the results of the visioning survey. The majority of folks want to meet to discuss projects and updates.

***[Action: Staff will share the EOC section of the management plan with the committee before the next meeting.]***

***[Action: Each subcommittee will meet to determine their goals and projects they're interested in before the next meeting.]***

## **4. Discussion: Current Tenderloin Issue**

N. Maisel shared the most updated map of the Urban Alchemy deployment plan and suggested following up on what the plan is to help out late night venues.

L. Lewis added that Urban Alchemy has hired a huge number of people, but there is a ramp up before we'll see them out on the streets.

N. Maisel asked the committee members for other safety concerns they may have. L. Lewis advised that businesses operating later need support after Urban Alchemy leaves, at 7pm. H. Bean added that some businesses have discussed hiring their own security services.

G. Besser wondered if there's any way to assist bringing more crowds as the streets seem safer when there are more people out.

S. McKinnon suggested bringing people from outside the neighborhood to eat since the office workers haven't returned.

***[Action: N. Maisel will invite Fernando Pujals of Mid-Market Business Association to the next meeting.]***

#### **5. Action: Approve September Minutes**

MOTION: Review and approve the draft minutes of the September Meeting.

Moved by: G. Besser

Seconded by: N. Maisel

Abstained: S. McKinnon

Passed: yes

#### **6. Close Meeting/Information Sharing: Announcements & Future Agenda Items**

The meeting was adjourned at 6:17 pm.

Next Economic Opportunity Committee Meeting  
**Tuesday, January 11, 2022, 5:00 pm | Online - Zoom**