

**Board of Directors Meeting**

**July 26, 2021, 5:00 pm**

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

**Meeting Minutes**

**FINAL/APPROVED 9/27**

**Present:**

Soha Abdou, Property Owner Seat, CCDC  
Rhiannon Bailard, Property Owner Seat, UC Hastings Law  
Gary Besser, Resident Seat  
Adama Bryant, Resident Seat  
Leigh Chang, Property Owner Seat, L37 Partners  
Rene Colorado, Jr., Business Owner Seat, Lers Ros/Esan Classic  
Regina Guggenheim, Property Owner Seat, BroadwaySF  
Aashish Karkhanis, At-Large Seat  
Jennifer Kiss, At-Large Seat  
Naomi Maisel, Business Owner Seat, La Cocina Municipal Marketplace  
Susie McKinnon, Property Owner Seat, Cova Hotel  
Cindy Ramesh, Property Owner Seat, Hilton  
Eric Rodenbeck, Property Owner Seat  
Adam Tetenbaum, Property Owner Seat, Olympic Residential Group  
Jaime Vilorio, Resident Seat  
Mike Vuong, Business Owner Seat, Boys and Girls Clubs of San Francisco

Simon Bertrang, TLCBD Staff  
Elise Gorberg, TLCBD Staff  
Lorraine Lewis, TLCBD Staff  
Greg Moore, TLCBD Staff  
Eric Rozell, TLCBD Staff  
Alicia Seleska, TLCBD Staff  
Christy Shirilla, TLCBD Staff

1. **Call to Order. Welcome and Introductions**

L. Caulder called the meeting to order at 5:01 pm; introductions were made.

2. **Action: Election of Officers**

**MOTION: To elect Mike Vuong as President, Rhiannon Bailard as Vice President, Adam Tetenbaum as Treasurer, and Aashish Karkhanis as Secretary.**

Moved by: M. Vuong

Seconded by: J. Kiss

Abstained: A. Bryant

**Passed: yes**

3. **Action: Appointment of Committee Chairs by the President**

M. Vuong appointed the following Committee Chairs:

Economic Opportunity: Naomi Maisel

Inviting Space: Susie McKinnon

Neighborhood Pride: Soha Abdou and Jaime Vilorio (Co-Chairs)

Safe: Mike Vuong

M. Vuong also assigned the oversight of the Clean Program to the Executive Committee.

4. **Action: Election of Executive Committee**

**MOTION: To elect the following 8 board members as the Executive Committee:**

Mike Vuong, President and Chair of Safe Programs

Rhiannon Bailard, Vice President

Adam Tetenbaum, Treasurer

Aashish Karkhanis, Secretary

Naomi Maisel, Chair of Economic Opportunity

Susie McKinnon, Chair of Inviting Space

Soha Abdou, Co-Chair of Neighborhood Pride

Jaime Vilorio, Co-Chair of Neighborhood Pride

Moved by: M. Vuong

Seconded by: R. Guggenheim

Abstained: A. Bryant

**Passed: yes**

5. **Action: Approve June Minutes**

**MOTION: Review and approve the draft minutes of the June Meeting of the Board of Directors.**

Moved by: R. Guggenheim

Seconded by: S. McKinnon

Abstained: R. Colorado, Jr., G. Besser, A. Bryant, L. Chang, N. Maisel, E. Rodenbeck, J. Vilorio

**Passed: yes**

## 6. Discussion: Program Updates & New Communications Plan

S. Bertrang introduced the new Communications Manager, E. Gorberg. She and S. Bertrang will send out a once-a-month update on all Program Areas to the Board. Expectation is mid-month and ahead of each Board meeting. The updates will include links, photos, etc. and they will allow time for questions at each meeting. They shared the following programmatic updates:

Clean--The new Operations Manager is John Mello and the Clean Team will be moving to offices next door beginning September 1st.

Shine on SF Launch--J. Kiss is one of the main organizers of this initiative which centers around keeping clean sidewalks. TLCBD will be able to receive and close 311 requests and it will mean more accountability for all. We will also be working with Public Works on the city's new trash cans.

M. Vuong asked if the shared doc used for the past few months will be abandoned. S. Bertrang clarified that the shared doc will become a link to all the committee minutes instead and will be updated by E. Gorberg.

A. Tetenbaum asked if the new office search has been sidelined. S. Bertrang responded that the new office is still in process, but the timeline is pushed way out. There was an immediate need for new office space for the Clean Team and so TLCBD jumped on the two spaces adjacent to our current offices. Both are 2-year leases.

M. Vuong asked if anyone has an update on the Public Works split. S. Bertrang responded that it's still ongoing and there will be Commissioners for both new departments as a result. M. Vuong advised getting ahead and having Board members join the Commission if possible.

## 7. Action: Strategic Plan

S. Bertrang reviewed the FY21-22 Strategic Plan. Staff met for a 3-day intensive planning session to discuss additional changes after the resignations of K. Robinson and F. Pujals. They specifically addressed 2 questions: 1) What foundational investments are needed to support the organization? and 2) What structural changes are needed to reorganize and restructure the organization? He then asked if the Board would be willing to support a vision of recasting TLCBD as a community development organization instead of a more typical community benefit district organization. This vision emerges from our guiding vision to lead the evolution of the Tenderloin into a vibrant community for ALL.

R. Guggenheim asked if there is a Plan B and if not, to provide one in the case that funding for the new vision is not available.

A. Bryant advised finding out what the property owners want.

C. Ramesh asked if the changes would help to get more funding, etc. from the City as a whole. S. Bertrang affirmed that he believes it will only help; the more you can show the capacity to deliver services, the more the City brings resources to the organization.

In regards to the new Community Organizing position, J. Vilorio cautioned that it's extremely hard to organize in the neighborhood. He warned against misalignment between the values of the organization and the community, and advocated for rethinking relationships with City agencies.

G. Besser questioned in formatting doing more and expanding services, have the community resources been considered? S. Bertrang replied that Staff have already envisioned many of the operational positions as resident-held positions. He then presented the Interim Plan & Priorities for the Clean Team and Staffing (will move forward with Phase I with existing reallocation, but will not move forward with Phase II unless additional funding is secured).

J. Kiss added that they are positioning the TLCBD as an anchor organization, but need to put into place structural support to address how the organization has grown, and plans to continue to grow. They need to find a couple stakeholders in the next 30-60 days who are able to help with this investment. She's glad to discuss which stakeholders have been identified as potential funders with anyone on the Board.

**MOTION: For the Board to be active to support this Strategic Plan.**

Moved by: C. Ramesh

Seconded by: A. Bryant

Abstained: none

Passed: yes

***[Action: S. Bertrang and Staff will provide a second plan which will address if funding does not come through and update the Board at the next meeting.]***

8. Information Sharing: Announcements & Future Agenda Items

M. Vuong reminded everyone that the Board will only meet every other month.

The meeting was adjourned at 6:29 pm.

Next Board of Directors Meeting  
**Monday, September 27, 5:00 pm | Online - Zoom**