

Executive Committee Meeting  
April 26th, 2023, 5:00 pm  
512 Ellis Street, San Francisco, CA  
Meeting Minutes  
FINAL/APPROVED 5/17

Present:

**Executive Committee**

- Rhiannon Bailard, Vice President, Property Owner Seat (UC Hastings Law)
- Isabel Manchester, Chair–Operations & Stewardship Committee, Property Owner Seat (The Phoenix Hotel)
- Adrianna Tan, Chair–Policy & Voice Committee, Resident Seat
- Adam Tetenbaum, Treasurer & Chair–Administration & Finance Committee, Property Owner Seat (Olympic Residential Group)
- Mike Vuong, President, Business Owner Seat (Boys & Girls Clubs of SF)

**Other Board Members**

- Susie McKinnon, Property Owner Seat (Cova Hotel)

**TLCBD Staff**

- Sirch Chanthyasack, TLCBD Staff
- Esan Looper, TLCBD Staff
- Greg Moore, TLCBD Staff
- Kate Robinson, TLCBD Staff
- Alicia Seleska, TLCBD Staff

Absent:

- Adama Bryant, Secretary, Resident Seat
- Naomi Maisel, Vice Chair, Policy & Voice Committee, Business Owner Seat (La Cocina Municipal Marketplace)
- Jeff Pace, Vice Chair Administration & Finance Committee, Property Owner Seat (St. Anthony's Foundation)
- Cindy Ramesh, Vice Chair–Operations & Stewardship Committee, Property Owner Seat, Hilton

## 1. Call to Order. Welcome

The meeting came to order at 5:03 pm.

## 2. Update: Executive Director Report

K. Robinson provided updates on:

- Governor Newsom directs CHP and National Guard to combat drug dealing
  - R. Bailard: The State has communicated that they will increase Urban Alchemy around their properties in the Tenderloin.
- IDA retreat share out– TLCBD needs to focus on CRM
- Funding updates–focusing this last year on private donor network and the Spring Soiree this Thursday will aid in that. Some OEWD funds just secured are earmarked for building out our permanent home.
  - A. Tetenbaum: The Tenderloin Museum was recently able to get funding through Scott Wiener's office to expand their location.
- Clean Team transition–going very well. Received a proposal from Block By Block to consult with TLCBD; we'll keep them on retainer for ~\$5,500/month for access to their trainings. We'll switch from the SMART system that doesn't incorporate 311 in any way and will move to NextStreet's system Jia. We'll also use them to help with recruitment.
  - M. Vuong: Make sure timecards are switched over easily.
- Staffing and systems updates–hiring Dan Williams on May 16th to be our Small Business Outreach & Engagement Manager.
- visittenderloin.com–launched earlier this month. The Tenderloin really is a starting place for a lot of people in their lives. A banner campaign will follow.

## 3. Update: Board Application and Timeline

- A. Bryant and B. Alabsi will both step down. There will be 3 property owner seats and 1 resident seat open. There is one incumbent small business seat currently held by N. Maisel. Board applications will be due May 26, 2023. Will continue with targeted outreach.

***[Action: K. Robinson will share out a fillable PDF board application with the board.]***

## 4. Conversation: New Committee Report Out & Feedback Session

Policy & Voice Committee

Operations & Stewardship Committee

I. Manchester: first meeting went really well.

Administration & Finance Committee

A. Tetenbaum: figuring out the cadence is important.

M.Vuong: we want to duplicate, but roles going forward need to be clarified.

## 5. Conversation: Recommendations for Bylaw Changes

- Rena Leddy from Urban Place reviewed and made a number of suggestions, but really recommended having a lawyer review them.

***[Action: Email any comments to K. Robinson.]***

**6. Update: Funder's Forum/Spring Soiree**

K. Robinson wants the focus of the Spring Soiree to be instilling hope and recognizing all of the hard work Staff and partners have put in to get the organization where it is today. Also, focus on transforming the neighborhood by becoming property owners.

M. Vuong: What would you consider a successful Spring Soiree?

- Having people want to be a part of the capital campaign. We want board members and staff to have talking points so that no one feels left out or that they didn't catch the vision—working on that with Ground Floor.

This needs to be our last soft sell. Our next funders forum should include something that requires action (a card that identifies: I will donate this amount, I will connect you with this person/resource, I will donate my time doing xxxx, etc.).

**7. Action: Approve Minutes of Previous Meetings**

**MOTION: Review and approve draft minutes of the March 15th meeting of the Executive Committee.**

Moved by: M.Vuong

Seconded by: R. Bailard

Abstained: A.Tan

**Passed: yes**

**7. Information Sharing: Comment, Announcements and Future Items**

Neighborhood Beautification Day is this Sunday, 9AM-2PM.

We received \$100,000.00 through the Community Challenge Grant today.

The meeting was adjourned at 6:10 pm.

**Next Executive Committee Meeting**  
**Wednesday, May 17th, 5:00 pm | 512 Ellis Street**