

Executive Committee Meeting

June 23, 2021, 5:00 pm

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

Meeting Minutes

FINAL/APPROVED 8/25

Present:

Rhiannon Bailard, Vice President, Property Owner Seat (UC Hastings Law)
Aashish Karkhanis, Chair of Economic Opportunity Committee, At-Large Seat
Susie McKinnon, Chair of Inviting Space Committee, Property Owner Seat (Cova Hotel)
Christy Shirilla, Chair of Clean Committee, Resident Seat
Adam Tetenbaum, Treasurer, Property Owner Seat (Olympic Residential Group)
Kristen Villalobos, Co-Chair of Neighborhood Pride Committee, Resident Seat
Mike Vuong, Secretary/Chair of Safe Committee, Business Owner Seat (Boys and Girls Clubs of SF)

Simon Bertrang, TLCBD Staff
Lorraine Lewis, TLCBD Staff
Greg Moore, TLCBD Staff
Alicia Seleska, TLCBD Staff

Absent:

Lowell Caulder, President, Business Owner Seat (Studio Dental)
Curtis Bradford, Co-Chair of Neighborhood Pride Committee, Resident Seat

1. Call to Order. Welcome and Introductions

R. Bailard called the meeting to order at 5:02 pm.

2. Action: Approval of Minutes of Previous Meetings

MOTION: Review and approve draft minutes of May 19 meeting of the Executive Committee.

Moved by: A. Karkhanis

Seconded by: K. Villalobos

Abstained: none

Passed: yes

3. Discussion: Program Updates

M. Vuong shared that the SPark grand opening will be Saturday, July 17th.

S. McKinnon asked a question about the Safe Committee feedback for the Mid-Market Vibrancy and Safety Plan. M. Vuong responded that it initially started as a discussion with Captain Canning where he asked for their top 3 concerns. Safe Committee sent it back to the group for approval, but it has not been sent back to Capt. Canning yet. They're still adding a few pieces.

S. McKinnon asked a question about the safety issues related to small business operations in the neighborhood. L. Lewis shared that La Cocina asked specifically for help developing safety protocols, and the Economic Opportunity program has also received feedback from other small businesses asking for help. There's a webinar scheduled for August and they will be incorporating feedback from the survey. They've also been working with the Tenderloin Police Captain.

4. Update: Tenderloin & Mid-Market Community Safety Proposal

S. Bertrang shared that Supervisor Haney was generally supportive of the Safety Proposal, but had a few caveats as the Budget Chair. However, he is now expecting to ask to add \$2 million to the budget to expand the program into the "Upper" Tenderloin. Also, Supervisor Peskin wants to add funds to cover Lower Polk. There's a public budget hearing on Friday.

M. Vuong added that despite the Urban Alchemy increase, there's still a lag in services from HSH.

S. Bertrang shared that Mid-Market Foundation submitted response to the RFP with TLCBD as a sub-applicant. He has asked to be made a member of the Board of the Mid-Market Foundation.

5. Update: Staffing Changes & Hiring & Reorganization

S. Bertrang shared that TLCBD will be hiring a new Communications Manager, alongside a replacement for K. Robinson who is moving on at the beginning of July. Staff will be envisioning transformational change in the neighborhood through #TLTransforms. He added that staff have also engaged consultant Abigail Blue to work more regularly with the organization. They are also freeing up money for a Senior administrative position and are working now to create a job description.

6. Discussion: Increase to Annual Assessment

A. Tetenbaum counseled that it's prudent to increase the assessment every year to keep up with the San Francisco Bay Area CPI.

S. Bertrang added that the organization proposes increasing the assessment by 1.6% based on the February CPI (see memo for details and justification).

M.Vuong suggested including pictures or the Year in Reflection in the email to property owners--something that shows where the money is going. A. Karkhanis added that property owners should also be informed that the annual increase is the expectation going forward and show that the increase was 1.6%, but the programming increased by more.

[Action: The increase will be added to the Board agenda this coming Monday for a formal vote.]

7. Update: FY 22 Budget, Fundraising & Grants Management

S. Bertrang shared that the organization received a 4 year grant of \$1 million from the Silicon Valley Community Foundation--a current funder of the Camera Program. L. Lewis called attention to the grant and pointed out that it's particularly noteworthy because SVCF typically does not support multi-year grants.

S. Bertrang then presented a spreadsheet of secured, potential, and TBD funding sorted by likelihood. He explained that there are currently three asks in the City budget, but they may not survive.

8. Information Sharing: Announcements and Future Agenda Items

S. Bertrang shared that the new Youth Voice interns have been hired.

The meeting was adjourned at 6:13 pm.

Next Executive Committee Meeting
Wednesday, July 21, 5:00 pm | Online - Zoom