

Economic Opportunity Committee Meeting

May 10, 2022, 5 pm

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

FINAL APPROVED Meeting Minutes

Present: Rene Colorado
Majeid Crawford
Naomi Maisel
Susie Mckinnon

Lorraine Lewis, staff
Iris Lee, staff
Helen Bean, staff

1. Call to Order. Welcome and Introductions – Icebreaker

Naomi Maisel called the meeting to order. Committee members and staff shared their favorite small businesses.

2. Check-in (subcommittee members)

What do we want this space to be or look like? What are we hoping to make out of this meeting to be the best use of everyone's time?

- Naomi - thinks we should move away from the subcommittees because they are too small.
- Susie - questions the format of the committees - all are different opportunities to provide insight. Prefer not to hear report outs; wants to be useful and productive instead - suggest project-based. And consider the capacity; new ideas/projects - ensure these fit with staffing capacity.
- Iris - suggests one project for the whole group to achieve and work on to chip away at rather than smaller subcommittees.
- Helen - support the board choices, not a steering committee.
- LL - utilize to support the core Economic Opportunity program goals (rather than new work), so this aligns with capacity, and intersects with the work/goals, adds value and guides - are we on the right track, and help to steer/course correct as needed.
- Naomi - did the small business survey come from the subcommittee?
 - Lorraine - This originated historically with TEDP and was initiated by the TLCBD Board/Committee.

i. Small Business Update (Helen)

The last few months, the focus has been on individual, door to door small business outreach to:

- Re-establish relationships, build new contacts; get a temperature check of issues on the street.
- Share grant information; understand forefront needs - job training/hiring came out of the committee work (have connected small businesses to Jobs Now program).
- Administer existing grants, and communicate about upcoming grants An SF Shines grant is coming in approximately 1 month.
- TL Marketing - grant funding from OEWD for TL-wide marketing campaign promoting small businesses. Targeting a June launch. Get feedback on final list of businesses before publishing.
- ADA Checklist deadline the end of June. Many small businesses need to respond, requiring the hiring of a specialist/completion of a checklist; there is an associated grant.
- Action Items:
 - Naomi to find an inspector that can perform this pro-bono.
 - Rene to create a flier for businesses to create awareness.
 - Rene will reach out to contact at Building Inspection department regarding fines and updates on the ADA checklist program

ii. Current TMA initiative Update (Rene)

- Website: the website is complete; a bio update is needed.
- Lights: Manny Yekutieli is working with TLCBD to light up the Larkin corridor (Larkin St, from O'Farrell to McAllister); this should be completed fairly quickly. There is a temporary permit to hang holiday lights (string lights similar to Valencia St), with lanterns in between (these will not cross over the streets). The cost is \$20 per block per month. Iris asked who will be maintaining the lights, who owns them - TMA? Maintenance will likely fall on the ownership of lights.
- Festivals: 4 events are scheduled; they are working on additional funding. Fliers are in development. Plus, on 5/29 an AAPI festival and block party in the next couple of months.

iii. Workforce Development (Gary Bissell, the Sub-Committee has moved and resigned from the Board/Committee)

- Lorraine indicated that TLCBD has hired several employees through JobsNOW!

3. Small Business Survey

Lorraine gave an overview on:

Survey Results

- More than 70% have less than 2 employees.
- 88% are owners.
- 94% of respondents own or have family members working in the business .
- 80% are immigrant-owned from all over the world.
- Key small business survey highlights/needs:
 - 80% of the business owners want to stabilize and grow
 - 43% delivery/take out; 25% walk-ins

- more support in getting grants, more customers (marketing), increasing revenue, catering and group orders.
- finding qualified employees
- getting loans was a lower priority - businesses do not want to take on more debt.
- Street conditions have a significant negative impact on businesses - including violent crime, excrement/dumping, drug use/dealing, vandalism and graffiti.
- In parallel to the survey, an inventory of TL storefronts was conducted - breaking out businesses by type, such as restaurants, cafes. At the time of the inventory, there were 50 boarded storefronts, 21 vacant, 29 occupied. Vacancies are likely higher currently, with some new businesses opening based on desire/opportunity to be in the TL.

There were 3 key conclusions/recommendations from the Survey:

- Street Conditions - need to:
 - advocate for improved street conditions in the TL - provide clean street conditions for businesses
 - strengthen graffiti removal efforts
 - improve and expand police and urban alchemy services
- Marketing - need
 - marketing programs, and shift from (supplement to) word of mouth and walk-ins
 - generate and support social media and digital campaigns
- Financial Support - need support/resources towards operating costs and capital investment

Naomi: Mentioned that SFEater is working on a publication of TL coffee shops. Helen to join a meeting with Naomi, and discuss potential/broader campaign

Survey Feedback from the Committee

Majeid: incredible survey and report. Regarding street conditions: have we reached out to the FBI? Is there a way to have a campaign to talk to the non-profits and gather with staff and localize the small businesses and offer a 10% discount, perhaps on specific days of the week.

Lorraine: Good way to bring services and businesses together. Something similar was presented last year to OEWD.

Helen: "Tasting the Tenderloin" was back in the day, although this was very labor intensive regarding coordination with businesses/offices.

Susie: Are we trying to use this to get more grants?

Lorraine: This was one of the larger goals. Economic Opportunity has presented the survey results to various stakeholders (with positive responses), and is planning for additional outreach/presentations. The results/recommendations from the survey helped surface and inform the need/grant funding for the TL Marketing campaign.

Naomi: As we move away from the subcommittees, use this as a guiding light to support small

businesses. Likes the idea of the marketing plan.

4. Approval of Minutes

Susie moved and Majied seconded a motion to approve the March 15 meeting minutes. The motion was approved unanimously.

5. Close Meeting, Future Agenda Announcements, and Future Agenda Items

**Next Economic Opportunity Committee Meeting
Tuesday, July 12, 2022, 5PM**