

## **Economic Opportunity Committee Meeting**

November 8, 2022, 5 pm

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

### **DRAFT Meeting Minutes**

Present:

#### **Board Members**

Naomi Maisel

Justin Bautista

#### **Staff**

Lorraine Lewis

Iris Lee

Helen Bean

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

Naomi Maisel called the meeting to order. Committee members and staff shared their favorite Thanksgiving Dish.

#### **2. Small Business Snapshot**

Naomi explained that she would like to have metrics on small business openings and closures. Committee members thought this was a good idea. Staff didn't have time to update the committee at this meeting but has some of the stats it can share. Staff wanted to know if there was an appetite from the committee members to help participate as a volunteer effort to collect statistics. Justin would like to look at results from the last survey. Lorraine will reshare.

#### **3. Updates and Goal Sharing**

Helen provided an update on SF Shines and discussion of the catering program marketing. Naomi, suggested that we reach out to tech companies, City Hall, and real estate groups. Helen also explained ongoing outreach for the Small Business Whatsapp group. Committee members noted that we needed to micromanage this group to build traffic.

Iris provided an update on leasing activity including ongoing work with Himalayan Pizza and Candlestick Courier. She has completed a lease for a new business, ChaCha's Café (669 O'Farrell).

Lorraine provided an update on the Marketing Project. Staff has reviewed the landing page for the directory and initiated outreach to stakeholders to inform them about the program. The quality of work is excellent. A videographer is coming to take still shots and video for the campaign. The campaign will be rolled out in December and January. Naomi asked if elected officials supported the web site and perhaps sharing the web site with other neighborhoods. Committee members asked how the site will be updated after the contract ends. Lorraine explained there the contract will conclude with a transition plan.

4. **Small Business Safety** - Lorraine indicated that there a new small business safety group has been formed. The initial goal of this group was to discuss the impact of wellness hubs. Naomi will forward Lorraine the attendee list from the meeting. For ongoing safety efforts, Lorraine will discuss with Esan and Christy about how to form a small business line of communication with the Police Captain.
5. **Approval of September 2022 Minutes**  
Justin moved and Naomi seconded a motion that the September 2022 minutes be approved. The motion was approved unanimously.
6. **Close Meeting**  
The meeting was adjourned at 6:00PM.