

Board of Directors Meeting
January 27, 2024, 9:00 am
48 Golden Gate Avenue, San Francisco, CA
Meeting Minutes
FINAL/APPROVED 3/27

Present:

- Mike Vuong, President, Business Owner Seat (Boys & Girls Clubs of SF)
- Naomi Maisel, Vice President, Business Owner Seat (La Cocina Municipal Marketplace)
- Bilal Mahmood, Treasurer/Chair, Finance, Admin & Fund Development Committee, Resident Seat
- Diana Pang, Secretary, Property Owner Seat (Chinatown Community Development Center)
- Justin Bautista, Resident Seat
- Nafy Flatley, Chair, Policy & Voice Committee, Business Owner Seat (Teranga)
- Gregory Johnson, Resident Seat
- Jennifer Kiss, At Large Seat (R&D Foundation)
- Isabel Manchester, Chair, Operations & Stewardship Committee, Property Owner Seat (The Phoenix Hotel)
- Jeff Pace, Property Owner Seat (St. Anthony's Foundation)
- Cindy Ramesh, Property Owner Seat (Hilton)

TLCBD Staff:

- Sirch Chanthyasack, TLCBD Staff
- Lagina Clark, TLCBD Staff
- Harley-Ray Lively, TLCBD Staff
- Esan Looper, TLCBD Staff
- John Mello, TLCBD Staff
- Greg Moore, TLCBD Staff
- Enrique Ovando, TLCBD Staff
- Kate Robinson, TLCBD Staff
- Cyntia Salazar, TLCBD Staff
- Alicia Seleska, TLCBD Staff
- JaLil Turner, TLCBD Staff

Absent:

- Shelbey Wiedemann, Property Owner Seat (UC College of the Law)
- Gordon Leung, Property Owner Seat (Tenderloin Neighborhood Development Corporation)

Guest:

- Chip, Western Division Vice President, Block By Block

1. **Welcome and Breakfast - Icebreaker**

The meeting came to order at 9:15 am.

2. **Conversation: Clean Program**

K. Robinson shared that the organization has been awarded a \$2.4 million contract from DPW for cleaning. J. Mello walked the group through a presentation on the current Clean Team.

- Received \$200,000 in funding from TCAP for FY24 via Planning Department and OEWD
- Have a 71.6% 311 response rate in this fiscal year.
- 311 started as a 3 month pilot and has now gone on for 2 years.
- There are 16 Clean Team members.

K. Robinson: We are the only CBD currently closing out 311 requests—SOMA West has stopped closing out theirs and are in breach of their agreement. We feel strongly that the City will never pay a non-union organization to do this cleaning work.

J. Pace: Do we know how much—quantifiably—it costs to do this work?

- Yes. We figured that out last year and can provide it.

[Action: K. Robinson will provide numbers on Clean Program costs to the Board.]

E. Ovando explained the main points of the new \$2.4 million DPW grant. Has been in conversations with People & Culture and J. Mello on the new job descriptions, etc. It will allow TLCBD to connect to this main central pipeline of Parks, Safe Passage; leverage existing teams. J. Mello and G. Moore are working on a 6-month training program.

J. Pace: When will this new deployment center be in effect?

- April 1st.

M. Vuong: If we do go over the 18 months of the contract, there are also software programs that can be utilized and added to LinkedIn that document completed certificates and trainings.

I. Manchester: Are we going to ask the City to take back 311?

- We see this as a huge opportunity for our current Clean Team. If all 12 of our current pan and broom team stop doing that, what can we do to step them up? What can we do with our current Clean Team that can really make an impact in the neighborhood?

J. Mello: Under this new program we would no longer respond to 311 requests—we would create them.

N. Maisel: We wouldn't be responding to 311 requests at all—or just the Junior Team?

- Just the Junior Team would not respond to requests.

G. Moore: This new grant requires us to have a job fair every 6 months.

J. Mello: The grant also requires hiring San Francisco residents.

K. Robinson: Prior to this grant, we've been running at a deficit with our Clean Team. So we've always been thinking of ways to flip that. This will increase our capacity and strengthen our relationship with DPW.

K. Robinson introduced Chip from Block By Block who opened with a background on himself.

I. Manchester: Can you explain exactly what Block By Block does?

- They started as a security company in Louisville, but then were asked to do more in the community and started cleaning. We've evolved to a lot of public safety and working with police/local enforcement. We have relationships with the community. Hospitality is another big part of what we do; we also have people whose entire job is to be an ambassador. We also have a lot of people who do outreach. Clean, safety, hospitality, outreach is basically the core of what we do.

I. Manchester: Are your programs split up for each type of ambassador?

- Yes, they're split up between accounts. Temescal for instance has safety ambassadors, but also has a cleaning need as well. A lot of places it's very hybrid.

J. Pace: Since we took the Clean Team in-house, how are we contracted with them?

- This is a very unique structure that we worked out with Block By Block. This was not because they weren't doing a great job, but *because* the Clean Team was doing a really great job and they had different schedules and holidays and pay rates, etc., but to really make the organization a whole, we felt like bringing them in-house was necessary. We have a contract just for consultation, recruitment, training, and the lease of the trucks.

J. Kiss: Everything we're talking about is responding. In your experience in other places, what strategies have worked in the generation?

- I don't want to sound pandering but it's what you're doing. It's changing the local community. On creating a generational cultural change, it's connecting the people who have ownership to the people who have an impact.

D. Pang: What are policy recommendations or funding policies for San Francisco?

- BIDs have always been: well if not us, who? That's harder and harder because there's more that no one else is doing. I do see a lot of public money that's coming, but whether that's in the right place? I do think partnerships right now are so important—we're recommending "you guys can only afford this half of this program, but your neighbor can afford the other half", etc.

To conclude... in Santa Cruz it was pretty clean, but a few business owners came together to organize what became a Spring Clean. We'd walk by other businesses offering to pressure wash their windows and then offer to clean the inside as well since we were already there; it made some owners more aware that other people were looking at their business with different eyes.

K. Robinson: The OEWD partnership has changed with new leadership at OEWD, but also a chance for us to change the relationship to better service our needs.

The Board brainstormed cleaning priorities:

- Business Seat (B): What does prevention look like (vs response)
- B: Consistency of cleaning
- B: Block work to support added funding for more clean
- Property Owner Seat (P): Graffiti
- P: Higher Quality of cleaning on blocks connected to good blocks
- P: Needles/Open air drug trade
- P: Alignment with policy
- P: Daily Cleaning - More power washing
- P: Clean Beyond 3pm
- At Large Seat (AL): Prevention!
- AL: Engagement with stakeholders to help on blocks shared goals/vision
- Resident Seat (R): Partnerships between stakeholders (P,B,R, etc)
- B: Operations with partnerships from 6pm-2am
- R: Power Washing
- B: Culture changing operations
 - Connect work/impact through city departments/initiative
- B: Support Blocks with “how” to clean
 - Policy and Voice: Support operationalized block cleaning
- R: Remove bad actor businesses erp 24/7 smoke shops/etc
- P: What can be done on blocks with less or no businesses
- B: What to do with SPark

3. Informational: Tenderloin Tour and TLCBD Programs

Attendees toured the neighborhood and discussed challenges with cleanliness, physical improvements, and graffiti

4. Lunch at Golden Gate

5. Conversation: 2023 Review

This topic was skipped due to time constraints.

6. Conversation: 2024 Goals

The Board broke into 2 groups and came up with their goals for 2024.

Operations & Stewardship:

- Ambassador program during events.
 - Look presentable and friendly to engage with tourists
- Create corridors (clean and safe) to/from landmarks/hotels/areas of interest

- Get \$1 million match for Camera Program
- Find a way to “hold the block” weekdays
- Add weekend shifts for clean
- Adding Bigbellies - Research need for more?

Policy & Voice

- Having a voice in city policy/decision making/legislation. Make a statement.
- System to know Tenderloin has a voice and matters. Be familiar with different efforts that ultimately impact the Tenderloin.
- Share policy info to ensure Tenderloin coverage/voice that ultimately impacts the Tenderloin.
 - Big picture landscape analysis.
 - Influence to meet our priorities.
 - Which meetings do we (TLCBD Staff) prioritize? Where do we influence?
- Better linkage between Operations and Policy and Voice
 - Small list of metrics to check in on every meeting.
- Alignment with TCAP budget
 - Sort out 311 issue.
- Opportunity to deeply engage with UCSF ED/CEO Summit
- Define the Issue: Policy, Operations, Systems, funding. Use Policy and Voice to attack that issue
 - Quarterly joint meeting of Operations and Policy & Voice

7. Information Sharing: Things Coming Up

This topic was skipped due to time constraints.

8. Information Sharing: Announcements, Appreciations, & Thank You

Next Board of Directors Meeting

Wednesday, March 27th, 5:00 pm | 48 Golden Gate Avenue, San Francisco, CA