

Board of Directors Meeting
November 15, 2023, 5:00 pm
512 Ellis Street, San Francisco, CA
Meeting Minutes
FINAL/APPROVED 3/27

Present:

- Naomi Maisel, Vice President, Business Owner Seat (La Cocina Municipal Marketplace)
- Bilal Mahmood, Treasurer/Chair, Finance, Admin & Fund Development Committee, Resident Seat
- Justin Bautista, Resident Seat
- Nafy Flatley, Chair, Policy & Voice Committee, Business Owner Seat (Teranga)
- Gregory Johnson, Resident Seat
- Gordon Leung, Property Owner Seat (Tenderloin Neighborhood Development Corporation)
- 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)
- Shelbey Wiedemann, Property Owner Seat (UC College of the Law)

TLCBD Staff:

- Siggy Bang, TLCBD Staff
- Esan Looper, TLCBD Staff
- John Mello, TLCBD Staff
- Greg Moore, TLCBD Staff
- Enrique Ovando, TLCBD Staff
- Kate Robinson, TLCBD Staff
- Eric Rozell, TLCBD Staff
- Cyntia Salazar, TLCBD Staff
- Alicia Seleska, TLCBD Staff
- JaLil Turner, TLCBD Staff
- Abby Wongwanich, TLCBD Staff

Absent:

- Jennifer Kiss, At Large Seat (R&D Foundation)
- Diana Pang, Secretary, Property Owner Seat (Chinatown Community Development Center)
- Mike Vuong, President, Business Owner Seat (Boys & Girls Clubs of SF)

1. **Welcome and Call to Order**

The meeting came to order at 5:02 pm.

2. **Update: Executive Director and Program Highlights**

K. Robinson provided updates on the following items:

- SP15: Spring Soiree - May 2nd from 4-7pm, I Love TL Day - December 1st and Safe Passage Karaoke Fundraiser from 6:30-8:30pm
- New Office Update

G. Johnson: Will we all be under one roof at the new location?

- Yes, but will also have a nearby clean team deployment in space behind the new location.

- TLCBD in the Media - Camera Team helps solve child abduction case, KPIX Clip on Cleaning, SF Standard on SP15

B. Mahmood: Was this positive coverage on the child abduction? Was there written news that can be shared via social media rather than just video?

- **[Action: E. Ovando will share print news story with B. Mahmood.]**

- Camera Program and APEC—pressure to provide live access returned with APEC, so we developed 24/7 on-call support from TLCBD staff

- Banners

B. Mahmood: Will have ads up on bus shelters for 2 months as a new year item.

J. Bautista: Are you aware that a similar campaign is being rolled out now elsewhere?

- Yes, and messaging for the broader campaign will be slightly different, but the local neighborhood banners will remain the same because we feel so strongly about the statement.

- Fall Forum Follow-up and Capital Campaign—we formed the TLC (Tenderloin Campaign) Advisory Group to help fundraise

J. Pace: I have some legal contacts who may be able to help review contracts, etc.

- Program Highlights - featured program Mini Grants

J. Turner: In a cash crunch for hiring, will hire a Manager soon, fully staffed at 15-20 and have promoted many from the Safe Passage program, finalizing a vest design to differentiate from Safe Passage.

J. Mello: Introducing a new communication system operating under cellular service. Clean, Parks, and Safe Passage will all be communicating on it and will roll out in the next week.

E. Looper: Currently in a hiring freeze, really excited about convening and connecting that we're doing. We recently hosted a Block Group Convening meeting with Supervisor Dean Preston present and will be working with police to help with Coffee With a Cop.

E. Rozell: Safe Passage will receive a commendation on December 12th. New radios are awesome and don't have any background noise. Assisting with many neighborhood Holiday events, and will start providing escorts to the Farmer's Market. Will have 14 smaller celebrations for the 15th anniversary.

C. Salazar: Have partnered with OEWD to provide culture and arts events in the neighborhood through 2024 and have funded 16 projects.

3. Presentation: FY23 Audit and Financials

S. Bang shared a presentation beginning with FY23 highlights: revenue was \$6.4M vs. \$7.1M FY22 Actual, change in Net asset (\$50K), and audit completed on-time.

He then shared FY22 vs. FY23 audit note comparisons highlighting a lower adjustment, still need to tighten up monthly and yearly closes.

He concluded with a FY24 commentary highlighting: revenue at \$6.2M vs. budget \$6.5M, change of asset at \$108K forecast vs. \$51K budget, fixed cost structure (held off on hiring), evaluating 5% COLA for exempts 1/24, and Capital Campaign/TLC project excluded. \$6.2M is a good number for the forecast.

J. Pace: Congratulations to the Finance team for all the extraordinary work over the last couple years. What is the process of hiring a new finance director?

- There have been postings, but only a few nibbles. I'll stay on to consult as needed.

4. Action: Approve Minutes of Previous Meetings

MOTION: Review and approve the draft minutes of the September Meeting of the Board of Directors.

Moved by: S. Weidemann

Seconded by: B. Mahmood

Abstained: G. Leung, C. Ramesh

Passed: yes

MOTION: Review and approve the draft minutes of the June Meeting of the Policy and Voice Committee.

Moved by: J. Bautista

Seconded by: I. Manchester

Abstained: none

Passed: yes

5. Action: Approve Contract Renewal and Increase for Ground Floor Consulting

K. Robinson: We engaged with Ground Floor as our communication team to fill a large need and have been in contract with them for a year. They have been very beneficial to raising our voice and putting it out there to new channels. They are contracted for less than their usual rate and are requesting an increase.

G. Johnson: They don't work for us every single day, are they producing enough results to justify the cost?

- K. Robinson: They post to social media daily.
 - G. Johnson: We should be able to do that in-house.
 - E. Ovando: They connect us to many large donors—including the Capital Campaign.
- G. Johnson: I disagree. We need to look harder for that amount of money.

E. Loooper: We were struggling with how to stay up on all relevant meetings at City Hall and news, and now we get regular briefings. They also have helped with event preparation that we struggled with before. They really do make us feel like we're special. We can't find all of these skills in one person - even just the time alone.

- G. Johnson: I still disagree. It's easy to create content and share it out to multiple platforms. I know that person is out there and we can find them.
- K. Robinson: Yes, but the Board approved to not hire a Communications Manager.

B. Mahmood: There's always a trade off between a consultant only working one hour per day versus someone in-house who is spending their whole day. It sounds like they're doing comms, events, and support in navigating relations. They complement and supplement on each of those levels; these questions are totally valid, but I think we kind of get a 3-for-1 package with them.

C. Ramesh: Is this agency doing PR as well? Are they connected to a national network or at least a broader level than a solitary person could do? What kind of connections do they have to the media? It sounds like you think they have the connections.

- K. Robinson: Yes, we've been connected to the New York Times and global media. We are not searching for a Communications Director.
- C. Ramesh: Will you be locked into a year?
- Yes.

J. Pace: I love this Board. I echo Bilal's comments. May I move to approve this contract?

MOTION: Approve renewing the contract with Ground Floor Communications.

Moved by: J. Pace

Seconded by: I. Manchester

Abstained: G. Johnson

Passed: yes

6. **Discussion: New Employee Handbook, Overview of Media Protocol**
This item will be moved to another date for time.
7. **Board Retreat Topics: Saturday, 1/27/2024**
This item will be moved to another date for time.
8. **Information Sharing: Comment, Announcements and Future Items**

The meeting was adjourned at 6:32pm

Next Board of Directors Meeting - Board Retreat