



Executive Committee Meeting
February 19, 2025, 5:00 pm
48 Golden Gate Avenue, San Francisco, CA
Meeting Minutes
FINAL/APPROVED 3/19

Present:

Executive Committee

- Naomi Maisel, President, Business Owner Seat (La Cocina on Hyde)
- Isabel Manchester, Vice President, Property Owner Seat (The Phoenix Hotel)
- Brennan Foley, Treasurer/Chair–Finance, Admin & Fund Development Committee, Property Owner Seat (Hilton)
- Diana Pang, Secretary, Property Owner Seat (Chinatown Community Development Center)
- Geoffrey McFarland, Chair–Operations & Stewardship Committee, Business Owner Seat (St. Anthony Foundation)
- Kristen Villalobos, Chair–Policy & Voice Committee, Property Owner Seat (San Francisco Community Land Trust)

Other Board Members

- Patricia Tu, Business Owner Seat

TLCBD Staff

- Josie Dominguez-Chand, TLCBD Staff
- Enrique Ovando, TLCBD Staff
- Nicole Patel, TLCBD Staff
- Kate Robinson, TLCBD Staff
- Alicia Seleska, TLCBD Staff
- Cyntia Salazar, TLCBD Staff
- Frank Turbeville, TLCBD Staff

Absent:

- Nafy Flatley, At Large Seat, (Teranga)
- Naomi Maisel, President, Business Owner Seat (La Cocina on Hyde)

1. Call to Order. Welcome

I. Manchester called the meeting to order at 5:04 pm.

2. Update: Executive Director Report

K. Robinson provided updates on:

- Staff Updates, Open Seat(s) – J. Dominguez-Chand has left the board to become a staff member.
- Camera Transfer Update – TLCBD is no longer involved in the transaction with the City; it's now Applied Video Solutions (AVS)/SafeCity Connect solely negotiating with the City. TLCBD is only involved in transfer negotiations with AVS before closing the program.
- Capital Campaign – We're very close to having contingencies removed. The 6th Amendment should end March 16th. Closing would likely be June or July.
- Urban Alchemy Update – First half of City funding was passed through in December and final amount was passed last week—that should make the contract whole through June. The question is still what happens on July 1? It looks like Mid-Market Business Foundation will not be the contract holder in the future.
- Grant Funding Update – received \$1.5M from Rippleworks for Capital Campaign; invited to apply for \$1.5M for Capital Campaign from Hellman Foundation (application due in March and would find out result in June)
- SFBDA – TLCBD is a member and K. Robinson is the President; they're a 501c6 member association. They have agreed that their sole focus will be contracting struggles with the City—delayed contracts, permitting. Will argue that CBDs should be treated differently as they're quasi-governmental and held to the Brown Act and annual financial reporting, etc.
- In the Media – Safer Taylor and Bike and Roll articles
- Program Updates – E. Ovando shared that in the first half of FY25: 27,213 pounds of trash have been removed by the Clean Operations; 258, 387 individuals have been escorted by Safe Passage; 109,893 Tenderloin Park visitors assisted by Park Stewards; 222 events have been held with 14,152 attendees, 150+ businesses have been supported, and Policy & Voice held 2 convenings with 63 guests in attendance.

Rolled out a CRM for the organization which launched in December. Our family of websites will all be moved under the umbrella of www.tlcbd.org. visittenderloin.com has already been moved and tlparks.org will be moved on 2/28, but the Tenderloin Youth Directory is looking for someone else to take it over otherwise it will be archived. All the Clean trucks and mobile cans (aka Mega Brutes) have received new decals—in the process of updating the Bigbelly wraps. Clean Operations is creating a new process of truck fleet management—currently assessing the condition of the trucks and have already created a maintenance schedule. The Park Program has restructured staff hours and is looking at a potential savings of \$100,000.

3. Action: Approve Minutes of Previous Meeting

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

Moved by: I. Manchester

Seconded by: G. McFarland

Abstained: D. Pang, K. Villalobos

Passed: yes

4. Action: Policy & Voice Recommendation on Geographic Equity

K. Robinson provided some historic background on the topic within the TLCBD Board—first started when Turtle Tower closed and the empty space was at risk of becoming a drop-in service provider. We haven't seen a trend of centering in the neighborhood that aligns with TLCBD's centering of youth, seniors, and small business. We want to solidify an ask to put a halt to anything new in the neighborhood that does not center youth, seniors and small business. The Adante and Monarch hotels are now the last 2 shelter-in-place (SIP) hotels in the City (Cova Hotel's contract ends in March); the Department of Homelessness and Housing has been pushing to keep them open as SIPs without any conversation with any neighbors, businesses, etc.

K. Villalobos explained that the Policy & Voice Committee voted to bring the issue to the full board and encourage an official TLCBD policy.

- D. Pang: Will this be a policy change, moratorium, what are we asking for?
 - K. Robinson: Just asking for funding a healthy mixture of all three and having other neighborhoods take on the same burden.
- K. Villalobos: You're voting on TLCBD's policy for things as they come in down the pipeline.

MOTION: Center Tenderloin resident youth, families, and seniors, as well as small businesses in any new projects or investments in the neighborhood. If new programs or services do not directly improve the lives and conditions for these constituent groups, TLCBD will voice opposition.

Moved by: P. Tu

Seconded by: I. Manchester

Abstained: none

Passed: yes

5. Additional Committee Updates

- Operations & Stewardship: G. McFarland—there seemed to be a lot of excitement and sense of urgency around building a robust Emergency Plan at the Board/Staff Retreat; looking for more attendees at Ops & Stewardship meetings.
- Finance, Admin & Fund Development: K. Robinson—looking for more committee members too.

6. Discussion: Strategic Planning Retreat feedback and next steps

K. Robinson asked for brief thoughts on the recent retreat.

K. Villalobos: So well done and wanted more time.

P. Tu: Liked the writing exercise for visioning 200 Leavenworth.

G. McFarland: Appreciation for how knitted together Board and Staff were—felt like a good mix.

[Action: All committees will review the Board retreat docs, and then the docs will go to the Executive Committee before going to the Board for a final review.]

7. Information Sharing: Comment, Announcements and Future Items

The meeting was adjourned at 6:01 pm.

Next Executive Committee Meeting
Wednesday, March 19th, 5:00 pm | 48 Golden Gate Avenue