



Executive Committee Meeting

March 19, 2025, 5:00 pm

48 Golden Gate Avenue, San Francisco, CA

Meeting Minutes

DRAFT*

*Minutes subject to change, and not official until approved by the Committee

Present:

Executive Committee

- 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

- Mark Puchalski, Property Owner Seat (TNDC)

TLCBD Staff:

- Abigail Blue, TLCBD Consultant
- Esan Looper, TLCBD Staff
- Enrique Ovando, TLCBD Staff
- Kate Robinson, TLCBD Staff
- Eric Rozell, TLCBD Staff
- Isis Sainz, TLCBD Staff
- Frank Turbeville, TLCBD Staff

Absent:

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

1. Welcome

The meeting came to order at 5:01 pm.

2. Update: Executive Director Report

K. Robinson provided updates on:

Program and Staff:

TLCBD welcomed a new Administrative Specialist and is having two departures that include our People and Culture Director and Director of Community Organizing.

Camera:

Moving forward we will be transferring the camera program to the City of San Francisco using the original vendor SafeCity Connect.

Capital Campaign:

Still in negotiation with the Property owner to acquire the building.

Grant Funding:

We received funding for block groups from the Pisces Foundation. In addition, we received funding for The String Light Project, which covers 13 blocks, including the Safe Passage route from the Silicon Valley Community Foundation. Unfortunately, we did not receive funding from the Mayor's Office of Housing and Community Development. DPW grant - Reallocation of funds will go towards a graffiti "strike" team, pending approval from DPW.

3. Action: Approve Minutes of Previous Meeting

MOTION: Review and approve the draft minutes of the February Meeting of the Executive Committee

Moved by: D. Pang

Seconded by: I. Manchester

Abstained: none

Passed: yes

4. Discussion: Strategic Planning Discussion

A. Blue provided updates on the following items:

- Financial Sustainability: Laying the Groundwork for Long Term Impact

Key strategies discussed included monetizing the camera network, expanding the clean team, janitorial and safety operations, strengthening engagement with donors and private foundations, building a reserve fund of \$2M+, and securing \$18M for the Capital Campaign.

- Workforce Development & Economic Mobility: Investing in Residents & Small Businesses, and in the people of the Tenderloin is crucial, including providing information on workforce readiness, offering financial literacy lessons, fostering partnerships among service providers

to help individuals become job-ready; through strategic partnerships, establishing a career training hub and trade school within the community.

-Community Resilience & Disaster: Implement a collaborative approach where all staff are trained in emergency response and aid, establish a cooling center and emergency access for the neighborhood, and coordinate evacuation and shelter efforts.

-Policy & Legislative Leadership: A stronger Voice for Change

Establishing a dedicated kids' zone to improve safety in the neighborhood. Address the concentration of social service that doesn't serve the youth by creating a more thoughtful strategy—making every development intentional. In addition, making progress on building the Tenderloin Community Center which is a part of the Capital Campaign that will serve for workforce training, small business support, family support center, etc.

M.Puchalski: How do we balance improving the tenderloin without slipping into gentrification?

K. Robinson: We are rich with affordable housing, which prevents a high risk of negative impacts of gentrification.

5. Additional Committee Updates

This item was skipped.

6. Information Sharing: Comment, Announcements and Future Items

San Francisco's Tenderloin is bringing a new Eid Festival produced by Into The Streets on Saturday, April 5th, 2025. There will be a free basketball clinic with The Golden State Warriors at Boddeker Park from 12:00pm to 1:00pm.

The meeting was adjourned at 6:04 pm.

Next Executive Meeting Committee Meeting

April 16, 2025, 5:00 pm | 48 Golden Gate Avenue, San Francisco, CA