



Operations & Stewardship Committee Meeting

April 2nd, 2025, 12:00 pm

48 Golden Gate Avenue, San Francisco, CA

Meeting Minutes

DRAFT\*

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

Present:

**Committee Board Members**

- Geoffrey McFarland - Property Owner Seat Representative (St. Anthony)

**TLCBD Staff**

- JaLil Turner, TLCBD
- Esan Looper, TLCBD
- Eric Rozell, TLCBD
- Enrique Ovando, TLCBD
- Paris McBride, TLCBD

**Absent:**

- Mark Puchalski - Property Owner Seat Representative (TNDC)
- Paula Hendricks - TL Resident

## 1. Call to Order, Welcome

The meeting was called to order at 12 PM.

## 2. Approve Last Meeting Minutes

No motion was made in regards to the minutes from last month's meeting.

## 3. Program Spotlight 2025 Programmatic Strategy/ Development : Clean, Parks & Safe

**Clean:** There were 4 areas of strategic development that will be presented today. First Paris stated that he was excited about the great work that the workforce is doing and we are truly making a difference in cleaning the TL. I stated that we will be starting our 2nd year of operating the workforce development program in May of this year. This is a great accomplishment for TLCBD. Second, I spoke on the new graffiti abatement team DPW has allowed us to create through our existing contract. The new team will consist of 1 supervisor and 2 members of the workforce team that will go out 5 days a week. I showed the areas of service we will be maintaining through the grant. This area is what we maintain through the grant. Geoffrey asked where the funding was coming from and Enrique spoke on how the funding became available to us. Third, the Expansion of the swing shift is another area of growth for clean operation. There will be 5 days of service instead of 3. We will be adding more business corridors along the safe passage routes for the area we service. Fourth item is expanding our paid for additional service department. We are looking to increase the number of businesses and properties we provide additional services for. Geoffrey asked if we could provide a bundle of service agreement that could be used based on Sq. footage. He asked what are we looking for? Enrique spoke on the large businesses as preferred clients.

**Parks:** JaLil had 3 areas that he was presenting. First he is looking to create paid for service revenue to get people to fund parks programming. Second Increasing fundraising, non government funding to pay for salaries. Third Restructure teams to allow the work to go on. Hours were shifted to stop overlays and remove any lapses in employees. He stated that OEWD has approved the new funding for Parks. This is for salaries and not programs. Funding needed for programming.

**Safe Programs:** Eric stated that he has a total of 19 staff members including Tatiana and himself. His strategy goal are:

- Maintain & renew Safe Passage services & events
  - Community event funding is being sustained by a Dolby grant of \$15K. Seeking additional funding to expand Safe Passage presence in the neighborhood.
- Paid services
  - Looking to expand paid services. A recent paid for service request has been made by Mid-Market Foundation for three Market Streets Art events. Previous paid services contracts were completed for Camera Program and Broadway SF.
  - Geoffrey asked how we are doing outreach for paid services?
  - Team mentioned that currently word of mouth, yet we will be developing collateral materials for paid services and agreed to vet those at the next committee meeting.
- Expand Street Ops
  - Waiting to hear back from Sutter Health on a grant to expand Street Ops. Meanwhile, funding and hours were allocated from Safety Coordinator so he can support Darryl in

providing daily patrols from 11am-1pm.

- Develop & secure funding for initial ER & DP plan
  - Eric has completed a 5-Year Strategic Plan that is being used by Abigail and Jordan to seek funding for his.
- Develop a Safe Programs workforce initiative
  - Similar to Clean Team Eric is looking to develop and build out a workforce development plan for Safe Program.

Eric mentioned funding was awarded for String Lights along the 24/7 Safe Route. Geoffrey asked, who will keep this project moving forward Policy & Voice or Safe. Enrique stated the project falls under Policy & Voice because it involves community improvement. Questions about permitting came up as well as the maintenance work that needs to be done. Also who does the repairs or work when needed. Eric stated the funding has a line item for maintenance and upkeep. Safe will keep an eye on the lights and make repair requests as needed.

**4. Program / Department Updates: Parks:** JaLil stated that Parks is hosting Friday activities on April 18 at Bodecker facilities to enhance the number of youth members they are looking to provide services for.

**Clean Operations:** We are hosting a community job fair on April 10 2025 at Bodecker Park. Our goal is to provide our opportunities for full time employment for our workforce candidates. We have 9 confirmed employers that will be attending the job fair

**Safe Passage:** No updates

#### **5. Next Meeting: Select Spotlight Topic & Draft Next Meeting Agenda**

Paid Service and Programming list of businesses that we are targeting.

#### **6. Information Sharing**

Nothing up and coming was shared. eric said thank you to Geoffrey

#### **Adjourn**

- The meeting was adjourned at 12:40 PM

Next Operations and Stewardship Committee Meeting  
**Wednesday, May 7th, 12:00 PM** | 48 Golden Gate Avenue