

Policy and Voice Committee Meeting  
May 14th, 2025, 12:00 pm  
48 Golden Gate Ave, San Francisco, CA  
Meeting Minutes  
**DRAFT\***

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

Present:

**Policy & Voice Committee**

- Kristin Villalobos, Chair, Policy & Voice Committee, Business Owner Seat
- Paula Hendricks, Resident Seat, 600 block of O'Farrell
- Diana Pang, Property Owner Seat, CCDC
- Mark Puchalski, Business Owner Seat, TNDC

**TLCBD Staff**

- Justin Bautista, TLCBD Staff
- Esan Looper, TLCBD Staff
- Enrique Ovando, TLCBD Staff
- Cyntia Salazar, TLCBD Staff

**Members of the public / Guests**

- Ruqaiyah Angeles, CCDC
- Lily Lee, CCDC

**Absent:**

- Nafy Flatley, Vice Chair, Business Owner Seat, Teranga

1. **Welcome**

The meeting came to order at 12:03 pm.

2. **Action: Approve minutes**

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

Moved by: P. Hendricks

Seconded by: D. Pang

Abstained: None

Passed: Yes – unanimously passed by committee members.

3. **Spotlight: Contingency Plan for Alternative Funding Sources**

E. Ovando gave a short update about the funding plan.

E. Ovando: “Fee for service” is a strategic plan for the next 5 years, including power washing and janitorial services. Also in the works: Safe Passage escort model. Park Services are exploring how to charge for our services.

C. Salazar: Outlined different options for P&V funding – which is currently secure through FY26. After, we will need to explore further options not only from the city but we also need to look at private funding sources (Wells, Dolby, Salesforce) – then, what do we ask for in particular?

K. Villalobos: Is there an actual demand for these fees for services? Who can actually pay?

E. Ovando: Depending on the service – there is demand and propensity – but in Operations. Rate of return/ROI for similar in P&V is questionable.

C. Salazar: Demand is there, for Activations/Events – but the ability to pay is not really – a big question is: who’s going to fund?

P. Hendricks: How can we choose institutions that can pay for our services?

E. Ovando: Creation of separate TLCBD entity as a “small businesses” will be helpful in providing services.

E. Looper: Stressed the importance of block groups. How will we fund? Is there enough money to pay for administrative duties? Asked the block groups: What do you need if you had the money for it?

P. Hendricks: I don’t know what you can give us to help us.

E. Looper: When organizations do have money, they want to spend on operations like cleaning and janitorial.

K. Villalobos: What's the question? Where is funding coming from to support the PV program past FY26?

C. Salazar: How can we prepare ourselves regarding funding past FY26?

E. Looper: Cleaning and Beautification come first. Cyntia can get you a mural, planters, etc, but how will they be maintained over time?

D. Pang: Fees for services tend to be technical or consultants – concerned on how P&V can grow?

K. Villalobos: We're running a pilot program at my employer for fees for service regarding TA on grants.

P. Hendricks: What are other CBDs doing for fees for services within their PV teams?

C. Salazar + E. Ovando: None have PV – they're all operations based.

E. Looper: What TLCBD provides is of value and will be missed if gone, but who can pay?

#### **4. Program/Department Updates:**

E. Ovando + E. Looper: Provided update on the Camera Program. TLCBD has divested.

May 22nd, 2025, 10:00 am. Press conference with Mayor. Chris Larsen has funded clean operations with \$250K. Launch of a new swing shift clean schedule.

Definition of business corridor: 3+ business on 1 side of the block.

C. Salazar: Saturday, June 21st. Beautification day for "I Love Tenderloin Week."

E. Ovando Announced TLCBD added graffiti abatement team, which will be highlighted on Beautification Day.

C. Salazar: TL Arts Music Fest this Friday, Saturday, and Sunday. Inform, promote and invite. Group was shown branding flyers and was amazed.

E. Looper: Showed his flyer of TLCBD "Voice Updates:" SFPD Police Boundary, 822 Geary, etc. Group was also amazed.

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

Committee Members discussed possible spotlight topics:

Funding Challenges + Need to ID sources

Vote of approval for strategic plan

Meeting the TLCBD interns

Eden Housing raided by ICE in East Bay – Is this coming to SF? What is TLCBD's voice and role?

Scraping website to make less attractive to government intrusion & defunding

**6. Information Sharing: Comment, Announcements, Appreciations and Future Items**

K. Villalobos: Seeking non-profit or small business renter at 14th / Mission for \$1850, 1100 sqft.

The meeting was adjourned at 1:00 pm.

**Next Policy & Voice Committee Meeting**  
**June 11th, 2025, 12:00 pm | 48 Golden Gate Ave**