



Board of Directors Meeting

March 26, 2025, 5:00 pm

48 Golden Gate Avenue, San Francisco, CA

Meeting Minutes

FINAL/APPROVED 5/28/25

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

Present:

- Naomi Maisel, President, Business Owner Seat (La Cocina on Hyde)
- Isabel Manchester, Vice President, Property Owner Seat (The Phoenix Hotel)
- Diana Pang, Secretary, Property Owner Seat (Chinatown Community Development Center)
- Rhiannon Bailard, Property Owner (UC Law)
- Nafy Flatley, At Large Seat, (Teranga)
- Paula Hendricks, Resident Seat
- Geoffrey McFarland, Chair–Operations & Stewardship Committee, Business Owner Seat (St. Anthony Foundation)
- Mark Puchalski, Property Owner Seat (TNDC)
- Patricia Tu, Business Owner Seat (Quoc Long Jewelry)

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:

- Brennan Foley, Treasurer, Property Owner Seat (Hilton)
- Kristen Villalobos, Chair–Policy & Voice Committee, Property Owner Seat (San Francisco Community Land Trust)

Guests:

- Jackie Hazelwood, OEWD
- Larry McClendon, OEWD

1. Call to Order. Welcome

N. Maisel called the meeting to order at 5:07 pm.

2. Presentation: Strategic Plan DRAFT Overview

A. Blue provided updates on the following items:

-Financial Sustainability: In laying the groundwork for long term impact the key strategies discussed included closing out 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.

M. Puchalski highlighted that he could contribute to workforce development by adding a technical training program.

R. Bailard discussed UC Law's involvement in emergency planning and shared valuable tips on community resilience and disaster preparedness. She then raised concerns about the workforce questioning whether this is work we are already doing or if we would be creating new roles under TLCBD.

K. Robinson responded, emphasizing that while we wouldn't become trainers ourselves, we would collaborate with them and benefit from their training.

M. Puchalski further stated that instead of solely relying on finding qualified individuals, we should focus on building them from within, creating a clear path forward, and partnering with the community to be part of the solution.

N. Masiel added that La Cocina could also play a key role in workforce development by offering kitchen training programs.

-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 includes 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 with redistribution of social services and plan to attract thoughtfully. 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 raised a question regarding geographic equity.

A. Blue responded by stating that the average income of residents in the Tenderloin is \$34,000.

K. Robinson added that adopting geographic approval stance was key. Shifting into the topic of the Monarch Hotel and how it will be reduced in its role as a shelter/center, with plans to close within the next year.

R. Bailard then pointed out the distinction between relocating services and reallocating resources.

K. Robinson emphasized that the city needs to do a better job of assessing the actual impacts of these changes—not just acknowledging the issue, but investing real resources. Using an example of the upcoming Stabilization Unit on Geary that instead of relying on ambassadors, there is a need for security as well. Additionally, investing in cleaning efforts in the area could lead to significant improvements.

E. Looper remarked that instead of focusing on what's going wrong, it's important to also highlight what's going well.

3. Update: Executive Team Report & Program Highlights

K. Robinson announced that we received funding for the String Light Project, which covers 13 blocks—including the Safe Passage route—from the Silicon Valley Community Foundation.

4. Action: Vote on Annual Assessment after discussion led by Frank

F. Turbeville presented on the Tax Assessment FY2026.

The majority of the tax assessment is allocated to clean operations that address the significant issues affecting neighborhoods and businesses. The tax assessment is also dedicated to our Safe programs that aim in promoting safety for both pedestrians and the neighborhood including our Youth programs.

TLCBD attempts to keep the tax assessment on par with inflation, CPI and salary increases in FY26 by increasing by 4%. We expect tax assessment to increase by 1.5% to stay close to the market.

K. Robinson raised the question of is there a place that shows the different assessment for a CBD?

J. Hazelwood answered that information on who is deciding to increase and who is not in regards to CBDs is not a requirement, but it's something the OEWD wants to start tracking moving forward.

K. Robinson stated that while the typical approach is to maximize increases, they did not implement this in 2020. The usual aim was for a 1.5% increase across all other CBDs. For context, the Consumer Price Index was around 2.5% that year. K. Robinson further explained that while other CBDs may have paid a higher minimum wage, their operations often involved fewer in-house team members. In contrast, TLCBD offered benefits—such as health, dental, and vision coverage—which contributed to a strong retention rate.

MOTION: To increase the tax assessment by 1.5%.

Moved by: D. Pang

Second by: N. Maisel

Abstained: P. Hendricks

Passed: Yes

5. Action: Approve Minutes of Previous Meeting

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

Moved by: P. Tu

Seconded by: I. Manchester

Abstained: P. Hendricks, D. Pang

Passed: Yes

6. Presentation: Financial Statements

F. Turbeville reviewed the January statement of financials and July to March activity statement.

D. Pang inquired about the number of employees at TLCBD.

K. Robinson responded that we have approximately 100 employees.

D. Pang, along with others, expressed interest in knowing how many of our employees are Tenderloin residents, as well as the breakdown of part-time and full-time employees.

[Action: The agenda for the next meeting will include a review of the number of TLCBD employees who are Tenderloin residents and the breakdown of part-time and full-time employees.]

7. Discussion: Board Application for 2025/2026:

No one is terming off. The election is for Interim Seats: 3 Resident and 1 Property Owner.

Two of the open resident seats are currently interim and we are hoping to fill one resident seat with a student representative. Applications will be posted 60 days before the election. The meeting will take place in June, and applications will close at 5:00 pm on May 28th, 2025.

8. Information Sharing: Comment, Announcements and Future Items

N. Patel, Director of People and Culture, and J. Dominguez-Chand, Director of Community Organizing, are departing from TLCBD. In addition, F. Turbeville has been appointed as the Deputy Director of Administration and Finance.

The meeting was adjourned at 6:32 pm.

Next Board of Directors Meeting
Wednesday, May 28th, 5:00 pm | 48 Golden Gate Avenue