



Executive Committee Meeting

April 16, 2025, 5:00 pm

48 Golden Gate Avenue, San Francisco, CA

Meeting Minutes

FINAL/APPROVED 5/7*

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

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)

Other Board Members

- Patricia Tu, Business Owner Seat

TLCBD Staff:

- Enrique Ovando, TLCBD Staff
- Isis Sainz, TLCBD Staff
- Alicia Seleska, TLCBD Staff
- Frank Turbeville, TLCBD Staff

Absent:

- Nafy Flatley, At Large Seat, (Teranga)
- 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)

1. **Welcome**

The meeting came to order at 5:05 pm.

2. **Update: Deputy Director Report**

E. Ovando provided updates on:

Program Updates:

In Operations, Park Stewardship is reducing its headcount through attrition from 20 to 17 members to help meet its fiscal year budget goal. Robert Singer, our new manager of Park Stewardship, has been a valuable addition to the team. With an analytical background, he complements the leadership style of J. Turner – Director of Park Stewardship. The Safe Program is on budget and has also introduced a new role: Street Operations Coordinator. This position serves as a point of contact for individuals experiencing homelessness, offering support and connecting them with resources. Additionally, our Clean Team is currently running over budget—primarily due to truck maintenance and repair—we are actively monitoring and working to reduce costs.

In Policy & Voice, we're celebrating some exciting transitions. H. Bean recently retired, and we extend our gratitude for her years of dedication. Stepping into the role of Small Business Manager is J. Bautista, who brings fresh energy and perspective to the position. Meanwhile, the mural project in Dodge Alley is progressing beautifully and promises to be a vibrant addition to the neighborhood. We're also thrilled to share that we've secured funding for the string light initiative and are currently in the process of sourcing materials and reaching out to vendors to bring the project to life.

In People & Culture, the director position has been filled by F. Turbeville, who now serves as the Deputy Director of Finance and Administration. In the future, the team will be gaining additional support with a new manager role, further strengthening People & Culture capacity to serve the organization.

N. Maisel mentioned in a past conversation with the previous People & Culture Director, there was interest in creating a new set of questions for the Executive Director evaluation. In the past, the phrasing of the questions has been somewhat unclear, and the goal moving forward is to revise and improve the wording to ensure clarity and effectiveness.

[Action: N. Maisel will send out the current list of questions for the Executive Director evaluation. Board members should send any new questions to be included in this year's Executive Director evaluation to N. Maisel.]

Grant Funding:

TLCBD is excited to share several important funding updates. Sutter Health Community Investment program, has awarded \$125,000 toward Safe Programs Street Operations. Additionally, they have awarded \$3 million over the next three years toward the 200 Leavenworth Capital Campaign. We are also awaiting confirmation from a private donor for \$250,000 toward the expansion of the Clean Team Swing Shift.

F. Turbeville stated that 3 to 4 meetings were held to explore market credits and historical building credits to our benefit, focusing on identifying eligible opportunities and assessing financial impact.

TLCBD Staff Headcount and Residents:

TLCBD currently has a total of 93 staff members, including 63 full-time and 30 part-time employees. Notably, 57% of our team members are residents of the Tenderloin, reflecting our continued commitment to hiring from within the community we serve.

E. Ovando stated 57% was a significant percent of staff and asked if there is a goal we have for the number of Tenderloin residents that work for TLCBD.

N. Maisel answered that the ultimate goal would be to have a 100% resident-led organization.

B. Foley added that we do not necessarily want 100%; we want to make sure we are picking a candidate based on their experience and not just their geographic location.

N. Maisel clarified that of course, but if we have two equally experienced candidates, we would go with the Tenderloin resident.

A. Seleska asked what qualifies the boundaries of the Tenderloin. E. Ovando responded that it's the assessment boundaries with some exceptions made for those who live on the opposite side of the street, etc..

Job Fair:

Approximately 200 people attended the event, with 8 prospective employers present. Clean Operation received a total of 71 applications. 9 Workforce members were successfully hired at the event by Block By Block. There will be another job fair in October 2025.

3. Action: Approve Minutes of Previous Meeting

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

Moved by: I. Manchester

Seconded by: B. Foley

Abstained: P. Tu

Passed: Yes

4. Discussion: Strategic Planning Discussion

F. Turbeville provided updates on the following items:

The Camera Program has been operating for 9 years, during which time the San Francisco Police Department (SFPD) has never contributed financially. We're currently working with Ground Floor to explore potential options, including implementing a fee-for-service model. We're in the process of

determining whether this is a legally viable path and assessing its feasibility. The SFPD now needs to go through the proper process of submitting formal requests in order to obtain footage, rather than reaching out directly to Camera Operations adding a layer of accountability as we continue to assess next steps.

I. Manchester asked why the Chief refused the sale.

F. Turbeville responded that the SFPD had no budget.

N. Maisel noted that although this was a pre-approved project, the Chief has requested to hold off for now, which has added some delay to the process.

F. Turbeville stated that they don't want to shut the program down, emphasizing that a lot of people are involved and that the Silicon Valley Community Foundation has made multiple donations in support of it.

N. Maisel explained that the fee-for-service model may conflict with the Freedom of Information Act and that they need to ensure access to footage remains compliant with public transparency laws.

I. Manchester asked how much they are proposing to sell the program to SFPD for.

F. Turbeville responded that the proposed cost is \$1 million, spread over two years—\$500,000 per year.

5. Strategic Plan Feedback: 1. Ops, 2. Finance, 3. Policy & Voice Committee Chairs

E. Ovando provided updates on the following items:

Operations Committee: No feedback was provided; the plan is in line with expectations.

Policy & Voice Committee: No feedback was given; the plan aligns with current priorities.

Finance Committee: No feedback was shared.

A new budgeting template has been introduced for directors to begin building their budgets with the strategic plan in mind. While there is no official due date yet, directors have received all necessary information—except for the finalized revenue projections, which are still in development. The goal is to promote mindful budgeting, with an emphasis on avoiding overages. If any departments do go over budget, the focus will be on understanding the reasons why.

F. Turbeville added that the directors have also participated in webinars focused on accounting basics.

[Action: Bring the strategic plan to a vote at a future meeting.]

6. Recruitment Reminder: Board of Directors Open Seat

N. Maisel reminded the Committee that there are still 2 empty resident seats and we want to fill one position with a UC Law student.

B. Foley suggested trying to recruit a teacher from the San Francisco Unified School District (SFUSD) to represent the school's perspective.

N. Maisel clarified that we'd prefer not to publicize the search for a new board member too broadly, such as on bulletin boards, in order to ensure that responses come from individuals with an existing connection to current board members and the TLCBD organization. Instead, we're focusing on a more internal and thoughtful approach. If you know someone who would be a strong fit, please feel free to reach out to them directly and help make the introduction.

7. Information Sharing: Comment, Announcements and Future Items

This item was skipped.

The meeting was adjourned at 5:57 pm.

Next Executive Committee Meeting

May 21, 2025, 5:00 pm | 48 Golden Gate Avenue, San Francisco, CA