

Executive Committee Meeting
April 15, 2026, 4:00 pm
988 Market Street, San Francisco, CA
Meeting Minutes
DRAFT

*Minutes subject to change, and not official until approved by the Executive 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)
- Mark Puchalski, Chair–Stewardship and Operations, Property Owner Seat (Tenderloin Neighborhood Development Corporation)
- Patricia Tu, Business Owner Seat (Quoc Long Jewelry)
- Kristen Villalobos, Chair–Policy & Voice Committee, Property Owner Seat (San Francisco Community Land Trust)

Other board members:

- Marissa Aivazis, Resident Seat
- Paula Hendricks, Resident Seat

TLCBD Staff:

- Barbara Lin, TLCBD Staff
- Kate Robinson, TLCBD Staff
- Eric Rozell, TLCBD Staff
- Isis Sainz, TLCBD Staff
- Alicia Seleska, TLCBD Staff
- Frank Turbeville, TLCBD Staff

Absent:

- Diana Pang, Secretary, Property Owner Seat (Chinatown Community Development Center)

1. Welcome

The meeting came to order at 4:06 pm.

2. Action: Approve Minutes of Previous Meeting

MOTION: Review and approve the draft minutes of the March 2026 meeting of the Executive Committee.

Moved by: N. Maisel

Seconded by: B. Foley

Abstained: None

Passed: Yes

3. Action: Discussion and Tax Assessment Vote

F. Turbeville presented on the tax assessment and reviewed the tax assessment management plan, including the calculation and projected income.

K. Robinson presented on the assessment rate percentage, providing context and a recommendation. It was noted that the increase was intended to maintain service levels, remain competitive, and support wage increases.

B. Lin followed up with the rationale for a 3.25% assessment rate increase by highlighting the range of other CBDs in the area and noting the increase would support frontline staff.

I. Manchester asked a clarifying question about whether the assessments were received directly by the organization or through the City.

F. Turbeville responded that the funds were received by the City and then distributed in a timely manner.

MOTION: For Executive Committee members to vote as board members.

Moved by: M. Puchalski

Seconded by: N. Maisel

Abstained: None

Passed: Yes

MOTION: To increase the tax assessment by 3.25%.

Moved by: M. Puchalski

Seconded by: B. Foley

Abstained:

Passed:

4. Update: Leadership Updates

K. Robinson presented general updates, noting that TLCBD was in the process of developing the budget for the next fiscal year, forming an ad hoc committee composed of both board and staff members for the capital project.. K. Robinson also highlighted the positive impact of the Youth Violence Prevention Program, which had attracted approximately 70 participants to date.

B. Lin reviewed both updates on insurance and Larkin Street, including the addition of a project manager, H. Franks, and developments related to the Live on Larkin series. B. Lin also announced the promotion of Small Business Manager J. Bautista to Director of Business Voice.

E. Rozell reported that recruitment efforts at the April 10th job fair were successful, with a total of 78 applications received.

5. Information Sharing: Comment, Announcements, and Future Items

The meeting was adjourned at 4:56 pm.

Next Executive Committee Meeting

May 20, 2026, 4:00 pm | 988 Market Street, San Francisco, CA