Executive Committee Meeting Agenda
Wednesday, July 17, 2019, 5:00 pm
512 Ellis Street, San Francisco, CA

NOTE: PUBLIC COMMENT ON ALL AGENDA ITEMS TAKES PLACE AFTER ANY DISCUSSION BY THE BOARD AND BEFORE ANY ACTION

1. CALL TO ORDER & WELCOME – by President

2. JUNE MINUTES APPROVAL – by President

3. ADMINISTRATIVE AND CORPORATE ITEMS – 23 minutes
   a) Board Election Update – by President
   b) New Board Training and Development – by Staff
   c) Financial/Cash Flow Update – by Treasurer

4. COMMITTEE UPDATES – 25 minutes
   a) Executive Committee Dashboard Update – by President
   b) Safe Passage Committee Update – by Chair
   c) Community Engagement & Communications Committee Update – by Chair
   d) PROW Committee Update – by Chair
   e) Ad-hoc Committees Update – by Staff

5. GENERAL PUBLIC COMMENT – 5 minutes

6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS – 5 minutes

Next Executive Committee Meeting
Wednesday, August 21, 5:00 pm | Office - 512 Ellis Street
Executive Committee Meeting  
Wednesday, June 19, 2019, 5:00 pm  
512 Ellis Street, San Francisco, CA  
Meeting Minutes  
DRAFT *

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

Present:  
Ross Stackhouse, Vice President  
Lowell Caulder, Treasurer  
Toby Shorts, PROW Committee Chair  
Charles Deffarges, Safe Passage Committee Chair  
James Neal, CEC Committee Chair  
Simon Bertrang, TLCBD Executive Director  
Lorraine Lewis, TLCBD Staff

Absent:  
Pratibha Tekkey, President (listening via phone)  
Frank Manchen, Secretary

Guest(s):  None

1. CALL TO ORDER AND WELCOME  
R. Stackhouse called the meeting to order at 5:01pm.

2. MAY MINUTES APPROVAL  
MOTION: To approve the May Executive Committee meeting minutes  
Moved by: R. Stackhouse  
Seconded by: T. Shorts  
Abstained: J. Neal, C. Deffarges  
Passed: Yes

3. ADMINISTRATIVE AND CORPORATE ITEMS  
a) Board and Officer Election Schedule Approval  

S. Bertrang summarized the open seats:  

- 6 Property Owners  
- 2 Residents of District who are not property owners or business owners in the District  
- 2 Business Owners, including non-profits, who are not commercial property owners in the District
Board candidates include:

- **Property Owner Candidates**: Soha Abdou, Rhiannon Bailard, Beth Borgna, Regina Guggenheim, Susie McKinnon, Molly Salyer, Adam Tetenbaum
- **Resident Candidates**: Blake Binkley, Curtis Bradford, Kristen Villalobos
- **Business Owner Candidates**: Lowell Caulder, Mike Vuong

Proposed election process: Board review of candidate resumes and applications, followed by an opportunity for candidates to present their case to the Board through a 2-3 minute-presentation at July’s meeting. Candidates unable to attend can present via video. Board Election vote at the end of the July meeting so that the new Board would sit in August and subsequently elect the Officers. Elections will take place Monday, July 22, 2019.

**MOTION:** To bring a recommendation to TLCBD's Board to hold Board of Director elections at the end of the July's meeting instead of the beginning.

Moved by: R. Stackhouse
Seconded by: J. Neal
Abstained: No
Passed: Yes

b) **Financial/Cash Flow Update**

L. Caulder gave the update.

*Cash on hand*: $861,097; increase due to collection from assessments.

S. Bertrang gave an update on accounts receivable and payable, and outlined what is paid, collected or outstanding. He indicated that outstanding grant receivables will be submitted to OEWD by month end; it will take 60-90 days to receive payment. He reviewed some of the key contracts and OEWD grants which make up a large part of the receivables.

c) **Assessment Renewal Update**

S. Bertrang gave the update. Ballots are currently being returned to City Hall. The public hearing will be at City Hall on Tuesday 6/25, 3pm. Ballots will then be counted and the results presented to the Board of Supervisors, who will then vote. If approved, the Management Plan would go into effect January 1, 2020.

d) **Budget**

S. Bertrang presented a budget cash analysis, outlining cash/accounts receivable, cash payable, remaining camera expansion grant funds, additional expected grant funds, district assessment, and carryover. The revised budget uncovers a need for $250,000 in funding. There are active asks for funding. If not received, this need would be offset by program cuts, with core programs being ranked and prioritized over programs considered to be more optional.

*[Action item: Staff and Treasurer to create graph presentation of cash, including expected, certain and not certain, for Board meeting.]*

e) **Block By Block Contract Amendment Approval**

This agenda item will be included under Budget Approval at the June Board meeting.
4. COMMITTEE DASHBOARDS
L. Caulder proposed that going forward the Committees present their dashboards on a quarterly basis so that these report presentations are more in depth.

a) Community Engagement & Communications Committee
J. Neal highlighted key areas, including increased social presence – on Twitter and Instagram - and an increase in the online distribution list. A request was made to track media hits and online mentions. Other suggestions included tracking of quotes on how the community is responding negatively or positively to TLCBD, qualitatively and quantitatively.

b) PROW Committee
T. Shorts indicated the goal is to address staffing and machinery. The Committee is working on a map of vacant store fronts including a check on flagged locations and taking photos, and staff will develop a map to track vacant storefronts. A metric rating a “walk down the street” is under review.

c) Safe Passage Committee
C. Deffarges indicated that all data will eventually be tied to the dashboard. This dashboard tracks various days, such as am/pm coverage, days of the week, and parts of the month, plus a break out of data by type of incident.

d) Executive Committee Dashboard Update
R. Stackhouse gave the update. This dashboard presents a snapshot of Board participation each month - the upper portion, which shows Board names and percentage attendance, was considered useful. The dashboard also shows Board member participation in Ad Hoc Committees.

[Action Item: include the intended timeline for Ad Hoc Committee special projects]
[Action Item: distribute a Dashboard link to a GoogleDrive folder]
[Action Item: consider more contrast in color to improve clarity for some of the charts]

e) Ad Hoc Committees
L. Caulder highlighted the first TEDP-Economic Opportunity/Development meeting in which the scope of work and vision was reviewed. The goal and approach will be hands off and to provide support to TEDP as needed, and to have a check in once per quarter initiated by TEDP. Staff is working on a statement of TLCBD’s Economic Opportunity program.

S. Bertrang highlighted the success of the Ad Hoc Camera Committee, which has effectively revised policy and agreements. Ad Hoc Committees have proven to be an effective way to engage Board members. Additional Ad Hoc Committees may be considered for future projects.

5. GENERAL PUBLIC COMMENT
There was no public comment.

6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
There were no future agenda items or announcements

The meeting was adjourned at 6:31pm.

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