

Gina Fromer
Chair
Amerika Sanchez
Vice-Chair
Karen Chung
Commissioner
Susan Murphy
Commissioner
Damien Posey
Commissioner
Falaofuta Satele
Commissioner
Marlene Tran
Commissioner

SOUTHEAST COMMUNITY FACILITY COMMISSION CITY and COUNTY of SAN FRANCISCO



Emily Pharr,
Executive Director

London Nicole Breed, Mayor

ADOPTED MINUTES
SOUTHEAST COMMUNITY FACILITY COMMISSION
Community Programs Advisory Committee
Tuesday, October 11, 2022
12 p.m. to 2 p.m.
Virtual Meeting - Teleconference

1. **Call to Order:** 12:03 p.m.

2. **Roll Call:**

Present: Fromer, Posey, Tran, Wade-Thompson (arr.12:08)

Excused: Murphy, Summers

Absent: ONeal

3. **General Public Comment:** None

The meeting was forwarded to Item #5 due to the lack of quorum.

5. **Grand Opening Messaging** (discussion only) (Bowker & Peters)

Jessica Bowker, SFPUC Communications Manager, External Affairs

Michelle Peters, SFPUC Communications, External Affairs

Ms. Bowker presented the SECC Marketing Campaign Goals that will be used to activate the Southeast Community Center. The Committee was asked to review the messaging which was directed toward promoting the new Center and announcing the Grand Opening.

The core messaging will promote the new Community Center as a Cultural Legacy – a state of the art building, event space & amphitheater, on-site café, free wi-fi and public workspaces, spaces for non-profit organizations, and greenspaces for gathering, play, and exercise. This message will also appear in ads in multiple languages that will be used in paid campaigns, community flyers, and posters.

Ms. Peters said the messaging will be used in ads promoting the Grand Opening with the intent to drive turn-out to the Celebration. The Grand Opening is being promoted as a Block Party to catch the attention of the community and to create anticipation and excitement. Ms. Peters provided mock-ups of what the ads would look like with designs that tie into the approved branding. The design acknowledges the “Big Six” in silhouette.

Ms. Bowker requested feedback from the Committee and asked if the community would respond to the messaging in a positive way?

Questions from Commissioners and Community Committee Members:

Commissioner Tran had a question regarding how communities would be targeted? For example, the Spanish speaking community.

- Staff responded there will be a whole package with Univision including a targeted eBlast, digital advertising, Facebook, and negotiations are in the final stages for TV and radio ads.

Commissioner Tran noted the insert of the “Big Six” in the current water bill and asked if other languages would be included in the future. She was also interested in knowing if there would be dedicated phone lines at the new Center in Spanish, Tagalog, or Chinese?

- Ms. Bowker deferred to the SECC team but noted that Jim Chen, a member of the communications team is working on this project and although the current newsletter is not fully translated there will be a postcard forum promoting the new Center and it will be a mailing campaign that will be translated into multiple languages prior to the Grand Opening. She reported her team was advocating to add a phone tree in multiple languages that will be directed to the communications team who will then route individuals to team members in the organization who are multilingual.

Commissioners said they want to ensure when the community calls to ask about the new Center they will be able to communicate with someone and they thanked the team for considering the phone tree.

- Staff noted they are currently working on a project to translate all the core pages on the SFPUC website, and the new Community Center pages will be professionally translated.

Commissioner Posey had a question regarding the date of the Grand Opening, the activities, and performances, and he offered to provide help. He also wanted to know who staff worked with to engage the performers.

- Staff apologized regarding the date change and noted it was pushed back due to construction delays. They advised an updated notice would be provided to the community.
- Ms. Peters announced performances would be provided by R&B Band The C-Strunk Brothers, DJ-DC, activities for children, 360 video, African drummers, Feline Finesse dancers, and the Street Team from KBLX who will bring excitement to the event. She reported she has been working with the SECC team and especially Director Pharr who wants to make sure the performers are popular in the Bay View community. Samoan performers and Lion dancers are also included in the festivities. Tours of the building will be provided and will feature the new artwork. The artists will be on hand to provide the history of the artwork.

Executive Director Pharr invited the Commissioners to provide any suggestions they may have for any aspect of the Grand Opening festivities to her through email by the end of the week.

Commissioner Tran suggested engaging the Immigrant Rights Commission to provide multilingual staff to assist with the tours. She also wanted to be sure performers from the local schools were included.

Executive Director Pharr requested assistance from Ms. Wade-Thompson to connect with performers from the local schools and noted we received a request from the San Francisco Girls Chorus to perform. They are in partnership with the Bay View Opera House.

Community Committee Members Ms. Wade-Thompson announced the possibility of two dance groups from Bret Hart Elementary School, with one being a group of Samoan Dancers that performed at Davis Symphony Hall recently. Also, she advised there was a steel drum band at Willie L. Brown, Jr. Middle School.

Chair Fromer commented this would be a great way to include the AAPI community and would present a true representation of the Bay View community.

Executive Director Pharr will connect Ms. Wade-Thompson with staff to get support from the school groups.

Public Comment:

Community Member Latoya Pitcher, grand-daughter of Alex Pitcher, mentioned an aerial arts group and asked what could be expected in terms of food vendors? She mentioned Auntie April's, Radio Africa Kitchen, and Vegan Hood Chefs. She suggested including the presence of Black Wall Street. Ms. Pitcher noted the need for translators for the East African community who speak Swahili. Her final comments regarded equity in voice and the planning process. She suggested more intentionality in the wording of the flyer because the use of the word excitement post pandemic can mean different things for different people. Ms. Pitcher said she was excited for personal reasons and she and her family were looking forward to supporting the event.

Executive Director Pharr advised an invitation would be provided to Ms. Pitcher to speak at the event.

Quorum was established at 12:10 p.m. and the meeting returned to Item # 4.

4. Adoption of Minutes – July 11, 2022.

Commissioner Tran moved to adopt the July 11 minutes with a correction showing the next meeting of the Community Programs Advisory Committee is scheduled for August 8.

Moved: Tran **Second:** Fromer

Ayes: Fromer, Posey, Tran, Wade-Thompson

Public Comment: None

6. Tenant Manual and Policies Update: (discussion only)(Jimenez)

Amanda Jimenez, SEFC Tenant Partner Liaison

Ms. Jimenez provided an update of the purpose of the tenant manual that is a packet for tenants that includes information and resources for procedures related to the new Center at 1550 Evans. The information will be provided to tenants prior to their move to the facility and it will also be available online and will include an emergency plan as well as general information regarding how to access the building and contact SECC staff. After finalization from the SECC team the policies and procedures will be returned to the Commission for review and approval.

An overview of categories include:

Quick Reference/ Facility Information and Services/ Shared Facilities and Services/ Tenant Community/ Special Events, Meetings, and Conferences/ Tenant Responsibilities/ Transportation/ Access to the Third Floor

The Next Steps for the team to complete will be:

Finalize Key and Fob Protocol/ Include Hazardous Waste Disposal Information/ Suite Signage Protocol/ Equipment and Furniture Protocol/ Finalize Community Ambassador Agreement/ Digital Signage Procedures/ Language Access Features

Questions and Comments from Commissioners and Community Committee Members:

The Commissioners requested clarification regarding the Transportation and Tenant Community categories.

- Staff advised the Transportation category was responsive to parking policies and procedures as well as bicycles. The Tenant Community is related to the management of the relationships with the tenants where a communal environment will be fostered between several non-profit organizations and how they engage the space and each other in common activities at the new Center.

Executive Director Pharr noted the Commission's relationship with the Community Ambassadors advising they currently use 1800 Oakdale as a launch pad and debriefing space. She advised they have partnered with the Commission for community events for many years and they have been invited to come to the new Center. They will have a general presence there as a part of our customer service and will provide support with our language access.

Commissioners confirmed the positive partnership with the Community Ambassadors and noted an idea was shared with the Sheriff's Department to provide tags that would indicate the language of their staff to help with better communication for members of the public that do not speak English. There is hope this plan may be shared with the Police Department as well.

Executive Director Pharr advised she would pass the language tag information to Richard Whipple who works with the Office of Community Engagement and Immigrant Rights, the department that oversees the Community Ambassador program.

Commissioners requested information regarding the organizations that are applying for space at the new Center.

- Staff advised the scoring process has concluded and we are working with Real Estate Services to complete the screening process. There is no announcement at this time.

Community Committee Member Ms. Emily Wade-Thompson asked if the Community Ambassadors will still support students going and coming from schools.

- Staff advised they would as well as an area to complete their reports with a locker and storage.

Public Comment: None

7. Operation Manual (discussion only)

Larry Berry, SECC Deputy Director

Mr. Berry provided an overview of the SECC Operations plan draft which will be reviewed by the Commissioners and Committee Members for final approval in the near future. The document was created in 2019 to support the day-to-day function of the new Center and frames the management of the physical facility and operational procedures to enable the center to achieve its mission and meet programmatic goals as a partner within the community.

Mr. Berry provided a history of the document:

- 2019 – Draft developed by AECOM
- 2022 – Quarter 1 Reviewed by Facility Manager who combined Facilities and Operations Management
- 2022 – Quarters 2 & 3 Revised by SECC Deputy Director and Facilities Manager

Mr. Berry said this is a living document and as staff continues to train in the various systems in the new Center the document will be updated.

The main sections are:

- Organizational Structure and Responsibilities Matrix
- SECC Management Procedures – General Code of Conduct, Tenant Management, Levels of Service
- Quality Management – SECC Services, Health & Safety, Function Specific Governance, Reservation Procedures
- Operations & Maintenance Requirements – In-house services vs. contracted services
- Asset Management – Major works and strategic planning

Mr. Berry provided a Responsibilities Matrix outlining the duties of the community center staff who include:

Executive Director/ Facility Manager/ Senior Stationary Engineer-Stationary Engineer/
Deputy Director/ Community Programs Analyst/ Tenant Liaison/ Commission Secretary/
Event Monitors

(A copy of this matrix or any of the documents provided in this presentation are available by contacting the Commission Secretary at cvaughn@sfgwater.org)

In closing Mr. Berry reported the Executive Director will provide updates and a final review then the document will return to the Commission for review and final approval in September.

Questions and Comments from Commissioners and Community Committee Members:

The Commissioners noted their support of hiring from the community for any potential positions at the new Center.

Public Comment: None.

8. New Committee Business (discussion only)

Executive Director Pharr announced the Logo Development and approval of the Fee Schedule.

Public Comment: None.

9. Announcements:

Executive Director Pharr reminded the Committee the Grand Opening date of August 20 was rescheduled to October. The date will be provided when it is available.

Community Committee Member Ms. Wade-Thompson announced the “Welcome Our Children Back to School” event on Wednesday, August 17th. She announced Dr. Matt Wayne, the new SFUSD Superintendent, would be attending the upcoming Magic Convenor Meeting. Also, the BMagic annual backpack giveaway will take place on Saturday, August 13th.

Commissioner Posey announced “Friday Teen Nights” @ India Basin Shoreline Park from 6 p.m. to 9 p.m. He announced his team will be providing security. This is an event for the whole family featuring a DJ & music, food trucks, arts & crafts activities, or just kick back and chill.

Staff announced the Potrero Hill community annual backpack giveaway, BBQ Cookoff & Soap Box Derby, also on August 13th.

Ms. Wade-Thompson thanked Commissioner Posey for attending the “Rites of Passage” event.

10. Adjournment: The meeting adjourned at 1:10 pm.

The next meeting of the Community Programs Advisory Committee is scheduled for November 14, 2022.

Assigned Commissioners: Susan Murphy/ Damien Posey/ Marlene Tran

Community Members: Joy Ceniza/ Tandia O’Neal/ Emily Wade-Thompson/ Kathryn Summers