



OFFICE OF THE CITY ADMINISTRATOR



Edwin M. Lee, Mayor
Naomi M. Kelly, City Administrator

CITIZENS' ADVISORY COMMITTEE FOR THE CENTRAL MARKET & TENDERLOIN AREA

The agenda packet is available for review at the City Administrator's Office (City Hall, 1 Dr. Carlton B. Goodlett Place, Room 362) and at the meeting

MEETING MINUTES DRAFT

December 3, 2015

5:45 pm

City Hall 1 Dr Carlton B Goodlett Place, Room 416

Order of Business

1. Call to Order/Roll Call

Members Present:

Rob Gitin (Chair, Seat 8)
Stephen Tennis (Vice Chair, Seat 11)
Peter Masiak, Chair (Seat 2)
John Bogacki (Seat 4)
Brad Paul (Seat 5)
Sam Dennison (Seat 6)
Antoinetta Stadlman (Seat 10)

Members Absent:

Vacant (Seat 1)
Vacant (Seat 3)
Vacant (Seat 9)

2. Approval of Minutes [Action] – October 1, 2015

Minutes 7-0

3. Approval of Excused Absences October 1, 2015

Motion to approve absences – Stephen Tennis – Approved 7-0.

4. Public Hearing [Discussion/Possible Action]

Review DRAFT Community Benefit Agreements for companies renewing the CBAs where the City Administrator & companies have reached an agreement. These include;

- Spotify

The new community liaison, Sennie Clark, was not able to attend the meeting due to a company-wide meeting in New York, however she reached out to all of the CAC members beforehand and spoke with a few of them in person to discuss the proposed CBA. Additionally she provided a letter to be read aloud (which was submitted to the CAO) that

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highlighted the key features of the CBA renewal. Portion of the letter (complete letter available upon request):

“Hello, my name is Sennie Clark I am new to the community liaison role and I am very excited to be taking on such an important and vital role in not only the company but as well as the community. Mo has done an amazing job with all the previous community connections and projects thus far and I would like to continue to fine tune and grow some of those relationships as well as develop some new ones.”

While Spotify’s headcount in San Francisco remains flat, they have increased their commitment in 2016 an average of 25% including volunteer hours, in-kind donations, cash grants, and local purchasing. Other highlights of the CBA include:

- Key Area #1: Support community based arts and culture initiatives

Spotify will continue to support and participate in arts and culture initiatives around Central Market that are community based and driven by artists who are residents of the community.

Through grassroots collaboration with local artists, Spotify hopes to help abate displacement of the local artist community and contribute to the renaissance of the MidMarket arts area.

1. Spotify will pay for employees to attend local performances including concerts, theater, dance, or performance art shows at minimum on a quarterly basis, by organizing and paying for tickets.

2. Spotify will distribute local event listings sent to sfcommunity@spotify.com to employees in addition this will include an events calendar to be distributed to all San Francisco employees on a monthly basis.

3. Spotify will support public concerts, murals, performances, and streetlevel Community arts events, provoking exchange and encouraging foot traffic in the neighborhood.

4. Spotify will partner with the Center for New Music, Wildflowers Institute, and other local institutions on mutually agreed upon projects supporting local artists. For example, we will support the Center for New Music’s membership program, which provides affordable space and professional development for local musicians. This commitment will consist of no fewer than 15 volunteer hours or on an asneeded basis.

- Key Area #2: Provide educational and experiential opportunities for neighborhood youth

Spotify is committed to helping break the cycle of poverty for local families by providing neighborhood youth and transitional aged youth (18-24)

with the tools to succeed in school, access higher education, and find job opportunities. In partnership with local nonprofits, Spotify will help facilitate mentorships that challenge and inspire growth for neighborhood youth.

1. Spotify will collaborate with the Music Mural and Arts Program (MMAAP), through its History through Hip Hop (HHH) program. HHH targets school retention and literacy by employing high-risk students to write, record, and produce original music. HHH uses Hip Hop art and culture to inspire students to become active participants in their community and further increases interest in technology by teaching music production. Spotify will provide programmatic and in-kind support for HHH for the third year in a row,

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and extend our relationship to include the wide variety of Spotify's global resources including expertise from marketing, label relations, and other parts of the business as needed by the organization. This commitment will consist of no fewer than 125 hours or on an as needed basis of facility use/space free of charge.

2. Spotify will seek to partner with the Women's Audio Mission on programs benefitting the Tenderloin and MidMarket community, supporting their mission to advance women in music production and the recording arts.

3. Spotify will encourage employees to volunteer at local programs geared towards 18-24 years old and dedicate volunteer hours to mentoring and tutoring programs.

4. Spotify will partner with 826 Valencia on an agreed upon project which is dedicated to supporting students 6-18 years old with their creative and expository writing skills and to helping teachers inspire their students to write. This commitment will consist of no fewer than 35 volunteer hours or on an asneeded basis.

- Key Area #3: Strengthen neighborhood infrastructure and community driven solutions to public safety, displacement, and affordability

Spotify is committed to strengthening neighborhood infrastructure, community organizations and community safety in the surrounding areas through allowing our office space to be used as a meeting place for community gathers regarding these issues and being a part of these discussions.

1. Spotify will continue to provide conference/meeting rooms to community groups encouraging offering at minimum 125 hours of space free of charge for local community groups. Interested organizations may contact sfcommunity@spotify.com for requests for space.

2. Spotify will host at least five community events onsite, such as opening up our "Town Hall" area for small fundraisers, community meetings, exhibits, performances, talks, lectures, or film screenings.

3. Spotify will host at least one roundtable discussion with community stakeholders on the issues of public safety, housing affordability or other issues impacting the neighborhood.

4. Spotify will encourage employees to attend and volunteer for initiatives that lead to better public safety, including art walks, night markets, and gatherings in public spaces.

5. Spotify will speak with our community and tech partners outside of the Central Market area, encouraging them to join us and take part in forums, discussions and events in these areas.

- Key Area #4: Support local, independently owned, and community serving small businesses in the immediately surrounding communities Spotify aims to help stabilize and preserve the resident community and important institutions the community relies upon by supporting local, independently owned, and community serving small businesses in the immediately surrounding communities.

1. Spotify commits to using good faith efforts to use local suppliers.

2. At least 60% of Spotify's everyday catering and similar expenditures will utilize local suppliers.

3. Spotify will house a list of local, independently owned, and community serving

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Area resources that all San Francisco employees and visitors have access to.

- Key Area #5: Ongoing engagement with the community

To fully implement this agreement and a full partnership with the surrounding community, Spotify looks forward to establishing meaningful relationships with community organizations, residents, businesses, and other stakeholders in the neighborhood. Spotify also hopes to work in collaboration with other Community Benefit Agreement companies to leverage our collective resources and expertise to further impact the community in a meaningful way.

1. At least twice per year, Spotify will host representatives from local organizations to introduce employees to organizations looking to partner for volunteer opportunities and the exchange of ideas in benefit of the Tenderloin and Central Market community.

2. Spotify will continue to introduce new Spotify employees to the local neighborhood and its historical and contemporary context through walking tours with Del Seymour.

3. Spotify will sponsor at least two volunteer days in 2016 for Spotify's San Francisco based team. Employees will be compensated for these community volunteer activities as if they were usual workdays.

4. Spotify will work with local community nonprofits to identify openings on Boards of Directors and identify potential candidates that could lend their fiscal and personal expertise to governance of local community based organizations. Nonprofits interested in participating are encouraged to send notices of Board openings to sfcommunity@spotify.com.

5. The Community Liaison, Sennie Clark will oversee ongoing community engagement process, including coordinating donation drives, financial contribution, and/or employee volunteer programs aimed at connecting employees with community based programs and initiatives listed in the CBA. The Community Liaison will also attend community meetings and utilize community resources for outreach on behalf of Spotify in addition to communicating with corporate senior management regarding community engagement efforts. Spotify's Community Liaison, Sennie Clark, and can be reached at sennie@spotify.com and sfcommunity@spotify.com.

CAC Comments:

- Members were disappointed that the community liaison wasn't able to present in person, but appreciated Ms. Clark's outreach efforts to discuss the CBA, her letter summarizing the CBA and feel that she will be a strong liaison in 2016.
- Zoosk
Adam McBain, Community Liason for Zoosk stated the intent of the 2015 CBA goal was to have a more meaningful commitment to the community. Highlights include the level of volunteerism. Adam mentioned how after being introduced to different volunteer opportunities, separate from the organized volunteer events, three co-workers have been volunteering in the reading program themselves and have collectively logged over 200 hours. Another co-worker has going to Glide every weekend all year and logged in 400 hours on his own. Zoosk's partnership with ECS has blossomed so much so that their CEO now sits on the board at ECS. The internship program has been going well, but with

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the renewal process they tweaked the program a bit. SF City Impact's SF City Academy's 3rd and 4th grade classes will be receiving \$3,500 worth of in-kind goods.

Zoosk is committed to creating meaningful engagement with the community. Zoosk believes it is important for employees to have direct and sustained involvement in the community. Zoosk employees will volunteer for at least 450 hours in total during 2016. Zoosk will compensate employees for participating in volunteer activities in the Central Market Street and Tenderloin Area for up to 4 hours per quarter as if they were normal work hours.

In addition, Zoosk will do the following:

- Provide financial support in the amount of \$14,000 to a nonprofit organization in the Central Market Street and Tenderloin Area that supports education or youth development or that promotes safety and cleanliness.
- Partner with a local organization to assist in various community engagement activities and events. Zoosk expects to assist in at least eight such activities and events.
- Help local youth acquire skills that are required to enter the workforce. Zoosk will offer a paid summer internship at Zoosk to one resident of the Central Market Street and Tenderloin Area. The intern will be compensated \$18 per hour. The internship will be advertised via the City's First Source Hiring Program and through organizations that work with economically disadvantaged youth.
- Partner with a local school or educational center during the 2016 school year to offer tutoring, mentorship and other education program support as agreed upon between Zoosk and the school or educational center. Zoosk expects to participate in at least four such tutoring, mentorship and education programs and provide at least 30 hours of support to such programs. These commitments may be modified as agreed upon between Zoosk and the school or educational center.
- Participate in a food drive to benefit a local food bank. Zoosk expects the value of the donation to be approximately \$2,000.
- Partner with companies in the Central Market Street and Tenderloin Area to participate in street cleaning or city street improvement projects. Zoosk will work with an appropriate government agency, such as San Francisco Public Works, to select the location for this commitment within the Central Market Street and Tenderloin Area.
- Zoosk will utilize Central Market Street and Tenderloin Area caterers, bars and restaurants for a minimum of 25% of Zoosk's events.

CAC Comments:

One area of concern CAC members had was the non profit Zoosk intends to partner with that gives a small stipend to their interns. Members hope the stipend can be increased or focused on less interns but a larger sum.

The CAC voted to recommend to the City Administrator to execute or the amended Community Benefit Agreements for the following Companies.

Spotify's CBA was recommended by a 7-0 vote.
Zoosk's CBA was recommended by a 7-0 vote.

5. Public Hearing [Discussion/Possible Action]

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Review DRAFT Community Benefit Agreements for new applicant where the City Administrator & companies have reached an agreement.

- Fitness SF

The FITNESS SF MID MARKET community liaison, Donald Emmerich, presented the CBA before the CAC. Highlights include:

Fitness SF Mid Market has most recently been closely working with the Salvation Army in the Tenderloin. They have 2 facilities: the KROC center and Railton Place. Both are located at 240 Turk Street. The Salvation Army provides a community center that provides facilities, programs and services that encourage positive life-changing experiences for children and adults, strengthening for families, and life enrichment for seniors. Additionally, Fitness SF is involved with Lighthouse, a school for the blind, as well as Sunflower Wellness, a nonprofit that assists people with cancer and survivors of cancer. Furthermore, Fitness SF has been involved with various nonprofit organizations in the Central Market and Tenderloin community including the Tenderloin Development Corporation (TNDC), St. Anthony's Dining Room, St. Boniface Church, KIPP Charter Schools, Mercy Housing, and the Academy of Friends, which has benefitted groups including Project Open Hand, Huckleberry Youth Programs, and Positive Resource Center. For the upcoming year, Fitness SF will be increasing its presence in the community by working with the DeMarillac Academy, the Gubbio Project, and Central City Hospitality House.

Additional community benefits include:

- Create meaningful and sustained engagement with the community

- Fitness SF will join the Kroc Advisory Council by identifying a Fitness SF Manager to serve on Council.
- Fitness SF will provide complimentary gym memberships for Salvation Army & Kroc Center officers (approx. 3) and staff (approx. 69).
- Similar to this past year, Fitness SF will sponsor our employees with their outreach & volunteerism by compensating Fitness SF employees at their regular work rate while contributing their time to the many various aforementioned Central Market & Tenderloin communities.

- Improve health educational outcomes for youth and seniors and foster wellness and wellbeing through fitness programs

- Fitness SF plans to assist and revamp the Kroc Center membership and programming structure.
- Fitness SF will utilize and leverage Fitness SF vendor relationships to assist the Kroc Center and other local businesses.
- Fitness SF will establish a relationship with the DeMarillac Academy to provide instruction, fitness programs, and wellness education to youth.
- Fitness SF will offer significantly discounted membership rates for eligible seniors in neighboring low-income housing.

- Provide financial grants to nonprofits serving residents of the Central Market and Tenderloin neighborhoods

- Fitness SF will provide a \$5,000 grant to the Salvation Army and will provide food for the homeless at Civic Center on December 13th, as well as provide Fitness SF staff volunteers to serve the food.

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- Fitness SF has regularly provided a \$2,000 grant to the TNDC.
 - Fitness SF provides a \$1,250 quarterly cash grant to the Academy of Friends which divides the donation amongst several not for profit AIDS organizations in the Tenderloin.
 - Fitness SF the Kroc Center Health and Fitness Classes. These classes include nutrition, yoga, and 1:1 personal fitness training. These are Fitness SF staff volunteer positions which we will encourage participation in.
 - Fitness SF has donated \$6500+ in company and personal donations to Harbor Lights.
- Support workforce development
- Fitness SF provides employment opportunities at various Fitness SF locations for qualified Railton Place residents. After 90 days of employment by Fitness SF, education is 100% paid for in full.
 - Fitness SF can provide job training and certification for qualified Railton Place residents who are interested in certification/licensing as personal trainers.
 - Fitness SF will provide facility training for Kroc maintenance staff.
- Support local arts and cultural groups
- Fitness SF has commissioned Tenderloin resident and photographer Dean Ignacio for his works, which are currently displayed at Fitness SF Mid Market.
 - Fitness SF offers discounted memberships to the cast and crew of various Shorestein Productions at the Orpheum and Golden Gate Theaters.
 - General Manager Donald Emmerich has been a volunteer with the St. Boniface Church choir for over a decade and has closely worked with the Musical Director Gwynn Villegas (also a Fitness SF employee) in various multicultural liturgical celebrations (English-speaking, Latino, Filipino, & Vietnamese).
 - Fitness SF has worked with Frameline and CAAM (Center for Asian American Media), both organizations dedicated to film & the arts.
- Support physical neighborhood improvements
- Fitness SF has helped both Kroc Community Center and Railton Place in renovations with a \$5,000 donation to the Salvation Army.
 - Fitness SF will provide maintenance and repair of the Kroc Basketball Gym floor.
 - Fitness SF will be open to assist with the Kroc Pool improvements, but first needs to assess its current condition.
- Preserve affordable housing & tackle homelessness
- Fitness SF plans to partner up with the Tenderloin's Gubbio Project which offers a sanctuary to the homeless.
 - Fitness SF offers significantly discounted memberships to the tenants at Mercy Housing.
 - Fitness SF also plans to offer significantly discounted memberships to neighboring low-income housing developments.
 - Fitness SF will work and volunteer with TNDC and St. Anthony's Dining Room, which provides affordable housing & provides meals to the homeless population, respectively.
- Commit to local purchasing
- Keeping dollars in the local community is an important part of CBAs. In making purchasing decisions, it is critical that Fitness SF source from local caterers, suppliers and restaurants where feasible.

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- Similar to 2015, Fitness SF will commit to purchasing \$250,000 worth of goods and services from small businesses, suppliers, caterers, and restaurants in the local San Francisco community in 2016.

CAC Members comments include:

- Members were excited to have a non-tech related company as part of the CBA process, and specifically one that focuses on health and wellbeing.
- Applauded the company's commitment to the Gubbio Project, which offers a sanctuary to the homeless.

The CAC voted 7-0 to recommend to the City Administrator to execute the amended Community Benefit Agreements for Fitness SF Mid Market

6. Potential Town Hall Review of CBAs [Discussion]

Members discussed the timing for a town hall meeting at a public venue to be in the spring/summer, and see the need to work through the logistics of time commitment regarding having either a town hall specifically on the CBAs or a larger forum talking about displacement in the area.

7. Forum on displacement update [Discussion]

What topics does the CAC want to tackle within this complex issue, and how do they want to engage their respective communities including co-workers that would be empowering and not divisive.

- a. CAC working group will continue discuss the focus and scope of the potential forum
- b. CAC members think revisiting the

8. General Public Comment

a. At this time, members of the public may address the Citizens Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda. With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes. The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to: briefly responding to statements made or questions posed by members of the public, or requesting staff to report back on a matter at a subsequent meeting, or directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).)

9. CAO Update

Review progress under existing CBAs; Mr. Gavin briefly gave a summary of the years agreements as of November. Overall the past year built upon the community partnerships from the previous year and the relationships between the companies and nonprofit agencies has grown stronger. The success of Twitter NeighborNest, and the total amount of volunteer hours from the companies is symbolic of CBAs going above their baseline commitments.

Highlights include:

CBA Employee Volunteer Hours:

Total CBAs hours: over 8,000 volunteer hours. On target to exceed last year.

CBA Cash Grants:

Total CBAs cash grants: more than \$800,000

In-Kind Donations:

Total CBAs in-kind donations: approximately \$1.5 Million (*excluding Twitter's NeighborNest – which has served over 1,700 clients*)

Local Purchasing:

Total CBAs local purchasing: significantly more than \$1 Million, but difficult to calculate without larger companies data (twitter/zendesk).

11. Committee Members' Proposed Future Agenda Items [Discussion]

Town Hall and/or Forum on displacement

12. Committee Members' Comments and Announcements

11. Next Meeting Schedule [Discussion/Action]

The next regularly scheduled meeting is February 4, 2015

12. Adjournment

8:12PM

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For information on your rights under the Sunshine Ordinance (Chapters 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, please contact:

Victor Young
Sunshine Ordinance Task Force
1 Dr Carlton B Goodlett Place Room 244
San Francisco, CA 94102-4689
Phone: 415-554-7724, Fax: 415-554-5784
Email: sotf@sfgov.org

Copies of the Sunshine Ordinance can be obtained from the Administrator of the Sunshine Task Force, the San Francisco Public Library and on the City's website at www.sfgov.org.

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