

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

# SOUTHEAST COMMUNITY FACILITY COMMISSION CITY and COUNTY of SAN FRANCISCO

**London Nicole Breed, Mayor**

ADOPTED MINUTES  
SOUTHEAST COMMUNITY FACILITY COMMISSION  
**Community Programs Advisory Committee**  
**Monday, January 9, 2023**  
**12 p.m. to 2 p.m.**  
Virtual Meeting - Teleconference



**Emily Pharr,**  
Executive Director

1. **Call to Order:** 12:01 p.m.

2. **Roll Call:**

*Present: Fromer, Posey, Tran (lft. 1:07pm), ONeal, Summers, Wade-Thompson (lft.12:45pm)*  
*Absent: Ceniza*

3. **General Public Comment:**

Gwen Jackson-Fagan said Mark Rocha the previous Chancellor of San Francisco City College reneged on a promise in 2020 to commit funds allocated by the voters specifically to provide classes to the Bayview community. She said he should be held accountable.

- Staff advised they would request an update from senior staff.

4. **Adoption of Minutes – August 8, 2022.**

**Moved:** Wade-Thompson **Second:** Posey

**Ayes:** Posey, Tran, ONeal, Summers, Wade-Thompson

**Abstained:** Fromer

**Public Comment:** None

5. **Farmers Market Proposal Presentation** (discussion) (Powell)

*Isaiah Powell, President Dragonspunk*

Deputy Director Larry Berry introduced Mr. Powell and his organization Dragonspunk who are proposing a Farmers Market that would take place at the Center regularly. Mr. Powell will provide a detailed proposal to both Committees and then to the full Commission.

Mr. Powell advised he started his nonprofit in the Bayview at the beginning of the pandemic in 2020. The proposal is for a Southeast Farmers Bizarre to be held in the SECC parking lot and focus on food producers and chefs who have been traditionally underrepresented, with a special focus on women of color and indigenous communities. Mr. Powell stated the Farmers Market would be managed by his organization Dragonspunk, a 501c3 nonprofit that creates and remediates urban spaces for education and sustainable agriculture. Dragonspunk has worked with Agriculture Institute of Marin to bring two mobile Farmers Markets to District 10. One is on Leland Avenue and the other is the Calibird Pollinator Sanctuary across from 1800 Oakdale.

Mr. Powell reported that he is a Certified Food Producer with a stall at the Stonestown Farmers Market where he sells Microgreens. He advised he has a network of farmers, urban food producers, artisans, artists, and educators. Dragonspunk has a great relationship with Agriculture Commissioner Cree Morgan and Agriculture Director Victor Rabinovitch. The organization has collaborated with SF Rec & Park, Parks Alliance, Bayview Newspaper, Aleman Farm,

Willie Brown Jr. Middle School, Bayshore Elementary, UCSF, Caltrain, and other organizations. For the past two years on Tuesday's and Wednesday's Mr. Powell teaches a garden education program at the Willie Mays Boys and Girls Club on Kiska Road.

Mr. Powell reported the Farmers Market will do the following:

- Make high-quality fresh produce accessible to underserved communities.
- Provide opportunities to marginalized farmers, food producers, artists, and artisans.
- Create vocational and educational opportunities, for the youth of District 10.
- Activate the SECC by generating and sustaining positive commercial foot traffic.
- Serve as a hub for other community-based organizations.

The Farmers Market will offer the following products:

- Fresh seasonal produce and fruit-
- Prepared plant-based foods-
- Crafts: Jewelry, Artwork, etc.-
- Food trucks-
- Essential Oils, Tinctures
- Opportunities to mix, mingle, and have fun within the context of eating healthy and supporting local business-

Mr. Powell said the Market will be successfully sustained as a community investment by:

- A Youth Program that will cultivate the next generation of food producers –
- Recruit volunteers from the immediate area –
- Constantly promote through KALW, Bayview Newspaper, and social media –
- Develop beneficial relationships with local restaurants and encourage them to source produce from the Market –
- Active fundraising –
- Maintain relationship with vendors, host, and community –
- Collaborate with community organizations –

Mr. Powell advised there will be a focus on 20 vendors from underrepresented demographics such as BIPOC, women, high school students, and the elderly community. They will be required to comply with all regulations and the maintenance of current certifications.

Questions from Commissioners and Community Committee Members:

Commissioner Fromer acknowledged the existence of a high food pantry population in the Bayview where there is a lot of free food from the Food Bank. She noted a Farmer's Market had been tried in the past and vendors pulled out because they were not selling produce and could not compete with the produce that was free. She said there is also a large homeless population.

- Mr. Powell responded the location of the Center would allow access the Dog Patch and Mission Bay neighborhoods as well, allowing for a diverse clientele, and although the Bayview will benefit it is not the only neighborhood that will be relied on in terms of clientele. He advised the Market will provide an experience and a destination place. He suggested that every month a new Chef of Color could be introduced to the community. He requested approval from the committee to complete the application process and submit it to the Department of Health, along with access to restrooms and parking. Mr. Powell advised a Bayview clientele is being cultivated and the Market will be vigorously promoted on KALW and the Bayview Newspaper. The launch date is scheduled for 3/30/23 or 4/

Executive Director Pharr thanked Mr. Powell for his presentation and advised the proposal would move to the Land Use Committee, after which the Commission could consider a Letter of Support. She acknowledged a question regarding the timeframe of the Market which is currently being considered for Saturdays or Sundays so there would not be an impact to parking.

Commissioner Tran asked if ethnic vegetables would be available for the ethnic population in the Bayview so they wouldn't have to go to Chinatown to buy certain vegetables?

- Mr. Powell responded absolutely and advised he began his volunteer efforts with the Florence Fang Community Garden.

Commissioner Posey advised he could see the vision of the Market and wanted to make sure the property was preserved. He reported that he supported many Farmers Markets and witnessed tents, chairs, and tables being thrown around. He advised it was important to remember this is a new facility and it is important to keep it nice. He suggested holding two or three events and then returning to evaluate what was working and what needs to be fixed. Commissioner Posey said he supported the Farmers Market and noted there was an abundance of space. He advised he was in support of anything that would uplift the community, especially if it provided opportunities for youth involvement.

- Mr. Powell added that Storied: SF would also provide outreach.

Community Committee Member Ms. Emily Wade-Thompson asked how students from the local elementary schools would contribute to the Market? She asked if Mr. Powell was working with the schools on a regular basis, and what is the plan for sustainability around youth becoming the next group of community advocates.

- Mr. Powell said he teaches a garden program at Willie Brown Academy every Tuesday and Wednesday and he would like to start with those students since he was already working with them consistently. He said they were studying how to grow microgreens and 5 or 6 students from the program could move forward and receive their certification from Agriculture Director Victor Rabinovitch. He advised they would then be able to come to the Farmers Market and sell the microgreens and he would donate a canopy to facilitate their efforts.

Ms. Emily Wade-Thompson noted that as the Supervisor of the schools in the Bayview she understands them and has worked with them for over 40 years. She said she was interested in the sustainability plan because she didn't want the youth to be disappointed with programs coming and going. She mentioned Catherine Sneed and the garden program she ran through the Sheriff's Department which provided checks to the students and for some of them it was the only income coming into their households, so she wanted to understand how the Market and the schools would engage.

- Mr. Powell said he would like to work with her and there may be some bureaucratic hurdles she could help with such as field trips. He noted there was a problem providing a field trip for students from Sala Burton High School to visit the herb garden in Visitation Valley. He acknowledged it is hard for children to trust adults because they consistently let them down. He advised the way to overcome that is to empower the youth with skills that will teach them how to become vendors and eventually run the Market.

Public Comment:

Gwen Jackson-Fagan and Marilyn Jackson asked if parking for Saturday events would be impacted by the Market?

- Executive Director Pharr responded the parameter of the Center on Newhall and Evans is vacant on weekends so ample street parking would be available. There is also a plan for disabled parking close to the building.

Jennifer Ly, SFPUC Environmental Justice Manager/Community Benefits Team asked what is the strategy to make the Farmers Market viable for the farmers participation, and would they make enough money selling produce other than relying on the participation of the Dogpatch and Mission Bay communities?

- Mr. Powell said those neighborhoods would be key in actively promoting the Market, and it would have to be more than just a Market and that would separate it from other experiences and sustain it.

Executive Director Pharr asked if any projections were available to address the farmers needs because there needs to be an economic strategy? She suggested further conversation and a report back to the committee to ensure the farmers really make revenue and generate what they need to be productive.

Commissioner Posey thanked Mr. Powell for the presentation.

#### **6. Logo Development:** (discussion)(Berry)

*Larry Berry, SECC Deputy Director*

Mr. Berry said the Logo Development process started in 2020 with a consultant who provided an outreach process with community members. The feedback was used to developed 2 local concepts. Staff and community members felt the designs were insufficient. In 2021 the SECC team worked with the San Francisco Arts Commission to identify local artists to develop a logo. After 2 weeks and identifying 8 – 10 artist the list was narrowed down to three and one artist was selected by a panel which included staff and members from the Community Programs Advisory Committee.

Mr. Berry provided a photo of the original draft which was unable to move forward because so many changes were suggested and it was determined that it would be better to do a redesign, however the budget was not available. We requested help from our internal graphics team and after several meetings a design was agreed upon. The new design highlights the colors of the African American flag and can be used on business cards, letterhead, and clothing. The colors in the design can also be changed for other cultural celebrations which will provide cultural representation and inclusivity. The next steps would be to obtain commission approval and then implement usage.

Director Pharr added SFPUC leadership wanted to make sure the PUC was represented so the back of the business cards will have a reference to the SFPUC.

#### **Questions and Comments from Commissioners and Community Committee Members:**

Commissioners agreed with the logo design.

#### **Public Comment:**

Gwen Jackson-Fagan complimented the design and thanked staff for their work on the logo development.

#### **7. Reservation Desk Bilingual Capabilities** (discussion)(Bryant)

*Victoria Bryant, SECC Community Programs Analyst*

Ms. Bryant provided an overview of the Reservation System-Rec Desk language and accessibility features. The name of the platform being used is User Way and it is designed to remove barriers in accessing online content. It is available in over 100 languages and can translate forms. The system is also capable of increasing the font to make the forms easier to read.

Ms. Bryant provided a demo site, and the Commissioners were able to see what the system will look like. The demo site included the option to change the language along with a full accessibility menu. The implementation timeline will begin with establishing our subscription which will allow the users to submit a reservation request online without having to pay a fee. Following are the dates of the timeline:

January 2023

- Establish and/or update subscription for UserWay
- Meet with RecDesk site development team – they will add features to our site

February 2023

- Internal quality control (review language translations and accessibility features)
- Review proposed changes with committee and gain feedback
- Begin implementing changes and feedback

March 2023

- Review final changes made and quality control
- Launch UserWay on reservation system

Ms. Bryant said the immediate next steps are to upgrade the subscription system for UserWay and then meet with the RecDesk site development team to add features to the site.

Questions and Comments from Commissioners and Community Committee Members:

The Commissioners thanked Ms. Bryant for the presentation.

Public Comment:

Ms. Gwen Jackson-Fagan expressed she was pleased with the development of the system.

**8. Updates** (discussion)(Pharr)

*Emily Pharr, SECC Executive Director*

Executive Director Pharr provided an update regarding the 30 events that took place indoors and outdoors at the new Center in December in different areas of the building, and the multi-purpose room. She especially noted the Holiday Extravaganza Toy Giveaway that was organized by Commissioner Posey and attended by 400 to 500 people.

Executive Director Pharr introduced our new intern Liuokalani Liu (Popo) the newest member to the SECC Team who will provide support for the reservation program. The Director reported we will soon begin recruitment for an 1820 Tenant Partner Liaison, and she asked the Commissioners and Community Committee Members to please refer any talented community members.

Executive Director Pharr acknowledged the Swearing-In Ceremony of Supervisor Walton which was attended by former Mayor's Art Agnos and Willie Brown.

In closing, Director Pharr announced there will be a Black History Month event on February 18.

Questions and Comments from Commissioners and Community Committee Members:

Commissioner Posey thanked the Executive Director for acknowledging his event and noted that he is happy to see the space being used by the community. He reported he spoke at an event at the Center for 100% College Prep and they have 100 youth from the community that will be attending college and he was excited to participate in supporting them and hosting them at the Center where they were so respectful of the space.

Public Comment: None.

**9. New Committee Business:**

Executive Director Pharr announced a schedule of events will be provided to the committee in February.

## **10. Announcements:**

Deputy Director Berry announced a Black History Month event will take place on February 18<sup>th</sup> in partnership with community, the Office of Workforce Development, and led by Reverend Burch.

The DreamKeeper recipients will be acknowledged, and the Black History Month event includes a parade march from the Bayview Opera House to the new Center. The Black Cowboys will provide pony rides for the children and there are also plans to provide feature length movies for the community. Deputy Director Berry advised he will provide a detailed report at the next meeting and invited the Commissioners to engage with any ideas they might have.

Commissioner Posey advised his organization US4US is available to provide support and he thanked the SECC staff for their support during his event. He reported that he will be offering workshops on Palliative Care for the community.

Ms. Wade-Thompson, community committee member announced the following:

- African American Read In, a national event taking place on Monday, February 6 at San Francisco Elementary Schools.
- African American Honor Roll, Thursday, February 16, 5:30pm at St. Mary's Cathedral
- 43<sup>rd</sup> Annual Oratorical/Musical Contest, Saturday, 9:30 – 12 noon February 25, Mission High School

Gwen Jackson-Fagan announced a Celebration of the Life and Legacy of Mrs. Espanola Jackson on Thursday, February 9, 2pm to 8pm at the Southeast Center.

Ms. Wade-Thompson had a question regarding the Maison Scholarship and noted that it would be great if the recipient(s) could be announced on February 9 at the event for Mrs. Jackson.

Staff advised they would enquire and find out the timeline.

The next meeting of the Community Programs Advisory Committee is scheduled for February 9, 2023.

Assigned Commissioners: Damien Posey/ Dr. Gina Fromer/ Marlene Tran

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