

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

London Nicole Breed, Mayor



Emily Pharr,
Executive Director

ADOPTED MINUTES SOUTHEAST COMMUNITY FACILITY COMMISSION Facility and Design Advisory Committee Thursday, August 11, 2022 4:00 p.m. to 6:00 p.m.

This was held by Teleconference Pursuant to the Governor's Executive Order N-29-20 and the Twelfth Supplement to Mayoral Proclamation Declaring the Existence of a Local Emergency Dated February 25, 2020

During the Coronavirus Disease (COVID-19) emergency, the Southeast Community Facility Commission's (SECFC) Facility and Design Advisory Committee regular meeting room, 1800 Oakdale Avenue, is closed. Commissioners and SECFC staff will convene Committee meetings remotely by teleconference.

- 1. Call to Order:** The meeting was called to order at 4:03 p.m. by Commissioner Sanchez
- 2. Roll Call:**
Present: Chung, Sanchez, Satele, Richardson
Excused: Hunnicutt, Tiell
Absent: LeBlanc
- 3. General Public Comment:** None
- 4. Approval of the Minutes of the June 9, 2022, Virtual Meeting:**
Moved: Richardson **Second:** Satele
Public Comment: None
Ayes: Chung, Sanchez, Satele, Richardson
- 5. Presentation:** (discussion only) (Bowker & Peters)
Grand Opening Messaging
Jessica Bowker, SFPUC Communications Manager, External Affairs
Michelle Peters, SFPUC Communications Specialist, External Affairs
Ms. Bowker presented an overview of the Southeast Community Center Ad Messaging Campaign that will appear over several months in four different languages beginning a month prior to the Grand Opening with a majority of the ads being geographically targeted to Southeast communities. The ads will launch through the following media organizations:
102.9 KBLX radio/ Sing Tao Newspaper/ Muni Bus Shelters/ Targeted postcard mailings/ Eblasts to: Customers, CBO's, Businesses in Southeast zip codes/ Indy Bay Reporter/ Sun Reporter/ Fil-AM Radio/ Google-YouTube/ Facebook/ Univision.

www.sfgov.org/sefacility

Ms. Bowker said the goal for the campaign is focused on activating the new Center by creating excitement in the community and promoting awareness of the amenities and services. The core messaging that will be used is:

The NEW Southeast Community Center: A Cultural Legacy

- State of the art building featuring local artists
- Event Space & amphitheater
- On-site café
- Free wi-fi and public workspaces
- Non-profit organizations to serve the community
- Greenspaces for gathering, play and exercise

Ms. Bowker advised the date of the Grand Opening would be included in the messaging as well.

Ms. Peters provided the messaging for the Grand Opening which is presented as a Block Party:

Grand Opening BLOCK PARTY: Come see what's new in the Bayview!

- Be the first to tour the new center
- Savor delicious free food
- Enjoy exciting activities and family fun
- Experience great local performances
- Score exclusive giveaways
- View more than 30 works from local artists

Ms. Peters provided an example of what the ads will look like and the design ties into the approved branding that will be featured in all of the signs and banners. The ads will include a silhouette of the "Big Six".

Executive Director Pharr noted the date on the ad showing October 15 was incorrect and the actual date of the Grand Opening will be October 22.

Questions and Comments from Commissioners and Community Committee Members:

Community Committee Member Linda Richardson suggested using banners throughout the city to transform the new Center into an economic engine, not just for local residents but for the San Francisco community at large. She said the campaign should go beyond bus shelters because when people drive-by they need to see something is happening in the Bayview just like they do in other communities.

- Staff asked if the ads on big billboards at bus shelters were more or less effective than banners on light poles?
- Executive Director Pharr said the banner idea had been discussed and she would see if it could be done.

The discussion continued with community committee members expressing their desire to see the new Center receive the same opportunities as other successful centers in the city by reaching out to the whole city and not just the Bayview community. It was noted this would provide an opportunity for other communities to explore the Bayview and experience all that it has to offer.

- Executive Director Pharr advised there may be other opportunities to partner with the Arts Commission and other city agencies to create a campaign similar to the one where kiosks around the city announced the new Center and she advised staff could look for those opportunities and cast a broader web throughout the city.

Commissioner Sanchez suggested using images of actual services being provided at the Center.

- Staff responded this initial campaign was meant as an invitation to the Grand Opening and this suggestion would be a good follow-up plan as we continue beyond the opening activities.

- Communications staff advised the campaign will run for 2-3 months and there will be iterations of ads that will include pictures of the grounds and they will make sure to include the suggested ideas. They reported that through the customer assistance program they partnered with Muni to also do ads inside buses and since a lot of people ride the bus they would look into placing them in buses across the city.

Community committee member Linda Richardson asked if events at the Center would be supported by the Communications Department after the Center was opened?

- Communications staff responded they will continue to request funding to help promote major events.

Public Comment: None.

6. Operations Manual: (discussion only) (Berry)

Larry Berry, SECFD Deputy Director

Mr. Berry provided a general update of the SECC Operation Plan.

Questions and Comments from Commissioners and Community Committee Members:

Linda Richardson, Community Committee Member said the meeting at the Opera House came about because the community kept pushing. She said it would be substantial and important for the Commission to make a statement and lend itself in leadership to the process.

Community members requested information regarding the vetting process for tenants.

- Staff advised all completed RFPs would be processed through the Real Estate Department along with an evaluation committee comprised of city employees and community-based individuals. After a review, recommendations will be made, and those recommendations will come before the Commission for ratification.

Community members said the Center holds the history and mitigation of the community and the Commission must be accountable to ensure decisions are being made by the stakeholders.

Public Comment: None

7. New Committee Business: (Discussion and Possible Action)

Vice-Chair Sanchez said the Committee will look forward to updates regarding the CalTrain Station and the submission of the RFPs for tenants and the Access Program.

Public Comment: None.

8. Announcements: (discussion only)

Vice-Chair Sanchez announced the community meeting regarding CalTrain at the Opera House.

Executive Director Pharr sent condolences to Chair Fromer regarding the loss of her son Drew Oyobio.

Public Comment: None

9. Adjournment: The meeting adjourned at 4:41 p.m.

The next Facility & Advisory Committee meeting is scheduled for Thursday, September 8, 2022, at 4 p.m.