San Francisco Water Power Sewer
Services of the San Francisco Public Utilities Commission

SECC
Southeast Community Center

1550 Evans Avenue
San Francisco, CA 94124
T 415.554.3155
F 415.554.3161
sfpuc.org/secc

ADOPTED MINUTES
SOUTHEAST COMMUNITY FACILITY COMMISSION
Facility & Design Advisory Committee
Thursday, January 16, 2025
4 p.m. to 6 p.m.

1. Call to Order and Land Acknowledgement:
Chair Fromer called the meeting to order at 4:05 p.m. and directed staff to read the land acknowledgement.

2. Roll Call:
Present: Fromer, LeBlanc, Richardson, Hunnicutt
Excused: Chung
Absent: Tiell

3. General Public Comment: None.

4. Adoption of Minutes: – June 13, 2024
Moved: Richardson **Second:** LeBlanc
Ayes: Hunnicutt, LeBlanc, Richardson
Abstained: Fromer

Public Comment: None

5. 2025 Spring Fling (Discussion)(Banks)
(Malique Banks, Founder/Director Equity Power Consulting)

Director Pharr introduced Mr. Banks to the Committee and noted his participation in recent successful events at the Southeast Center.

Mr. Banks organization provides economic development through the power of community building. He provided information regarding his previous experience working with the Southeast Center and the Farmers Market. He advised he was moving from the Farmers Market model and into a model of more free form events. He reported the free form market allowed vendors from District 10 to participate, and accompanied with movie night it was much more successful. He advised more needs to be done to engage the community other than just providing goods to buy and sell. He said he plans to go to the community and ask them what they want and then bring it to them. He plans to leverage community partnerships to support upcoming events.

Mr. Banks said the Spring Fling will be the first of four community events hosted by the Southeast Center. The event will feature fun and engaging activities for the community and another concept is called The Summer Soul Festival.

Daniel L. Lurie
Mayor

Dr. Gina Fromer
Chair

Vacant
Vice-Chair

Karen Chung
Commissioner

Chika Mezie
Commissioner

Damien Posey
Commissioner

Marlene Tran
Commissioner

Vacant
Commissioner

Emily Pharr
Executive Director

Carla Vaughn
Commission Secretary

Mr. Banks provided slides of the target audience which are District 10 residents, families, and young adults. Suggested themes are as follows:

- Resource Education – Providing an opportunity for residents to learn more about resources available to them.
- Economic Development – Invite appropriate local suppliers and vendors to participate.
- Community Engagement – Provide an opportunity for community-based organizations and programs to engage with community.

Mr. Banks ended his presentation and opened a discussion by asking the Commissioners and Community Members what would be a popular activity in the Bayview Community that could be hosted by the Southeast Center?

Questions and Comments from Commissioners and Community Committee Members:
Community Member Linda Richardson said she liked the target audience, and they should be allowed to put events together so from that they can graduate to other things. She noted the offices and rooms are well utilized, and the next thing is there needs to be a focus on full activation of the spaces. She asked what the duration was for Malique's involvement and was it only for the summer?

- Malique responded the events will take place once a quarter and he will be involved through March 2026.

Community Member Brigette LeBlanc said there is a loss of bridging between the seniors and the younger generation in the community. She noted that it is seldom that they get together and the seniors are extremely active. She said there is a lot of untapped talent and resources in this area as it relates to small businesses. She added that she wanted to make sure there is always respect for the history of the building and why it is here.

Community Member Dr. Veronica Hunnicutt said it would be helpful to ask young people and families about what they need. She suggested having a large event when young people and families can attend and try not to replicate programs that are already being covered well in the community. Dr. Hunnicutt add that if you talk to the community, you will find they need housing support, food support although there are organizations that already provide food. She suggested bringing these groups together and let people know about them. She noted the educational programs in the city are not really helping our young people because they're not getting the information they need. Parents are working so hard trying to put food on the table and it makes it hard for them to share that kind of information. She shared that she had inquired about bringing a workshop to the space and was unable to because it was booked up. She noted that sometimes people have something of value to bring to the community but cannot always sponsor it at the Community Center, so they go elsewhere.

- Malique responded that this was excellent advice, and he said the next thing he will do is survey the community, go to the organizations, and collaborate with them. He said he will make sure they are really talking to people.

In closing Dr. Hunnicutt added there are people in the community doing great things and you never hear a word about it. She suggested Malique create a resource handout so community members would know what resources are available to them in the community.

- Malique thanked Dr. Hunnicutt and Ms. Richardson for their comments.

Executive Director Emily Pharr encouraged the Commissioners and Community Members to share any ideas they might have for upcoming events with Deputy Director Rashida Washington.

Community Member Brigette LeBlanc asked if Malique had seen the surveys from 2020? She noted that people have the tendency to give the same information repeatedly, and what happens if none of the activities were activated.

Director Pharr stated the previous surveyed showed people were interested in a Farmer's Market, however when it was provided, they didn't show up and there was a real struggle to sustain it. She noted there needs to be a hook to get people here. Whether it's freebies or entertainment there must be something to pique their interest.

Brigette LeBlanc suggested an activation around sports, such as one section for basketball and another for soccer. She advised that with four corners there could be four different sport activations. She said skateboarding is big so a modified skateboarding area would be very popular and would attract people. She noted there is a lot of competition in the community so skateboarding would provide a great hook.

- Malique noted that consistency is key and the point of having four events each quarter that the Southeast Center will be known for is powerful.

Linda Richardson commented that she wanted to make sure community members are given access to the building ahead of others. She also requested placing the photos of previous Commissioners and community dignitaries in the building such as Alex Pitcher. She said the portrait of the Commission Chair should be prominently placed and the mural has taken the place of the portraits. She said this was not a decision of the community and decisions should not be made at City Hall. She advised the SFPUC should not be telling us what to do in this building and the decisions should be made in the community.

- Director Pharr advised she would get back to Community Member Linda Richardson regarding the portraits.

Quorum was lost at 4:40 p.m.

6. <u>Director's Report:</u> (Pharr)
(Emily Pharr, SECFC Executive Director)

7. <u>New Committee Business:</u> (Discussion)

8. <u>Announcements:</u> (Discussion)
None.

9. <u>Adjournment:</u> (Discussion)
The meeting adjourned at 4:53 p.m.

The next meeting of the Facility & Design Advisory Committee is scheduled for February 10, 2025.

Assigned Commissioners: Vacant/ Karen Chung/ Dr. Gina Fromer
Community Members: Dr. Veronica Hunnicutt/ Brigette LeBlanc/ Linda Fadeke Richardson/ Steven Tiell