

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, November 10, 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, Tiell (arr. 4:09 pm)*  
*Excused: Hunnicutt*  
*Absent: LeBlanc*
- 3. General Public Comment:** None
- 4. Approval of the Minutes of the October 13, 2022, Virtual Meeting:**  
**Moved:** Chung **Second:** Richardson  
**Public Comment:** None  
**Ayes:** Chung, Sanchez, Satele, Richardson
- 5. Presentation:** (discussion only) (Berry)  
Logo Development  
*Larry Berry, SECC Deputy Director*  
Mr. Berry provided background on the lengthy logo development process where in partnership with the Arts Commission an artist was identified to begin the development of the logo. Mr. Berry reported that after some feedback and review work began with the SFPUC (San Francisco Public Utilities Commission) internal Graphics Team and the idea of a symbol logo changed to a text-based logo.  
  
Two versions of the logo were provided and shown paired with the SFPUC logo. The color version is red, black, and green. Another version was provided in black and white. The logo will be used on Southeast business cards, envelopes, letterhead, and memos. Mr. Berry reported approval was received from SFPUC to use the version with the SFPUC logo directly next to the SECC logo. When the edits from the graphics team are completed the final version will be provided.

[www.sfgov.org/sefacility](http://www.sfgov.org/sefacility)

Questions and Comments from Commissioners and Community Committee Members:

Commissioner Chung commented regarding the use of color on the letters and whether this was the final version.

- Deputy Director Berry advised it was the final draft version.

Community Committee Member Linda Richardson had a question regarding protocol and noted this was the first time the Commission and the community were seeing the logo and the community reserved the option to override the draft.

- Staff advised the draft was available for feedback and thanked the Committee Member for the reminder of protocol and process.

The discussion continued regarding the use of a temporary logo. The Commissioners and Community Committee members agreed that a temporary logo would not be the best option. As the discussion continued it was noted staff represents the community and the Commission. It was noted the Commission shares governance of everything at the new Center and will provide guidance on behalf of the community.

- Staff suggested a turnaround time of one week to allow the committee to provide feedback and incorporate potential changes that would be presented to the Commission in a month.

Commissioner Sanchez suggested staff provide information regarding the parameters of the logo choosing process.

Public Comment: None.

Executive Director Pharr requested staff to forward logo packets to the Commissioners and the Community Members.

**6. Building Systems Status** (discussion only) (Berry)

*Larry Berry, SECC Deputy Director*

Deputy Director Berry reported the Tenant Partners and Café operator would be accessing the Center around the same time which would provide the Café with a built-in customer base. Currently self-guided tours are available along with staff supporting tours of local organizations and groups that schedule ahead of time. Co-working space is available on the first and second floors. He reported the community is accessing the facility daily and playing in the park with their children. The reservation system has launched, and staff has posted on Facebook. The upcoming Southeast Community Center newsletter will notify the community of the system and provide log-in information and instructions to create an account to reserve space. He reported the system is being managed by Victoria Bryant.

In closing Mr. Berry reported maintenance to the building is ongoing with contractors still onsite refreshing paint, however we are open and operational.

Questions and Comments from Commissioners and Community Committee Members:

Commissioner Chung and Community Member Linda Richardson asked about the Commissioner photos and where they would be located?

- Staff responded nameplates have been ordered and the pictures from 1800 Oakdale will be moved to 1500 Evans as soon as we can secure laborers to assist, and new frames have been provided.

Public Comment: None.

**7. Executive Director Report (Pharr)**

Executive Director Pharr noted the success of the Grand Opening and advised the building was now open to the public. She reported the first community event was held the previous night. Staff is still in the process of receiving training for the technology in the building. Adjustments are being made by the consultants as we continue to learn to use the technology and she reported another event with approximately 100 attendees was currently taking place in the Alex Pitcher Pavilion. Seven hundred people attended the historic Grand Opening of the new Center.

The Executive Director thanked her team and advised she is continuing to work with Real Estate Services to initiate the Next Steps in the Tenant Solicitation. She reported the winning tenants would be announced at the upcoming Commission meeting and staff will be increased to support events at the new Center.

Deputy Director Larry Berry provided updates on the Access Program and reported staff will be working closely with the Mayor's office to get a contract in place with Five Keys. The process was delayed because the technology needed was not available. We have now been informed that approval has been provided for the laptops, tablets, and other associated equipment. Mr. Berry advised the program should be up and running by January.

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

Commissioner Chung asked if a neon sign would be added to the building with the name of the Center and noted the success of the Grand Opening. She added the sound system was not great. She suggested new equipment might be needed for events held outside.

- Staff advised they were looking into purchasing portable equipment to enhance the outside speakers. Staff said a more integrated system would provide more audio coverage throughout the building. There is another option to obtain an integrated system with additional outdoor speakers, an AV system with an overhead option, and wireless microphones.
- Deputy Director Berry responded to the signage question and advised it was being installed in several languages as "This is Southeast Community Center Welcome". There will also be Rules and Regulations for the park area. Signage will be visible down Evans and Third Street, the corner of Evans and Third, and another in the middle of Evans between Newhall and Third Street.
- Director Pharr noted digital scrolling signage was being discussed for the future when funding becomes available.

Community Member Linda Richardson agreed with Commissioner Chung regarding the signage and suggested using banners to promote the new Center throughout San Francisco. She added she was happy with regards to the work of Five Keys because it had taken the community decades to find an alternative program for juvenile delinquency and this program concentrates on education. She encouraged the committee to reach out to the very talented youth and adults of the community and make sure the Center welcomed them and allowed them to showcase their talents. She asked staff to encourage the educational, professional aspirational, and emotional development of the community.

**Public Comment:** None.

8. **New Committee Business:** (discussion only)  
Updates will be ongoing.

Public Comment: None

9. **Announcements:** (discussion only)  
Executive Director Pharr announced staff is now working from the new Center full time.

Commissioners offered their services to volunteer at the new Center.

Community Committee Member Steven Tiell advised he was not able to attend the Grand Opening but everything he heard about it from his neighbors reiterated it was a great event. He offered his congratulations.

Commissioner Sanchez offered kudos for the signage that addressed the natural habitats.

10. **Adjournment:** The meeting adjourned at 4:49 p.m.

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