

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 Wednesday, October 26, 2022 6:00 P.M.

This meeting 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

- 1. Call to Order and Roll Call:** Chair Fromer called the meeting to order at 6:01 P.M.  
**Present:** Fromer, Sanchez, Murphy, Posey, Satele, Tran  
**Excused:** Chung
- 2. Adoption of renewed findings under State Urgency Legislation to continue remote meetings during the COVID-19 Emergency and direct the Commission Secretary to agendize a similar resolution at a Commission meeting within the next 30 days.**  
**Moved:** Murphy **Second:** Posey  
**Public Comment:** None  
**Ayes:** Fromer, Sanchez, Murphy, Posey, Satele, Tran
- 3. Adoption of Minutes: September 28, 2022**  
**Moved:** Tran **Second:** Sanchez  
**Public Comment:** None  
**Ayes:** Fromer, Sanchez, Murphy, Posey, Satele, Tran
- 4. General Public Comment:** None
- 5. Communications:** (discussion only)  
Correspondence Log –
  - Certificate of Honor from the San Francisco Board of Supervisors to the Southeast Community Facility for dedicated service to Bayview residents during the COVID-19 pandemic.
  - Invitation to the Commissioners to attend Think Round Fine Arts' reopening and reception.**Public Comment:** None
- 6. Report of the Chair:** (discussion only)  
(Commissioner Fromer)  
Chair Fromer advised it was an honor to serve as Chair and she thanked the Executive Director and staff for a successful grand opening with over 700 attendees and amazing artwork. She noted the legacy of the space is being honored.

### Questions and Comments from Commissioners:

Commissioner Tran congratulated staff on the robust program and thanked them for providing interpreters who were able to assist the Chinese visitors. She noted they were excited and looking forward to coming back for future programs and they enjoyed the artwork as well. She also acknowledged the posters which were displayed throughout the community.

- Director Pharr recognized the Graphics Team from External Affairs for their support.

Commissioner Satele thanked staff and commented her grandchildren enjoyed themselves and couldn't stop playing.

Commissioner Murphy congratulated staff and thanked them for their hard work.

Public Comment:

Community Member Brigitte LeBlanc acknowledged former staff and their previous contributions which helped make the opening a success.

**7. Presentation and Recommendation:**

Hungry Café (Discussion and ACTION – *Southeast Community Facility Commission Recommendation to Adopt Hungry Café as Southeast Community Center Café Name*)

(Emily Pharr, Executive Director)

**Moved:** Satele **Second:** Tran

Public Comment: None.

**Vote – Yes** – Sanchez, Murphy, Posey, Satele, Tran

**Vote – No** – Fromer

Hungry Café was adopted as the Southeast Community Center Café Name

Questions and Comments from Commissioners:

Commissioner Tran had a comment regarding the barbeque that was served.

- Director Pharr advised it was from Big H a vendor who participated in the Bayview Bistro.

**8. Presentation and Discussion:**

Southeast Community Center Business Plan:

(Linda Cheu, Vice-President, Economics, AECOM)

Ms. Cheu provided the following blueprint:

1. **Purpose of the Business Plan and Components** –

Operating Costs – Decisions about budget should be developed and driven by the mission and strategies for the Southeast Community Center.

Revenue Model – Overall model and mix of earned and contributed income is based on many factors including market conditions, earned revenue opportunities, neighborhood demographics, etc.

Risks – Financial, operating, mission, market, and community risks.

**Approach to Business Plan** – Goals and Historic Operations/ Site and Building Analysis/ Population and Demographic characteristics/ Community stakeholder interviews/ Benchmarking/ Financial Analysis

2. **Operating Costs and Revenue Analysis** -

The operating costs were developed by the mission, levels of service, vision, and community needs/ specific physical building and site characteristics/ historic costs/ comparable facilities/ requirements to effectively activate the building/ planning level estimates.

The operating costs are driven by – Vision for active & engaged facility with year-round activities/ High cost of doing business in San Francisco/ Partnership opportunities requiring staff time/ Large and multistory building with an array of space types/ Significant outdoor programmable space/ Multiple tenants/ Neighborhood income and demographic characteristics/ Public agency ownership.

The estimated operating budget required is \$4.5 million and expected to stabilize in a year. The cost is approximately \$100 per sq. ft. The estimate of additional required funding is as follows:

Total operating expenses \$4.5 million

Current SFPUC allocation & internal subsidies \$3 million

Additional funding required \$1.5 million

**\$4.5 million - \$3 million = \$1.5 million**

Ms. Cheu provided the following Revenue Model –

**SFPUC Contribution \$3 million** (budget allocations & staff time) Vast majority of current funding through Wastewater Enterprises/ Some O&M funding through other SFPUC or City & County departments/ Staff time allocation (in-kind).

**Earned Revenue \$500,000** (sources) Tenant leases, facility rental fees, program income, café:  
SECC earned revenue potential – around \$500,000 in a stabilized operating year/ 12% earned revenue ratio with the following key factors – importance of affordability, community access and usage of facility – balance of market rate rentals with programming (tenant, partner, and SECC programming)

Other Contributed Revenue \$1 million – Approximately \$1 million in additional contributed income required after earned revenue and current budget allocations.

- Risks of not funding
- Recommendations
  - Explore other SFPUC departmental funding sources to supplement current contribution
  - Establish a nonprofit, 501©3 organization to support SECC community programming and engagement

Ms. Cheu completed the presentation by providing the following recommendations by phase –  
Short term –

- Priority in first two years establishing basic facility and operational procedures
- Tenant operations and collaboration
- Building activation encouraging community engagement
- Development of a “start-up” facility rental business
- Requires full funding

Medium term –

- Establish 501©3 organization hire/contract with staff
- Expand funding relationships
- Examine historic operations, building usage, revenues, costs, policies, fee schedule, program types
- Adjust and refine as necessary

Long term –

- Consider nonprofit role expansion
- Update strategic plan and re-engage community
- Examine building and grounds capital reinvestment requirements
- Refine staffing
- Examine mix of funding

#### Questions and Comments from Commissioners:

Commissioners asked if the SFPUC was expected to help during the initial years?

- Ms. Cheu responded she hoped so, however there is a good allocation of \$3 million right now and during the first year the operations should grow. She noted it was important to think about how to fund some of the outreach, programming, and staff that are not funded.

Commissioners inquired as to whether AECOM would continue to provide guidance on the project?

- Ms. Cheu said the contract was completed however, the Southeast staff was experienced and understood how things ran.
- Director Pharr noted there would be future opportunities to contract with AECOM but for now staff was prepared to move forward and the information provided would be used as a blueprint.

Commissioners expressed concern as to whether the center would have a level of autonomy in terms of decision making and programming. They requested to know what safeguards would be in place to ensure the center receives a good portion of funding from the space rentals and would keep higher paying entities from monopolizing usage of the facility from nonprofits or local organizations.

- Director Pharr responded it would come down to the policies and their implementation. She advised there are ongoing departmental conversations regarding first focusing on the community and it’s needs. Although revenue generation is important it is not the main intent, which is to be a community center and those are the values that will be infused into the budget planning process.

Chair Fromer noted the next couple of years may be challenging however she advised Dennis Herrera the General Manager of the San Francisco Public Utilities Commission and the Mayor advised they are committed to the success of the venture and Chair Fromer said it was important to keep an eye on the investment and see how expenses go against revenue.

Public Comment:

Community Member Alpha Buie thanked the Commission for the informative presentation and said she was looking forward to what the new center would hold for the future development of the Bayview community.

**9. Presentation and Recommendation:** (Discussion and ACTION – *Southeast Community Facility Commission Recommendation to San Francisco public Utilities Commission to Adopt Fee Schedule for the Southeast Community Center*)

(Victoria Bryant, Community Programs Analyst)

Ms. Bryant provided the fee schedule that had been presented to the Advisory Committees earlier this month and reviewed internally by required stakeholders. Research and review of comparable spaces was completed, and discounts were added ranging from 5% to 15% based on the zip code, citywide business database, and/or credentials (i.e., 501©3 status, work badge/ID, etc.). The available rates are hourly, half-day (5 hours), and full day (8 hours).

Ms. Bryant provided proposed rates and proposed rates with discounts for the Alex Pitcher Pavilion, Multipurpose Room, and the Lawn. (*If you would like copies of the rates please contact the Commission Secretary*).

Ms. Bryant’s presentation provided information regarding deposits which are 3x the hourly rate and will be refunded at the end of the rental pending a review of the space and ensuring no policies were broken. For Special Events there may be an added fee type and the criteria will be based on city permit specifications. There are also add-ons and amenities such as kitchen usage (for caterers and storage); event monitor and security rates (including assistance with setup and breakdown). There is also a fee for use of the AV system which would include the projector or sound system.

The next section in the presentation provided an overview of the definitions of the various membership options and the possible available discounts. They are as follows:

**Community Member** – Members of the public with a 15% discount for specific zip codes.

**Non-Profit** – Entities with a 501©3 status; 15% discount based on zip code and/or registered as a local business with OEWD.

**For-Profit** – Entity that classifies as a corporation or private party – no discount.

**Government Entities** – Any government entity, including city departments; must provide proof 5% discount (i.e; work badge/ID, official government document, etc.).

**Tenants** – Entities that have a lease agreement with the Southeast Community Center (occupying space on the 3<sup>rd</sup> floor) – no discount.

Information regarding the booking policy versus the rental policy was provided for each space. There is a 3-hour minimum to rent the Alex Pitcher Room and the Amphitheater. Alcohol is limited to beer and wine and may require an increased deposit. Also, events with over 100 guests will require security. All three multipurpose classrooms must be reserved unless director level approval is provided. Booking of the Lawn space will require a 2-hour minimum. Tenant spaces are still being determined and the policies will be based on language in the lease agreements with Community Hub Licensees and Anchor Tenants, this also applies to vacant workstations.

Ms. Bryant presented the Cancellation Policy which showed the following:

Deposits canceled within 14 days or more are fully refunded, within 7-13 days 50% refunded, within 2-6 days 25% refunded, and in less than 48 hours no refund available.

Fees canceled within 14 days or more are fully refunded, within 7-13 days 50% refunded, within 2-6 days 25% refunded, and in less than 48 hours 25% refunded.

In conclusion Ms. Bryant advised the Next Steps would be to implement the Fee Schedule into the Reservation System and then launch the Reservation System. When the system launches members of the public will be able to start making reservations.

#### Questions and Comments from Commissioners

Commissioners had questions and comments regarding the availability of parking during events, the Third Street entrance into the facility which could possibly engage with the bus line, and the ability to transition events from one group to another that might take place on the same day.

- Staff responded all reservations will have a buffer between setup and breakdown time. This will create a gap between events.
- Staff advised rental of the Center would allow attendees to have access to the parking lot which provides 75 parking spaces. 10 spaces are designated electric vehicle charging stations and there is an abundance of street parking along Evans Avenue and Newhall Avenue. It was also noted that City employees and tenants do not have parking onsite and as the Center becomes more activated employee vehicles will be moving to the streets. The parking is designated for the patrons of the Center.
- Staff acknowledged the turn into the Center from Third Street was not cut wide enough and there are discussions with the contractor and DPW to make it wider. It was also noted that the Grand Opening was the biggest event the Center will probably have for a while. The parking attendees should have been located further into the parking lot and this was a learning experience as to how we can use the property to the advantage of the community.

Commissioners had a question regarding security and if it was a separate charge?

- Staff responded the rate for the security would be set by the service provider and would be separate from the cost of the facility rental.

Executive Director Pharr noted the fees provided were less than comparative pricing by Parks and Recreation. She noted the newness of the Center, the amenities, and the ultimate cost of such a huge investment for the community.

The conversation continued regarding use by nonprofits and their ability to pay for services. The Commissioners discussed if this would create equity issues.

- Staff responded the fees were not written in stone and if after launching it was found the fees were to high or too low there could be adjustments.

Commissioners had questions regarding language accessibility regarding the fee information.

- Staff advised the fees will be posted on the Center website, and will be accessible in all primary languages.

Commission Vice-Chair Sanchez noted the space capacity would change depending on the size of the tables used, i.e., round, square, or single.

- Director Pharr advised the engineers and the fire department provided information based on square footage and the number of exits. She noted staff would return to the Facilities Manager to make sure the information provided was accurate and as the reservation program continued to build out floor plans would be provided, and the numbers would be refined.
- Staff added the Alex Pitcher Room also included the outdoor space with the Amphitheater that would allow capacity to expand, especially in the warmer months.

Public Comment:

Community Member Ms. Brigitte LeBlanc had a comment regarding affordability for the community and asked if the rates were higher than the Bayview Opera House? She also requested information regarding the capacity of people seated versus standing. Ms. LeBlanc suggested staging the room and taking pictures for marketing purposes

- Staff responded the rates were not higher than the Bayview Opera House and reiterated the rates and fees would be readjusted in the future if necessary. Staff also advised the seating capacity was not yet available but they will check with the Facilities Manager and provide them soon.

Community Member Ms. Emily Wade-Thompson requested information regarding the capacity of the rooms and, also wanted to know which entity the school district would fall under.

- Staff responded the school district would technically fall under Government Entity and would be eligible for the 5% discount. It was noted the Alex Pitcher Room can hold up to 390 people and the multipurpose room can hold 80 people each. Renting all three multipurpose rooms would allow for approximately 240 people. Staff proposed approximately 100 people would be comfortable in the lawn area.

Motion to accept the Southeast Community Facility Commission recommendation to the San Francisco Public Utilities Commission to Adopt the Fee Schedule for the Southeast Community Center.

**Moved:** *Murphy* **Second:** *Satele*

Public Comment: None.

**Ayes:** *Fromer, Sanchez, Murphy, Posey, Satele, Tran*

**10. Action: Commission Re-organization**

- a) Nomination and Selection of Chair for a two-year term

Public Comment: None.

Chair Fromer nominated Commissioner Susan Murphy.

Commissioner Murphy accepted the nomination.

Motion to elect Commissioner Murphy as Chair of the Southeast Community Facility Commission.

**Moved:** *Sanchez* **Second:** *Posey*

**Ayes:** *Fromer, Sanchez, Murphy, Posey, Satele, Tran*

- b) Nomination and Selection of Vice-Chair for a two-year term

Public Comment: None.

Chair Murphy nominated Commissioner Fromer.

Commissioner Fromer accepted the nomination.

Motion to elect Dr. Fromer as Vice-Chair of the Southeast Community Facility Commission.

**Moved:** *Murphy* **Second:** *Posey*

**Ayes:** *Fromer, Sanchez, Murphy, Posey, Satele, Tran*

Chair Murphy and Vice-Chair Fromer thanked the Commissioners.

Chair Murphy appointed Commissioner Posey to lead the Community Programs Advisory Committee.

Executive Director Pharr thanked Dr. Fromer and Commissioner Sanchez for their service as Chair and Vice-Chair of the Southeast Community Facility Commission.

Public Comment: None

**11. Committee Reports:** (discussion only)

- a) Community Programs Advisory Committee (No quorum) (Murphy)

- b) Facility & Design Advisory Committee (Sanchez)

Commissioner Sanchez reported the meeting focused on the Fee Schedule. Feedback was provided by community members.

Public Comment: None.

**12. SECF Director's Report:**

Executive Director Pharr reported at least 700 people attended the Grand Opening. There was exposure through social media and the San Francisco Public Utilities Communications Team. She thanked the Southeast Center Team for their efforts and noted that approximately 25 – 30 individuals had requested tours. She reported she was looking forward to introducing the Tenant Partners at the next full Commission meeting, getting the Café up and running, and everything should be in place by the beginning of the year. She advised staff will work towards upgrading the access to the parking lot and implementing the recommendations of the business plan. The Executive Director noted the opening of Lucky/Bayview located across the street at the Bayview Plaza. She reported they provided the pumpkins at the Grand Opening. Executive Director Pharr noted the commercial provided by Commissioner Posey and offered to send the link to the Commissioners. She thanked him for his efforts and credited him with getting the word out to the youth in the community.

In closing the Executive Director introduced the newest Southeast Community Center Team Member, Christelle Etienne.

Public Comment: None.

**13. Future Agenda Items:**

Commissioner Tran expressed an interest in providing a shuttle to bring more community members to the Commission meetings.

Public Comment: None.

**14. Announcements:**

Commissioner Fromer requested link information from Commissioner Posey and Chair Murphy regarding their organizations.

Staff announced the Commission meeting in November would not be on November 23<sup>rd</sup> due to the Legal Holiday and a notice would be forwarded accordingly.

Dr. Fromer announced the remote meetings should continue until January and Chair Murphy agreed.

Ms. Emily Wade-Thompson announced the 13<sup>th</sup> Annual Black Student Union Summit scheduled for October 28, 2022. It will be at the Milton Marks Conference Center at 450 Golden Gate Avenue.

Public Comment: None

**15. Adjournment:**

The meeting adjourned at 8:01 pm.

The next meeting of the Southeast Community Facility Commission will be Wednesday, November 30, 2022.

Carla Vaughn, Commission Secretary