



THE EAST CUT

MEETING AGENDA COMMUNITY DEVELOPMENT COMMITTEE

The East Cut Community Benefit District
Wednesday, August 02, 2023, 10:00 - 11:00am
The East Cut CBD Office
160 Spear St. ste 415, San Francisco, CA 91405

Members of the public may join the meeting via Zoom or teleconference:

<https://us02web.zoom.us/j/82506991594>

Meeting ID: **825 0699 1594**

Dial In: **+ (1669) 900-6833, 82506991594#**

All The East Cut CBD Committee meetings are open to the public. Members of the public may attend the meeting in person or by videoconference or by telephone as noted above to address the Committee on agendized items during the discussion of those items and may also address the committee on agendized or non-agendized items during the General Public Comment period, so long as the matters addressed fall within the scope of the committee's authority. Each speaker shall have up to 2 minutes to address the committee

PLEASE NOTE: The times listed next to each agenda item are suggestions only. The East Cut CBD reserves the right to take up any agenda item at any time after the posted meeting time, and in any order, at the discretion of the Chair or by a vote of a majority of the members present.

OPEN SESSION

- A. Call to Order and Review of Public Comment Guidelines (10:00am)
- B. Introductions (10:02am)
- C. Discussion and Approval Items (10:05am)
 - C-1 **APPROVE** new committee member Jeff Handy. (Lagarde)
 - C-2 DISCUSS public relations contract RFP and goals. (Israeli)
 - C-3 DISCUSS merchant social event. (Israeli/Lagarde)
 - C-4 REVIEW CBD marketing efforts. (Jussif)
 - C-5 DISCUSS RTO in The East Cut meeting. (Lagarde)
- D. Announcements and Requests for Information (10:55am)
- E. General Public Comment On Items Not On The Agenda (10:56am)
- F. Adjourn (11:00am)

Next Community Development Committee Meeting
Wednesday, October 04, 2023, 10:00-11:00am



Strategic Vision 3

Position the Neighborhood as San Francisco's New Downtown

Goal 3a: Promote and support a diverse mix of neighborhood retail

Goal 3b: Execute a PR campaign to highlight existing neighborhood initiatives and market all neighborhood offerings

Goal 3c: Pilot innovative approaches to expanding retail awareness with local corporations

Organization strategies

Strategies the organization will achieve to drive the vitality of the neighborhood's economic base.

P0

- Complete the third annual district merchant survey to ascertain short and mid-term priorities (in their own words) to help businesses utilize City resources for Downtown recovery.
- Advertise an RFP for a Public Relations firm to plan and implement a campaign positioning The East Cut as San Francisco's premier location for Downtown Reimagination. Interview firms and execute a contract by end of Q1, with campaigns to begin in Q2.

P1

- Advance a communications strategy for all tours, retail programs, small business profiles, etc., creating a cohesive graphic system and promotion schedule. Create a retail-focused program to increase patronage at certain locations (coffee passport, restaurant passport)
- Continue the volunteer-led tour program to highlight and/or support local businesses, district parks, neighborhood placemaking, or community programming.

P2

- Update CBD website listing district merchants. Work with building owners to help advertise vacant retail opportunities. Regularly direct district residents to this resource page through visibility efforts via social media and the district newsletter.