



CITY & COUNTY OF SAN FRANCISCO
TREASURE ISLAND DEVELOPMENT AUTHORITY
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TREASURE ISLAND DEVELOPMENT AUTHORITY
SUSTAINABILITY COMMITTEE MEETING MINUTES

July 18, 2023 – 1:00PM

ORDER OF BUSINESS

1. Call to Order 1:00pm

Present

V. Fei Tsen
Linda Fadeke Richardson
Director Breston

2. General Public Comment

There was no public comment.

3. Consent Agenda

a. Approving the Minutes of the April 21, 2022 and July 21, 2022 Meeting

Director Richardson moved Item 3 with amendment.

Director Tsen seconded the motion.

Item 3 was passed unanimously by roll call vote.

4. Interim Space Activation Plan

Sherry Williams, Co-Executive Director One Treasure Island, introduced the item.

One TI, in partnership with ERA-co and BAE Urban Economics, developed an interim activation plan to look at ways to activate parks and retail space to support residents from an equity lens.

David Shiver, BAE, presented the project scope, approach, and action plan.

Project scope included kickoff, retail analysis, special events and community facilities analysis, funding strategies, implementation action items, and meetings and stakeholder engagement.

Paul Peninger, BAE, presented planning of equity program in retail with objectives including to retain, attract, and grow resident serving retail food and services businesses, to train local residents to work in jobs generated by retail and food service businesses on TI, and to support the creation of small and micro businesses.

David Shiver spoke about special events strategy, including attracting regional and global brands to program TI's most prized assets with programming that draws a large audience from across the Bay Area, a welcome center to grow visitation and engage visitors with TI's history and current programming, and integrating the equity programming for special events with retail strategy.

Paul Peninger presented interim community facilities strategy and recommendations.

The approach to community facilities builds upon the 2021 MIG Community Facilities Needs Assessment study, identifying community facilities spaces and services with strongest potential for interim activation, identifying low upfront capital cost facilities that minimize funding

requirement, and aligning the community facilities strategy with retail and special events strategies to support overall placemaking and community development vision.

Four big moves were identified from the recommended strategies and actions that can have the greatest activation impact: Partnering to Activate the future hotel parcel, activating the space around the Island Cove Market, developing community programs around the kitchen at YMCA, and special events programming.

Recommendations for TIDA leasing policies include flexible pricing to support ramp-up of sponsorships, consider longer lease terms, Master Lease of Quarters 10 with TIDG, and risk assessment and mitigation.

Director Richardson commented on appreciation of report and need for enhancing island for current resident. TIDA needs to develop timeline on space availability and identify funding opportunities.

Director Richardson commented on visit to New York and iconic places. Brooklyn Navy Yard is a good example of supporting small businesses and retail strategy.

Director Breston commented that as a resident this interim plan is very exciting.

Director Tsen thanked group for comprehensive report and commented on need to look at community facilities and needs of island residents.

5. Discussion of Future Agenda Items by Directors

There was no discussion of future agenda items by directors.

6. Adjourn

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