

South Beach / Rincon / Mission Bay Neighborhood Association Meeting

Monday March 10, 2025

MINUTES

6:00PM-7:00 PM

HYBRID MEETING

ATTENDEES	3 Officers, 2 Presenters, 31 residents (in-person + Zoom)
------------------	---

[NEXT MEETING: MONDAY 4/14, 6 PM](#)

TOPIC	Vacant to Vibrant
--------------	-------------------

- **Welcome and Introductions** (Alice Rogers)
- **Announcements** (Alice Rogers)

For the NA Board elections, no new candidates stepped up. Board Members Alice Rogers and Michael Adams’ terms are extended through March 2027. Board Member Marthe Stanek chose to step down. The Board thanks Marthe for her service. The Board appointed Shelley Costantini for a two-year term through March 2027.

The Board and NA members unanimously supported sending a letter to Police Commissioners and the Board of Supervisors in support of keeping the Southern District policing borders as is, as per police staff recommendation in their final report as part of their every-decade Police Boundaries Analysis process.

(Gary Pegueros)

This month marks our **NA’s 17-year Anniversary**, having started in March 2008. Gary reviewed upcoming social events including the Flower Market tour on 3/19, a paid members-only tour of Chase Center in April. In the works: a tour of Bayfront Park (behind Chase Center) featuring members from the Design Team and Port – tentative 4/16, and a to-be-scheduled group ride on Caltrain’s new electric trains to downtown Burlingame. More social events to be announced.
- **Vacant to Vibrant**

Jacob Bindman, SF New Deal Co-founder and Chief Program Officer, and Sarah Morris, Director of Partner Success, joined us to talk about SF New Deal which supports local small businesses, as well as one of their many Programs “Vacant to Vibrant” which addresses vacancies downtown and the challenges they pose. SF New Deal began in 2020 (pandemic) with the goal of neighbors helping neighbors. They began by volunteering to support restaurants by buying meals and delivering them to residents in need. SF New Deal currently runs about 12 different programs supporting small and under-resourced businesses in order to strengthen neighborhoods. To date, SF New Deal has helped nearly 2,000 small businesses. They focus on minority-owned businesses via grant-making, family meal programs, and technical assistance. Some of their other programs include “Building Blocks” (parklets) and “Downtown ENRG” (arts/entertainment revitalization). Their aim is to transform downtown into a resilient, dynamic, and culturally rich environment that supports economic opportunity and growth, fosters community engagement, and reflects the city’s unique identity.

“Vacant to Vibrant” launched in 2023 to activate vacant storefronts downtown. Over 1,000 people initially applied to run or host pop-ups. Of the first 28 pop-ups in 2023/2024, after their initial 6-month pop-up term, 11 storefronts opted to sign long term leases. The plan is to launch 2 new pop-ups each month for the next year. The business types include Food & Beverage, Art & Retail, and Event-based programming. The Vacant to Vibrant Program aims to support both the businesses

and the property owners and bridge the gap between the two. A spin-off program is "Pop-Up to Permanent" in partnership with Wells Fargo to provide additional grant funding for those who sign long term leases.

Followed by Q&A.

For the Zoom recording of tonight's presentation, click [here](#)

Passcode: Nic!4EKj

(NOTE: Due to a technical glitch with the audio, **jump to 6:50)**

Their PowerPoint presentation slide deck is [here](#)

For more information on this project, visit their website: [here](#)

For questions, email: support@sfnewdeal.org

The Neighborhood Association thanks Cloudflare for hosting tonight's meeting, donating their conference room, and providing snacks.

Next Meeting: Monday April 14th at 6pm. **Topic:** TBD