

File No. 220793

Committee Item No. 3

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Neighborhood Services
Board of Supervisors Meeting:

Date: September 22, 2022
Date: _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract / DRAFT Mills Act Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER

- PC Request 070122
- PCN Referral 070622
- PLN Determination 081122
- SFPD Determination 091522
- _____
- _____
- _____
- _____
- _____
- _____

Prepared by: Stephanie Cabrera
Prepared by: _____
Prepared by: _____

Date: September 16, 2022
Date: _____
Date: _____

CHIEF

July 1, 2022

Angela Calvillo
Clerk of the Board
Office of the Clerk of the Board of Supervisors
1 Dr. Carlton B. Goodlet Place,
City Hall, Room 244
San Francisco, CA 94102

**Re: Determination Request of Public Convenience (PC) or Necessity (N) for
Project 1972, Inc. (“Applicant”)**

Dear Ms. Calvillo:

On June 14, 2022, Project 1972, Inc. (“Applicant” and/or “Chief SF”) delivered its Double Transfer Liquor License Application package to the San Francisco District Office of the California Department of Alcoholic Beverage Control (the “ABC”). The ABC has determined that Applicant needs a Public Convenience (“PC”) or Necessity (“N”) determination from the San Francisco Board of Supervisors (the “Board”). Accordingly, we are requesting a determination from the Board that Applicant’s proposed service of alcoholic beverages at its facility located at 735 Montgomery Street., 3rd Floor, San Francisco, CA 94111 (the “Premises”) will serve a PC and/or N. As set forth below, the Applicant business serves both a Public Convenience and Necessity.

Chief SF is the only private membership network organization focused on connecting and supporting women executive leaders throughout the country, including Los Angeles, New York, Chicago and now in San Francisco. The focus of the organization is to provide a space for interaction, mentoring, cultivating, elevating and retaining women in top-level positions in the business world, in private, corporate and non-profit sectors, respectively. In San Francisco, there is both a public need and necessity to provide a safe and healthy environment for women leaders to network, support one another and create friendships and professional relationships that will enable them to be successful and which can be life changing. Women from diverse backgrounds, industries, and organizations will come together and engage in business programming aimed at personal and professional growth. There will be peer to peer programming, including providing local women business leaders access to a national community of professional peers who understand the challenges and needs of working in a business and corporate environment.

While Applicant already has venues in New York, Los Angeles and Chicago, they are now opening a new San Francisco location to expand its California and West Coast presence. The San Francisco venue will attract visitors to San Francisco from around the greater Bay Area to participate in networking opportunities and programs. In addition, the venue will attract participation from members from across the United States

Please see below for the itemized information required as part of the PC or N determination:

1. Applicant Name: Project 1972, Inc.
Applicant Contact Information:
 - Carolyn Childers | President/CEO, Co-Founder | Ph.(917) 376-5871/ Email: carolyn@chief.com
 - Taryn Weiss |Senior Director, Development & Local Operations | Ph.(631) 433-4273 Email: taryn@chief.com
 - Lauren Neiger | Project Manager | Ph.(714) 585-5331/ Email: lauren.neiger@chief.com
 - Christina Lo | Sr. Director, Strategic Finance | Ph.(425) 785-4112 / Email: chrissy@chief.com
2. Name and Premises Address of Business:
 - Name: Chief S.F.
 - Premises Address: 735 Montgomery Street., 3rd Floor, San Francisco, CA 94111
3. Applicant's Mailing Address: 13 E. 19th Street, New York, NY 10003
4. Seeking License Type: Type 57 (Special On-Sale General for Private Club), converted from a Type 47 (On-Sale General for Bona Fide Eating Place).
This will be a Premise to Premise/ Person to Person license transfer, also known as a "Double Transfer".
5. Proposed Business Hours of Operation: Monday thru Sunday: 7 AM to 1 AM
(Note: this is also as referenced in the Planned Operation form (ABC-257 (Reverse)) of the liquor license application submitted to the ABC)
6. Application Filing Date with the ABC:
 - June 14, 2022
7. Noticing Requirements, when and how it was completed:
 - Public Notice of Application to Sell Alcoholic Beverages was posted to the Premises front door (facing out towards the public) on June 16, 2022 and will be removed 30 days from the date of posting.
 - Notice of Intention to Engage in the Sale of Alcoholic Beverages (ABC-207-E) are being mailed out on or about July 13, 2022 to neighboring residences within 500 feet of the Premises Address.
8. Explanation for how the license will serve the public convenience or necessity in the neighborhood and citywide:

In San Francisco, there is both a public need and necessity to provide a safe and healthy environment for women to network, support one another and create friendships and professional relationships that will enable them to be successful in their careers, and mentor others who will be or have just started their careers. Chief SF's location in the City will provide

its members with a convenient location and exclusive access to each other that other facilities simply cannot otherwise provide.

Chief SF is fully committed to diversity, equity, inclusion and access for its members, which is a core value and central to its mission. Chief SF recognizes that there is a public concern and necessity to provide women from underrepresented communities with opportunities to be positioned at the highest levels of leadership. Chief SF's facility will provide its members and their guests, including men, with access to such opportunities citywide in San Francisco and throughout the greater Bay Area. Chief SF will provide these opportunities and access primarily to women but open to all, regardless of race, ethnicity, sex, gender, gender identity, physical disability, religion, sexual orientation or any other traditional discriminatory factors. Through these efforts, Applicant's objective is to take action to dismantle racism and support diversity, equity and inclusion through its membership. Doing so is a necessity in our society, including in San Francisco and Applicant is committed to continuing to produce diversity and inclusion-focused workshops and conversations.

Thank you for your anticipated cooperation in this regard. In the meantime, please feel free to contact our counsel Victor Marquez at (415) 314-7831 or by email to vmarquez@nossaman.com, with any questions or follow-up information requests.

Sincerely,

A handwritten signature in black ink, appearing to read 'Taryn Weiss', with a long horizontal flourish extending to the right.

Taryn Weiss
Senior Director, Development

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: July 6, 2022

AP Block/Lot Nos.: 0195 / 001
Zoning: C-2 Community Business
Quad: _____
Record No.: _____

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of September 8, 2022.

PLEASE EMAIL YOUR RESPONSE by August 31, 2022, to:

Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.

alisa.somera@sfgov.org ~ (415) 554-7711

Applicant name: Project 1972, Inc.

Business name: Chief S.F.

Application address: 735 Montgomery Street
San Francisco, CA 94111

Applicant contact info: Victor Marquez, legal counsel
vmarquez@nossaman.com ~ (415) 314-7831

Carolyn Childers, President/CEO/Co-Founder
carolyn@chief.com ~ (917) 376-5871

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

POLICE REVIEW: Approval Denial

(Please add comments in a trailing report.)22*

CHIEF

July 1, 2022

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Taryn Weiss
Senior Director, Development

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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: July 6, 2022

AP Block/Lot Nos.: 0195 / 001
Zoning: C-2 Community Business
Quad: NE
Record No.: 2022-006545MIS

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of September 8, 2022.

PLEASE EMAIL YOUR RESPONSE by August 31, 2022, to:

Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.

alisa.somera@sfgov.org ~ (415) 554-7711

Applicant name: Project 1972, Inc.

Business name: Chief S.F.

Application address: 735 Montgomery Street
San Francisco, CA 94111

Applicant contact info: Victor Marquez, legal counsel
vmarquez@nossaman.com ~ (415) 314-7831

Carolyn Childers, President/CEO/Co-Founder
carolyn@chief.com ~ (917) 376-5871

PLANNING REVIEW: **Approval** **Denial**

Planning Staff Contact: Jordan Hallman
(Please add comments on a trailing page.)

POLICE REVIEW: **Approval** **Denial**

(Please add comments in a trailing report.)22*



8/11/2022

Assistant Clerk of the Board of Supervisors
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for Chief S F – 735 Montgomery St
Planning Department Files No. 2022-006545MIS and 2022-005765MIS.

To Whom It May Concern:

The Planning Department is recommending approval with conditions of the attached ABC Type 57 (Special On-Sale General) License for members-only dba Chief SF at 735 Montgomery St. in conjunction with an accessory bar use as defined in section 102 of the Planning Code. The accessory use must meet all requirements set forth in section 703(d)(2) of the of the Planning Code. Type 57 license approved in conjunction with accessory bar use to members of Chief S F only. Non-accessory bar use is not permitted in any instance.

If you have any questions related to Planning's evaluation, please contact me at 628-652-7527.

Sincerely,

Jordan Hallman

Jordan Hallman, Assistant Planner
Priority Projects and Process, Current Planning
(she/her/hers)

San Francisco Planning Department
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628-652-7527 | www.sfplanning.org
[San Francisco Property Information Map](#)

TO: Department of Alcoholic Beverage Control
 33 NEW MONTGOMERY STREET
 STE 1230
 SAN FRANCISCO, CA 94105
 (415) 356-6500

File Number: 638741
 Receipt Number: 2730201
 Geographical Code: 3800
 Copies Mailed Date: June 14, 2022
 Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO 0195/001
 First Owner: PROJECT 1972, INC NE
 Name of Business: CHIEF S F C-2
 Location of Business: 735 MONTGOMERY ST 2022-005765MIS
 SAN FRANCISCO, CA 94111-2108
 County: SAN FRANCISCO
 Is Premises inside city limits? Yes Census Tract: 0611.01
 Mailing Address:(If different from premises address) 13 E 19TH ST NEW YORK, NY 10003-1101
 Type of license(s): 57 Dropping Partner: Yes No
 Transferor's license/name: 597028 / ELDA AGAVE LLC

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
57 - Special On-Sale General	EXC/PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	LICENSE TYPE EXCHANGE	NA	0	06/14/22	\$105.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	06/14/22	\$1,305.00
57 - Special On-Sale General	ANNUAL FEE	P40	0	06/14/22	\$1,290.00
Total					\$2,700.00

Have you ever been convicted of a felony? **No**
 Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of SAN FRANCISCO Date: June 14, 2022
 Applicant Name(s)
 PROJECT 1972, INC

Recommend for Approval with conditions: type 57 license approved in conjunction with Accessory use as defined in Section 102; Accessory use must meet all requirements set forth in section 703(d)(2) of the Planning Code. Type 57 license approved in conjunction with accessory bar use to members of Chief S F only. Non-accessory bar use is not permitted in any instance.





San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Gordon Mar
Supervisor Catherine Stefani
Supervisor Myrna Melgar

From: Lt. Steve Jonas #79
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: September 15, 2022

Subject: P.C.N. Investigation Regarding: Project 1972, Inc.
DBA: Chief SF
735 Montgomery St.
San Francisco, CA. 94111

Project 1972, Inc. has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 57 (Special On-Sale General) license to be located at 735 Montgomery St. (located between Jackson St. and Washington St.)

Hours of Operation:

7:00 a.m. to 12:00 a.m. each day of the week.

Digest:

Project 1972, Inc. would like to operate a private club at 735 Montgomery St. If approved, this license will allow them to sell Beer, Wine and Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From June 2021 to June 2022

3 calls for service

Police Reports:

From June 2021 to June 2022

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **140**

A High Crime area is defined as **96** or more police reports in a plot for the year of **2021**.

This plot had 220 police reports for **2021**, which is 124 **higher** than the **Citywide** **“High Crime”** average

State Census Tract Information:

This premise is located in Census Tract: **611.01**

Population for this tract is: **2,008**

On-sale license authorized by census tract: **6**

Active on-sale licenses: 84 with 0 pending

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: 8 with 0 pending

Departmental Recommendation:

Points of consideration: **0**

No opposition from **Central Station**.

Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

0 - Protest.

0 - Support

ALU Recommendation: **Approval with no conditions.**

