Subject: Letter of Recommendation for Dimitri Cornett — San Francisco Small Business Commission

To Whom It May Concern,

I am pleased to offer my strong support for Dimitri Cornett as he seeks reappointment to the San Francisco Small Business Commission.

I know Dimitri both as a longtime client of Werk Salon in the Mission District and as someone who has closely observed his ongoing commitment to small business and community life in San Francisco. Dimitri brings a rare combination of optimism, energy, and practical understanding to everything he does. He has an innate ability to connect people, ideas, and opportunities in ways that feel both generous and effective.

As a business owner, Dimitri excels at customer experience in the fullest sense of the term. He is attentive, welcoming, and genuinely interested in the people he serves. Over time, this has fostered not just loyalty, but real community among his clients and peers. His warmth and openness make people feel seen and valued, and those qualities translate directly into trust — a critical asset for anyone serving on a public commission.

Born in Saint Martin, Dimitri maintains a deep appreciation for Caribbean culture and food, and he actively supports San Francisco and Oakland businesses that reflect that heritage. More broadly, he is deeply embedded in the fabric of the city, particularly the Mission. He is constantly engaging with local restaurants, bars, and shops, and he understands their stories not in the abstract, but as lived small-business realities. This lived, on-the-ground perspective gives him credibility and insight that cannot be learned from reports alone.

In addition to running his own business, Dimitri has taught and advised other salon owners, sharing practical guidance on sales, marketing, and growth. What stands out is how seriously he takes this role: he is motivated not by status, but by a sincere desire to see others succeed. He approaches these efforts with creativity, enthusiasm, and a belief that small businesses thrive best when knowledge and support are shared.

By way of background, I recently retired after 20 years as Director of Customer Insights at Apple, where my work focused on customer experience at the 540 Apple Retail stores worldwide. My team and I studied how leaders influence customer experience and conducted research that informed Apple's small business programs. From that perspective, I can say with confidence that Dimitri brings exactly the kind of mindset and temperament that benefits a body like the Small Business Commission: curiosity, positivity, sound judgment, and a genuine commitment to the common good.

Dimitri Cornett has already demonstrated his value as a thoughtful and engaged commissioner. His continued service would be an asset to San Francisco's small business community, and I strongly support his next term on the Commission.

Sincerely,
Cate Harding
San Francisco
Cbharding@mac.com

Burton Siu
331 Cabrillo Street
San Francisco, CA 94118

Friday, January 9, 2026

Rules Committee
Board of Supervisors
City and County of San Francisco

To the Honorable Members of the Rules Committee,

I am writing to offer my strong and enthusiastic support for the reappointment of Dimitri Cornet to the San Francisco Small Business Commission, where he has served as a committed and effective member since 2024. I have known Mr. Cornet for more than a decade as his landlord, as he has operated WERK Salon in my Mission District building on Mission Street since 2014, and I have had the opportunity to closely observe both his professional growth and his deepening impact on the community.

Over the past ten years, Mr. Cornet has grown WERK Salon from a small business into a thriving, respected establishment and a true neighborhood anchor. His success reflects dedication, creativity, and a sustained commitment to the community he serves. The salon has become more than a place for personal care; it is a welcoming and inclusive space for connection, dialogue, and mutual support, embodying the cultural vitality of the Mission District.

As a long-term small business owner and commercial tenant, Mr. Cornet brings firsthand experience navigating the challenges facing San Francisco businesses, including rising costs, regulatory complexity, and the long-term effects of the pandemic. During his first term on the Commission, he has translated these lived experiences into meaningful outcomes—contributing to policy discussions informed by on-the-ground realities, advancing clearer communication between the City and small business stakeholders, and applying lessons learned through direct community engagement.

Importantly, Mr. Cornet is also a minority business owner, and his perspective adds meaningful representation to the Commission's work. He understands how economic and regulatory decisions can have disparate impacts on historically underrepresented communities and has consistently approached his service with an equity-informed lens, grounded in lived experience and constructive collaboration.

Since joining the Commission in 2024, Mr. Cornet has demonstrated thoughtful leadership, strong communication skills, and a collaborative approach. He listens carefully, engages respectfully with diverse viewpoints, and offers pragmatic, solutions-oriented insight. His contributions reflect both sound business judgment and a genuine commitment to the long-term health of San Francisco's small business ecosystem.

I firmly believe that Mr. Cornet's reappointment would provide continuity, experience, and authentic representation for small business owners—particularly those rooted in legacy neighborhoods such as the Mission. He has earned my full confidence, and I recommend him for reappointment without reservation.

Thank you for your consideration.

Sincerely,

Burton Siu

Jen Nurse
The Civic Kitchen
2961 Mission Street
San Francisco, CA 94110

9 January, 2026

Dear Board of Supervisors,

I am writing to express my enthusiastic support for Dimitri Cornet's continued participation on the Small Business Commission. My already significant esteem for Dimitri has been bolstered during the last 2 years as I have observed his growth as a business owner and as an engaged citizen of San Francisco. The time and thought he dedicates to the many challenges and opportunities facing small businesses in our city is evident each time we speak.

Dimitri's creative problem solving skills, positive spirit and sense of fun, and ability to speak for diverse members of the local merchant community are a boon to all of us who strive to make a go of things in this complex, beloved town. He demonstrates an ability to observe systemic challenges without cynicism, but rather with an eye toward realistic and actionable solutions. His ever-increasing knowledge of both city-wide and Mission-specific concerns throughout his time on the Commission seems to have only strengthened his resolve and desire to participate.

As a long-time entrepreneur, Dimitri is deeply aware of the joys and obstacles of the small business operator. From blighted city blocks to skyrocketing expenses and everything in between, he understands the daily grind of managing a sustainable operation. His open-minded approach, his street smarts, and his gift for connecting with often overlooked members of our community are assets not only to the Commission but to our city at large.

My best regards,
Jen Nurse
Owner, The Civic Kitchen

01/09/2026

To whom it may concern,

I am writing this letter to support Dimitri Cornett who is running for a position at the Small Business Commission. Dimitri has been my hair stylist for several years. As a business owner myself I know what he went thru with all of the changes before and after Covid. I have seen his struggles but also how hard he works. He has no problem in helping and keeping me updated to issues that could be of benefit to my own business and the community we are part of which is the Mission District.

I am certain he will take his responsibilities that are needed at the Small Business Commission with commitment and fairness.

Sincerely,

Irene Lopez
Taqueria El Farolito
Owner
enerizepol@msn.com