



Retail Theft Prevention Meeting Committee

April 18, 2023, 9:00am – 10:30am

Hybrid Meeting- Zoom

MINUTES

The following attendees were present: Owen Charlotte, Paul Sandberg, Randy Moore, Officer Kwame Lovell (SFPD), Officer Haven Latimore (SFPD), Officer Jasmine Williams (SFOD), Sergeant Mark Milligan (SFPD), Sgt. Jennifer Marino, Beth Link, Armine Esackian (Christian Dior), Cem Colpan (Saint Laurent), Dmitri Shimolin (Applied Video Solutions), Roland Tolosa (AVS), Captain Douglas Farmer (SFPD, Central Station), Wolf Ahonen (Levi's Flagship), Ricky Soares (Legion), Scott Ryan, Amanda Nalua'I (Macys), Tom Brock, Tammy Brock, Brandon Fortman (Levi's), Anthony Oropeza (Victoria Secret), Melissa Rodriguez (Victoria Secret), Alex t., Sam Schubert (Leica), Eduardo Fragoso (YSL), Chalmer Dillard (Bulgari), Ernesto Lockhart (Hilton), Cassidy Josephson (Dior).

The following staff members were present: Marisa Rodriguez (CEO), Lance Gorée (Director of Services), Tinea Adams (Block by Block), and Melanie Medina (Executive Assistant).

Guests: DA Brooke Jenkins, Assistant Chief Lazar, Lieutenant Scott Ryan.

1. Welcome, introductions, & brief announcements

- a. Don Thomas, Club Donatello

2. Public Comment

- a. Marisa Rodriguez called for public comment. Seeing none, he moved to the next agenda item.

3. Action to approve Joint Meeting Minutes from 11/15/22.

- a. Action: The committee unanimously voted to approve the minutes from 11/15/22 as motioned by Don Thomas and seconded by Wolf Ahonen.

4. The City's Approach to Retail Theft

Marisa Rodriguez informed the committee of the zoning policy changes in place that will allow flexibility on upper floors of buildings to have more than one use. She thanked the SFPD for their hard work to protect Union Square and then introduced the upcoming speakers.

- a. DA Brooke Jenkins



DA Brooke Jenkins provided the committee with an update on the District Attorney's ongoing efforts to combat retail theft-related crimes. She addressed two key aspects: the significance of accurate incident reporting and the procedural intricacies of law enforcement's arrest procedures. Emphasizing the value of detailed descriptions in reports, she highlighted how these particulars often determine the possibility of arrests and charges. However, tackling misdemeanor cases remains challenging due to California state law's limited gravity towards retail theft.

The DA's office is actively developing a liaison program that fosters collaboration between the office and retailers. This liaison aims to streamline communication for call-ins and witnesses, a crucial step in expediting the process. Presently, a shortage of staff, with only one prosecutor handling significant retail theft cases, contributes to response delays. To address this, the liaison role intends to enhance efficiency.

The Alliance's partnership with the DA's office revolves around Union Square's security camera system. The strategic placement of these cameras plays a pivotal role in capturing video footage crucial for identifying individuals involved in theft incidents. This alliance significantly bolsters crime prevention and resolution efforts in the area.

The following questions were asked by the committee.

- The current situation of SFPD on Market Street?
- How the recruiting program for officers is going.
- Prop 47 & 51 and AB109
- Insurance not being covered during thefts i.e., broken windows.

b. Assistant Chief David Lazar, Sgt. Jennifer Marino, and Lt. Scott Ryan

AC Lazar introduced the committee to Lieutenant Scott Ryan and Sergeant Jennifer Marino. Lt. Ryan serves within the SFPD's Burglary Unit, and the existing partnership between SFPD and the DA's office was acknowledged as positive. Since 2021, a gradual increase in SFPD staffing levels has been observed. Crime statistics validate the crime-deterrent impact of SFPD's presence in Union Square. A conversation centered around preemptive crime reduction strategies, such as altering store front designs to minimize displayed merchandise, transpired. The imperative nature of reporting all incidents was emphasized, with the adoption of an online reporting form facilitating the process. Sgt. Marino underscored the challenge of delayed responses due to limited staffing and resource constraints. A separate meeting was proposed to enhance reporting mechanisms and communication channels between SFPD and retailers, aiming to further bolster crime prevention efforts.

5. SFPD Union Square Area Updates & Reports



a. Central Station; Captain Douglas Farmer, Officer Lovell, Officer Latimore

Captain Farmer notified the committee that there has been a rise in statistics owing to an uptick in reporting, which is a positive development aiding in the precise collection of data for SFPD to determine resource allocation needs. He expressed gratitude to the Union Square community for their backing of the police department and reiterated the ongoing commitment to seeking avenues for enhancement.

b. Tenderloin Station; Captain Sergio Chin

No updates were given at this time.

6. Committee Updates

a. Purpose of Committee and initiatives 2023-2024

Marisa informed the committee of a reboot of this committee. This committee will have a different schedule and heavily focused on conversations and actions with our police department to ensure a safe district for all.

b. Discuss Retail Theft Prevention Committee schedule for 2023.

Marisa informed the committee that RTP will be meeting quarterly as compared to every other month as before. The new schedule will take effect immediately. The next meeting is scheduled for August 2023 followed by the Annual Safe Shopper meeting in November.

c. Discussion and **action** to approve Anthony Oropeza as Retail Theft Prevention Committee Chair

Anthony Oropeza, the Manager of Organized Retail Crime-Asset Protection at Victoria's Secret, has volunteered for the role of chairing the RTP committee. His extensive background at Victoria's Secret and years of active engagement with the Alliance and, more notably, this committee, have motivated him to assume a leadership position to amplify his contribution.

Action: The committee unanimously approved Anthony Oropeza as the new retail theft prevention committee chair as motioned by Don Thomas and seconded by Jennifer Marino.

7. Adjourn: 10:45am