



## FREEDOM WEST 2.0 SHAREHOLDER RESIDENT EVENT PROVIDES PROGRESS UPDATES

*Standing room only event was a great success, garnering resident feedback and support*

April 6 was a day to celebrate at Freedom West as our Board of Directors, led by president Mattie Scott and vice president Richard O'Neal, joined the Freedom West 2.0 development team leadership, including MacFarlane Partners' Founder and Executive Chairman Victor MacFarlane; former Freedom West resident and MacFarlane Capital Partners CEO; Landon Taylor; Legacy First Partners Co-Founder, Michelle Flowers-Taylor; Freedom West General Counsel, Karen Tiedemann; Bethel AME Church co-development partner Bobby Sisk; MarinShip Founder, Derek Smith; and DLR Group architects Christopher Bell and Faraaz Mirza.

With the team presenting new renderings of the revitalization plan, the highlight of the meeting was the announcement of the new, 100% affordable senior building, designed specifically to meet the needs of our seniors at Freedom West who are on a fixed income.



Landon Taylor shares details on how the Freedom West 2.0 development team is overcoming challenges and barriers to keep the resident-led revitalization plan on track.



Legacy First Partners Co-Founder, Michelle Flowers-Taylor shares progress on the STEM Workforce Innovation Center.



Faraaz Mirza of DLR details plans for the new Senior Building.



Freedom West Board Member Chancellor Ryu answers questions for shareholder residents.



Master Development Partner Victor MacFarlane answers design plan questions for Shareholder Residents.



Shareholder resident studies designs.



Freedom West President Mattie Scott and shareholder resident share a laugh.



Freedom West Board Member Eva Coverson answers questions for Shareholder Residents.



Master Development Partner Victor MacFarlane discusses details with Avanath Assistant Community Manager Devlin Murphy.



Freedom West Board Vice President Richard O'Neal reinforces we are on track with the resident-driven Guiding Principles for the Freedom West 2.0 revitalization plan.

# FREEDOM WEST

## Management Corner

The development team reaffirmed to the standing room only group of residents who convened for the community-wide meeting that it is on track with fulfilling the Freedom West 2.0 Guiding Principles that were created by the resident board and voted on by the full community representing approximately 1,000 existing residents. This achievement is despite the many barriers and obstacles that a bold and complex plan such as Freedom West 2.0 must continue to work through to make this \$2.3B revitalization mission a reality.

“I’m still flying high from this past Saturday’s Freedom West 2.0 Shareholder Resident update event,” said Landon later in the week. “From day one we have made sure this revitalization plan was anchored on resident agency and driven by the mission to empower the Freedom West resident owners with long-term economic self-sustainability and parity.”

After he thanked the Shareholder Residents for their participation, MacFarlane Partners Strategy Consultant Ramsey Jay, Jr. stepped up to ask each and every member of the Freedom West board of directors and development team to raise their right hand – which became an extended several minutes – representing their determination and commitment to the project and the role each person needs to continue to take on in order to make the Freedom West 2.0 vision and mission a reality for the resident community.

“Throughout the day, the dynamic interplay between Freedom West Shareholders, Board Directors, and the Development Team epitomized the inclusive, equitable, and parity zone ethos of the Freedom West 2.0 redevelopment,” said Ramsey. “This is a practical model of community transformation, and one that may prove to be a national example going forward.”

“It is powerful to see our Shareholders come together with the Board and development leadership to work together to impact this awe-inspiring goal,” said Freedom West Board President, Mattie Scott. “I believe we all went back to our residences with renewed hope that the change we have been envisioning is becoming clearer – and we’ll work together to make that happen.”



Strategy Consultant Ramsey Jay, Jr. leads members of the board and development team to raise their hand in commitment to the Freedom West 2.0 vision and mission.

## Introducing Devlin Murphy

Freedom West Homes welcomes our new Assistant Community Manager Devlin Murphy. His career in property management started with his family’s recording studio, Track Record Studios, in Los Angeles. From single family homes to multifamily residential complexes, he has experienced the many roles and demands of property management.

“I am passionate about engaging with each Shareholder here at Freedom West,” said Devlin. “Each of us has a unique connection and history to this community – which is rare in other residential properties where people come and go and don’t get to know each other. Freedom West is special.”

Much the athlete, Devlin enjoys commuting to work by bicycle and is an avid freediver, but he is better known for his creative jams on the piano.

Devlin can be reached at 415-929-1011 or [dmurphy@avanath.com](mailto:dmurphy@avanath.com).



### Who to contact in emergency situations:

- If you are experiencing a **medical emergency**, please call 911 immediately.
- Freedom West’s security company is SVR. The security team can be reached at 415-724-3215

### Call the management office if:

- There is a repair needed in your unit
- You have an issue with payment of carrying charges
- You have an issue with registering a vehicle to qualify for parking on a Freedom West lot
- You have a pest control issue. Pest Control service is the 4th Wednesday of every month. Please call the office to get on the schedule.
- You have an issue with a neighbor