



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Public Affairs Committee

March 9, 2021 – 9:00 -10:30 a.m.
Virtual Communication System Zoom

MINUTES

In Attendance

Committee members: Benjamin Duverge, Don Thomas, J. Timothy Falvey, Terry Lewis, Corrina Luebbe, Russell D. Keil Jr., Beau Simon, and Euan Taylor.

Staff and contract service providers: Karin Flood (USBID Executive Director), Lisa Frisch (Director of Marketing and Events) and Eva Schouten (Volunteer).

Guests: Dana Ketchum (Rec & Park), Lakisha Holmes (LAZ Parking), Lee Gregory (McCalls)

Call to Order and Introductions

Observing a quorum present, Karin Flood called the meeting to order at 9:04 a.m. Introductions were made.

1. Public Comment

Karin called for public comment. Seeing none, she moved to the next agenda item.

2. Announcements

- Reopening Status

San Francisco moved to the Red Tier. This allows limited capacity of outdoor and indoor dining as well as fitness and personal services and movie theaters. Discussion took place about hotels opening and removal of the 10-day quarantine for non-Bay Area visitors.

- Supervisor Aaron Peskin's Crime Summit and meeting with DA Boudin

Supervisor Peskin organized a summit for District 3 with Chief Scott of SFPD and DA Boudin to discuss crime. The USBID services and camera system were mentioned several times as a tool for crime prevention and a model for other districts in the city. Karin was able to meet with the DA to discuss the prosecutions of the events from May 2020 after this summit.

- Cable Car Return

The Cable Car should return late fall. We will be advocating for them to come back sooner. A discussion took place about running the Cable Car without passengers.

- Powell Street & Hallidie Plaza funding

The funding for the Hallidie improvement project is being reevaluated. OEWD is trying to secure the funds. The funds for the beautification of Powell Street Improvement Project are also in jeopardy. A letter has been sent out to advocate for this project.

3. Guest Speaker: Dana Ketchum, Director of Property Management, Permits and Reservations San Francisco's Recreation of Park Department to discuss planned activities in Union Square Park.

Dana Ketchum updated the committee about the new tenant at the Union Square Park Cafes, McCalls. The occupied cafes will allow activations at the park organized collaboratively by Rec & Park, McCalls and the USBID. The USBID requested to meeting regularly to keep each other informed of the events. A discussion took place about the complications with the Ferris Wheel at Golden Gate Park. Lee Gregory of McCalls introduced herself to the committee, gave a brief description of McCalls and summarized the current opening phases of both cafés.

4. Action to Approve the January 12, 2021 Minutes

Karin directed the committee to the minutes of the last meeting and provided a summary.

Action: The Committee unanimously approved the January 12, 2021 minutes as motioned by J. Timothy Falvey and seconded by Don Thomas.

5. Other legislative items and updates

- Vaccinations

The USBID admin and Block by Block staff can get vaccinated in the coming weeks. A discussion about employee vaccination incentives took place.

- Retail Summit

A discussion took place about organizing a retail summit to strategize about the current retail vacancies in the district. We would partner with Mayor London Breed, property owners and retail brokers on this summit. PAC supported staff conducting further research on this project.

6. Adjournment and Next Meeting: April 13, 2021

Karin adjourned the meeting at 10:15am.