



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Board of Directors Bi-Monthly Meeting and Annual Meeting

September 24, 2020 – 9:00 -11:00 am
Virtual Communication via Zoom

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Business Improvement District (USBID) was held at 9:00am on September 24, 2020 through the virtual communication system Zoom.

PUBLIC NOTICE of the meeting was posted at the Main Library and on the USBID's website; notice and documents were sent to Board members via email. Following is a record of those in attendance and the meeting minutes by agenda topic.

In attendance

The following directors and advisory committee chairs were in attendance: Cammy Blackstone, Stephen Brett, Jordan Buckley, Matthew Coleman, J. Timothy Falvey, Shirley Howard-Johnson, Evan J. Kaizer, Russell D. Keil, David Lewin, Terry Lewis, Corinna Luebbe (Public Affairs Committee Chair), Marcus Mirt, Maxine Papadakis, Mike Petricca, Kelly Powers, Mark Purdy, Jim Sangiacomo (Finance Committee Chair), Julie Taylor (Treasurer), Don Thomas (Services Committee Chair), and Wes Tyler (President).

The following staff and contract service providers were in attendance: Karin Flood, Benjamin W. Horne, Chris Boss, Joshua Chan, Zarrina Yousufzai, Eva Schouten, Beau Simon (Cooper, White and Cooper), Richard Mongarro (Block by Block) and Karl Bijan (Block by Block).

Guests: Franck Legrand, Garry Cox, Jake Murzy, Roger Keeton, Ryan Brorello, Danielle Ginestro, Alexander von Haffen, Jr., Richard Lee, Lori Coleman, Tammy Brock, Dani Montague, Eric Stein, Benjamin Malmquist, Annelaine Clauss, Sharon Slater, Rhonda L. Bennon, Simon Tsui, David Perry, John Callan, Jeremy Kueffner, Blanca Rivera, Benjamin & Emma, Brandon.

Summary of Actions Taken by the Board of Directors

On September 24, 2020, with no public comment received, the Board of Directors took the following actions:

- **Action:** The Board unanimously accepted the Executive Director's report including the Executive Committee actions from August 2020 as motioned by Wes Tyler and seconded by Donald Thomas.
- **Action:** The Board unanimously approved the Board minutes from July 23, 2020 as motioned by Wes Tyler and seconded by Jim Sangiacomo.

- **Action:** The Board unanimously approved the Annual Report for submission to the City of San Francisco (with the necessary changes and edits; shortening James C. Flood memorial page and verifying and revising service numbers and updating the map and zones of services) as motioned by Wes Tyler, seconded by David Lewin.
- **Action:** The Board unanimously approved to elect Board Officers for 20-21FY as motioned by Evan J. Kaizer and seconded by Corinna Luebbe.
- **Action:** The Board unanimously approved to move forward with lease negotiations (based on the presented terms) with Stephen Brett's Building at 291 Geary Street as motioned by Don Thomas and seconded by Evan J. Kaizer.
- **Action:** The Board unanimously approved the agreement with LAZ Parking to perform Union Square Park services as motioned by Don Thomas and seconded by Kelly Powers.
- **Action:** The Board unanimously approved the closure of Ellis Street for outdoor dining on Sundays as motioned by Julie Taylor and seconded by Wes Tyler.
- **Action:** The Board unanimously approved the audit of 19-20FY as motioned Russell D. Keil Jr. and seconded by Corinna Luebbe.
- **Action:** The Board unanimously approved the Unaudited Financial Report at 8/31/2020 as motioned Wes Tyler and seconded by Terry Lewis.
- **Action:** The Board approved the November legislative slate as motioned by Kelly Powers and seconded by Russell D. Keil Jr. with 2 abstentions (Evan and Corinna) and 1 opposed (Wes).

Meeting Notes by Agenda Topic

The following notes supplement the actions taken by the Board and provide further information on agenda topics where no action was requested or taken.

1. Call to Order - Observing a quorum present, Wes Tyler, called the meeting to order at 9:05am. Introductions were made.
2. Call for Public Comment – Karin Flood called for public comment. Seeing none, she moved onto the next item.
3. Executive Director's Report- The following updates were provided:
 - a. **Personnel update**
Karin updated the Board that Briana Casperson and Robert Silver have left the BID. Only the role of Director of Marketing and Events will be filled, hopefully by early January. In the interim David Perry, CEO of David Perry and Associates has been hired to support marketing and PR efforts through December 2020.
 - b. **District opening status**
The USBID staff is in the office in staggered shifts and complete district walks reporting clean and safe issues and open businesses. Over 200+ stores and restaurants have opened including some hotels. There has also been an increase in outdoor dining opportunities at John's grill, Golden Gate Tap Room and E&O and more.
 - c. **Operations office move**
The operations office has moved to the Flood Building at suite 582 and 584. The Director of Services, Chriss Boss of the USBID has relocated with them.
 - d. **St Anthony's 70th anniversary - lighting of Union Square 10/4**
To co-celebrate St Anthony's 70th anniversary of serving the San Francisco community, the Dewey Monument along with other monuments throughout San Francisco, will be lit up in blue from October 3-4 and the USBID contributed \$1,500 to help with holiday food drive.

e. Executive committee met on August 27 and approved

- Bonus for Clean & Safe Team Members
The USBID gave a bonus to the Clean & Safe team members totaling approximately \$32,000 to show appreciation for their dedicated work throughout the pandemic.
- Holiday lighting contract for palms on union square
A contract to light up the Union Square palm trees was approved. Macy's Great Tree will also be out on the park this year.
- Union Square Park proposal for services
The USBID has taken over services at the park starting the beginning of September. The contract for event management is being finalized but the Committee approved the proposal and rates.
- Cable car update
A cable car will be brought back as early as today and run on Tuesdays, Thursdays, and Saturdays. There may also be a bell ringer and it may be decorated for the Holidays.

Action: The Board unanimously accepted the Executive Director's report including the Executive Committee actions from August 2020 as motioned by Wes Tyler and seconded by Donald Thomas. No public comment was received prior to this action.

4. Action to approve prior meeting minutes of July 23, 2020

Ben summarized the action items taken during the prior meeting.

Action: The Board unanimously approved the Board minutes from July 23, 2020 as motioned by Wes Tyler and seconded by Jim Sangiacomo. No public comment was received prior to this action.

5. Presentations of the Annual Report for the 2019-2020FY and action to approve Annual report for submission to the city of San Francisco.

Karin summarized the sections of the annual report including the USBID new services and statistics, public realm and streetscapes, destination marketing and advocacy. As well as the USBID response to COVID-19 which was a give back program and social media contest to support the local businesses and a collaborative mural project with Paint the Void. Lastly, the assessment methodology, financial statement and the Board of Directors and staff. A final page was dedicated to the celebration of life for James C. Flood. Members reviewed the document and discussed.

Action: The Board unanimously approved the Annual Report for submission to the City of San Francisco (with the necessary changes and edits; shortening James C. Flood memorial page and verifying and revising as needed the statistics and the map and zones of services) as motioned by Wes Tyler, seconded by David Lewin. No public comment was received prior to this action.

6. Board of Directors Officers discussion and action to elect Board Officers for 20-21FY

All the Board members have agreed to remain Board Officers for the 20-21FY (Wes Tyler, President – Julie Taylor, Treasurer – Mark Purdy, Secretary) which was discussed during the Executive Committee meeting. Members discussed and thanked the officers for their continued service to the organization and community.

Action: The Board unanimously approved to elect Board Officers for 20-21FY as motioned by Evan J. Kaizer and seconded by Corinna Luebbe. No public comment was received prior to this action.

7. Office space update and discussion and action to approve moving forward with lease negotiations.

Karin, Stephen Brett, Tim Falvey recused themselves from the meeting due to a conflict of interest on this topic. Ben presented a summary comparison of the different offices that were visited and had terms offered. He then summarized the location, size, and prices for different options and his recommendation. Ben recommended 291 Geary Street, Suite 200 and highlighted the positive negotiation and significant reduction of initial offer and willingness to do a custom build out at the owner's expense for the office. A discussion took place about alternatives. One member thought that waiting until 2021 may yield a better offer, however, Ben mentioned that the current office condition was detrimental to the morale of the staff and functioning of the organization.

Action: The Board unanimously approved to move forward with negotiations with the Union Square Building at 291 Geary Street, suite 200 as motioned by Don Thomas and seconded by Evan J. Kaizer. No public comment was received prior to this action.

8. To Receive the BID's Advisory Committee reports and to take **action** to approve several Committee recommendations:

a. **Services & Public Safety – Don Thomas**

• Operations reports for July & August 2020

Karl summarized highlights of the July and August 2020 reports. A new overnight supervisor has been hired, Ramone Reyez. He also summarized the statistics of the trash, graffiti, and quality of life incidences. The reports can be found on visitunionsquare.com. Don Thomas and members of the Board thanked Karl and his team for all their efforts during this difficult time.

• Air quality and staffing levels

A policy regarding the air quality has been put into place for the safety of the ambassadors. With an AQI between 100-150 the ambassadors must take 30 mins breaks every hour and with an AQI above 200 services will be expended. Due to air quality issues, there was some reduction in service hours received which will be added to the banked hours report as appropriate.

• Overnight member services & overnight video monitoring

Chris informed the Board all member services have been resumed (once in the new operations office) including live overnight monitoring and 24/7 member services.

• Security camera updates

New cameras have been installed and a few are in the process including LPR cameras. There are now have over 400 cameras in the district with more to come as there are several installations in process and pending.

• Discussion regarding Union Square Park services and **action** to approve Agreement with LAZ parking to provide services

While the proposal for services in the Park was approved by the Executive Committee, it took some time to generate a contract and determine the relationship between the parties and the City. An agreement with LAZ parking has been drafted by Cooper, White & Cooper for delivering the services of the park for a monthly fee of approximately \$25,000. This includes services, payments, adding new security cameras and supporting park events.

Action: The Board unanimously approved the agreement with LAZ Parking for delivering services to Union Square Park as motioned by Don Thomas and seconded by Kelly Powers. No public comment was received prior to this action.

b. **Marketing & Communications – Matthew Coleman**

• Marketing and PR plans for September – December 2020 (David P.)

David Perry, President of David Perry and Associates introduced himself to the Board. David has been brought on to support the marketing and PR for the USBID from Sept until December. He will be reaching out to members regarding marketing opportunities and helping generate positive press and engage the public with the USBID's social media accounts.

- Holiday activations

The palm trees will be lighted and the USBID will place additional décor around the Park, in Maiden Lane and on Powell and Hallidie Plaza. Also currently investigating different ways to activate Union Square including a potential holiday light projection around Union Square and some entertainment (if possible). As mentioned, the cable car will also be in the District and hopefully decorated, and Macy's Great tree will be up.

- Art Walk 9/27 and self-guided map on website

On Sunday, September 27th the USBID will be celebrating the 100th mural by and with Paint the Void together with the artists. The public is invited to take a self-guided tour of the art in the district. There will also be guided tour which have been sold out. A press release will be taking place today from 1-2pm.

- Rebranding update

J2 has started the rebranding process. Interviews and workshops are being arranged to gain knowledge about the district and perceptions. They have been introduced to David Perry as well who will also participate. Volunteers were solicited to take part in the project.

c. Streetscapes & Public Realm – Karin Flood

- Action to approve closure of Ellis Street for outdoor dining on Sundays

Karin informed the Board that starting on Sunday, September 27th from 11am-8pm Ellis between Stockton and Powell will be closed to traffic for the next 8 Sundays (through mid-November). This allows for more activation in which John's Grill and Tad Steakhouse are participating and serving food outdoors and are seeking entertainment to help draw visitors and customers. The BID will also look to bring other activations including outdoor retail or other food concepts.

Action: The Board unanimously approved the closure of Ellis Street for outdoor dining on Sundays as motioned by Julie Taylor and seconded by Wes Tyler. No public comment was received prior to this action.

- Powell Street Updates

Karin updated members that the City is moving forward with the Powell Street Improvement project slated for 2021 and 2022. This project will remove the current Promenade and replace it with a larger sidewalk with pavement options selected by the organization and furniture elements yet to be determined.

d. Finance & Audit – Jim Sangiacomo

- Review and action to approve audit for 19-20FY

Ben summarized the audit report provided by Marcum. The report was an unmodified "clean" opinion from Marcum. The audit was done remotely with a new team as the past audit manager was on family leave. Ben highlighted some of the year of year changes primarily due to the expansion of services with the renewal of the USBID. The Finance and Audit Committee recommends approving the audit to the Board.

Action: The Board unanimously approved the audit of 19-20FY as motioned Russell D. Keil Jr. and seconded by Corinna Luebbe. No public comment was received prior to this action.

- **Action to approve the Unaudited Financial Report at 8/31/20**
Ben summarized the financial report of August 2020. The USBID began spending down the 1920 reserves in July and August (\$908K from assessments/core operations) but had a \$141K positive budget variance due to less expenditures. Expenses were in line with the management plan of the organization and the organization is performing better than budget. It is likely that the USBID will need to utilize the line of credit prior to receiving the first assessment payment of the 20-21FY (most likely in November). Members reviewed and asked questions.

Action: The Board unanimously approved the Unaudited Financial Report at 8/31/2020 as motioned Wes Tyler and seconded by Terry Lewis. No public comment was received prior to this action.

e. Public Affairs & Advocacy – Corinna Luebbe

- **Discussion and action to approve November legislative slate**
The ballot measures were presented by Jim Chappell during the Public Affairs meeting. Corinna summarized the ballot measures and the positions of the USBID to the Board. Members discussed several propositions and asked questions.

Action: The Board approved the November legislative slate as motioned by Kelly Powers and seconded by Russell D. Keil Jr. with 2 abstentions (Evan and Corinna) and 1 opposed (Wes). No public comment was received prior to this action.

- **Economic recovery task force**
Karin informed the Board that the economic recovery task force will meet at 9/30 to discuss how to revive Union Square and strategies that will help lead the district out of the current pandemic and related economic downturn. The meeting will be led by Chris Beynon with MIG.
- **Congestion pricing**
Karin updated the Board that the congestion pricing is still being discussed by the City. The next meeting will be on October 13th.

9. Announcements & New Business

- Art walk 9/27
- Next Executive Committee Meeting October 22, 2020
- Next Board Meeting November 19, 2020 – 9:00 a.m.

10. Adjournment - The meeting was adjourned at 11:20.