



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

April 22, 2021 – 9:00 AM
Virtual Meeting Via Zoom

MINUTES

In Attendance

Members and Committee Chairs: Board President, Wes Tyler; Immediate Past Board President, Stephen Brett; Board Treasurer, Julie Taylor; Public Affairs & Advocacy Chair, Corinna Luebbe; Public Realm and Streetscapes Chair, Manuela King; Services and Public Safety Chair; Donald Thomas; Board Secretary, Mark Purdy; Finance Chair, James Sangiacomo.

Staff and Guest Attendees: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), Lisa Frisch (Director of Marketing and Events), Eva Schouten (Volunteer), Beau Simon (legal counsel), J. Timothy Falvey (USBID Board Member). Anna Chung (Saks)

Summary of Actions Taken by the Committee

No public comment was received before any of the following action items.

- **Action:** The Committee unanimously approved the meeting minutes February 25, 2021, as motioned by Don Thomas, and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the letter of support for SF Carts new carts as motioned by Wes Tyler and seconded by Don Thomas.
- **Action:** The Committee unanimously approved the letter of support to extend Proposition H as motioned by Wes Tyler and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the 48 Stockton project motioned by Wes Tyler and seconded by Jim Sangiacomo.
- **Action:** The Committee unanimously agreed to support the 233 Geary (I Magnin building) project as presented as motioned by Jim Sangiacomo and seconded by Stephen Brett.

Meeting Notes by Agenda Topic

1. Call to Order and introductions

Karin Flood called the meeting to order at 9:02am.

2. Public Comment

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

3. Announcements & new business – The following highlights and updates were provided:

a. District status & reopening

San Francisco is in the orange tier with loosened restrictions. California hopes to open fully on June 15. Due to the predicted civil unrest after the verdict of Derek Chauvin, the SFPD preemptively blocked off the streets and stores boarded up.

b. Economic Recovery Task Force & Retail Summit

The economic recovery task for report has been finalized. The task force will meet again in May to discuss the status and how to move forward regarding the economic recovery of union square.

c. Virtual Annual Lunch May 6 at 12pm

The Virtual Annual Lunch will be on May 6 at 12pm. The speakers have been confirmed, sponsorships have been received and tickets are being sold.

d. PPP update

The first PPP loan was forgiven in February. The second PPP was rejected but we have reapplied but have not heard anything yet.

e. Office Move 6/5

The office move is scheduled for June 1.

4. Action to approve the minutes of the February 25, 2021, meeting

Ben summarized the action items which were taken during the previous meeting and directed members to the minutes that were sent out ahead of the meeting.

No public comment was received.

Action: The Committee unanimously approved the meeting minutes February 25, 2021, as motioned by Don Thomas, and seconded by Julie Taylor.

5. Discussion and Action to approve letter of support for SF Carts for new mobile food carts for Union Square Area

Stan Roth of SF Carts has been out of business due to the illegal hotdog stands. Ben presented Stan's new concept in partnership with Starbucks. Renderings of the new Starbucks stands, and the necessary power pedestals were shared. Discussion took place about Starbucks, structure of the stands, power stand maintenance and trash. The Committee requested more information about the concept.

No public comment was received.

Action: The Committee unanimously approved the letter of support for SF Carts new carts as motioned by Wes Tyler and seconded by Don Thomas.

6. Discussion and Action to approve letter of support to extend Proposition H measure to downtown areas including Union Square.

Karin informed the committee about the extension of Proposition H to the Union Square area which would enable easier permitting for Union Square businesses.

No public comment was received.

Action: The Committee unanimously approved the letter of support to extend Proposition H as motioned by Wes Tyler and seconded by Julie Taylor.

7. Discussion and Action to approve letter of support for 48 Stockton and I. Magnin Building development projects

The proposal for 48 Stockton was summarized. The project will change use of the building from retail to retail/office space on the upper floors.

The proposal for 233 Geary (I Magnin Building) was also summarized. The project will change the building from retail/office to fewer levels of retail, several levels of residential space (on top 3 floors), and offices with a common area roof space for tenants. Discussion took place about the proposed changes to the façade of the building.

No public comment was received.

Action: The Committee unanimously approved the 48 Stockton project motioned by Wes Tyler and seconded by Jim Sangiacomo.

No public comment was received.

Action: The Committee unanimously agreed to support the 233 Geary project as presented as motioned by Jim Sangiacomo and seconded by Stephen Brett.

8. Rebranding update, overview, and timeline

Lisa presented the timeline of the development of the rebranding. A discussion took place about the role of the Board and approval of the final components of the branding. The Executive Committee expressed their desire to remain informed (and to inform overall Board) and to have various branding decisions put before the appropriate committees and

9. Discussion and review initial draft of revised bylaws

The revisions of the bylaws were shared. Ben summarized the changes that will be made and led members through a red line of the approved bylaws. The document will be approved during the upcoming Board meeting and sent to members to vote on.

10. Review of Board Members state and Officers and Committee Chairs discussion

Discussion took place about the terms of the Board Officers and open positions. Members asked to include the new position of Vice President on the slate. There were a couple discussions still happening on open positions.

CLOSED SESSION (See Closed Session Minutes)

11. Upcoming meetings

1. Board Meeting – May 27, 2021, at 9:00am
2. Next Executive Committee Meeting – June 24, 2021, at 9:00am

Closed session started at 10:38am.