



## Board of Directors Bi-Monthly Meeting

July 22, 2021 – 9:00 -11:00 am

Hybrid Meeting at Grand Hyatt, 36<sup>th</sup> Floor Union Square room and 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 June 22, 2021, at the Grand Hyatt, Union Square Room, 36<sup>th</sup> Floor and 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 and were available upon request. 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, J. Timothy Falvey, Shirley Howard-Johnson, Manuela King (Streetscapes and Public Realm Committee Chair), David Lewin, Terry Lewis, Corinna Luebbe (Public Affairs Committee Chair and Secretary), Marcus Mirt, Erik Murray, Maxine Papadakis, Mike Petricca, Kelly Powers, Mark Purdy (President), Judith Shahvar, Mark Sullivan (Marketing Committee Chair), Don Thomas (Services Committee Chair and Vice President), and Wes Tyler.

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

Guests: Christine Torrington.

#### Summary of Actions Taken by the Board of Directors

On March 25, 2021, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously accepted the Executive Director's report including the Executive Committee actions from June 24, 2021, as motioned Mark Purdy, and seconded by Kelly Powers.
- **Action:** The Board unanimously approved the Board minutes from May 27, 2021, as motioned by J. Timothy Falvey, and seconded by Mike Petricca.
- **Action:** The Board unanimously approved the Union Square Foundation management fees for 2021-22FY as motioned by Mark Purdy and seconded by Corinna Luebbe.
- **Action:** The Board unanimously approved the contract amendment with Block by Block as motioned by J. Timothy Falvey and seconded by Marcus Mirt.
- **Action:** The Board unanimous approved the contract amendment with Legion Security as motioned by Corinna Lubbe and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the contract with Applied Video Solutions as motioned by Stephen Brett and seconded by David Lewin.



- **Action:** The Board unanimously approved the maintenance contract with Cube84 as motioned by Corinna Luebbe and seconded by Mark Sullivan.
- **Action:** The Board unanimously approved the contract amendment with J2 as motioned by Mark Purdy and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved the unaudited financial reports at 6/30/21 as motioned by Mark Purdy and seconded by J. Timothy Falvey.
- **Action:** The Board unanimously approved the 21-22FY budget as motioned by Stephen Brett and seconded by Shirley Howard Johnson.

### 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, Karin Flood, called the meeting to order at 9:05am. Introductions made, and roll call taken.
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. **District Status**  
San Francisco has fully reopened. Cable Cars are running, Fleet week will take place and other events. Unfortunately, office workers and international travelers have not returned. A discussion took place about the pedestrian counts in Union Square in comparison to other districts.
  - b. **Cable Car Returns**  
The Cable Cars will return August 2<sup>nd</sup> for visitors to join the operators for free as they continue their training. Starting in September, they will return with regular schedules.
  - c. **Downtown Ambassador Program**  
The Mayor announced the Downtown Ambassador Program which has a \$7.5 million budget and will be managed by SF Travel. We will collaborate closely with them to ensure Ambassador programs work cohesively with our program. There will also be additional 10B officers and city-wide events including at Union Square; SF Wednesdays and Shine on SF.
  - d. **Executive Director hiring committee update**  
Approximately 170 people applied for the position. The applicants were narrowed down to 30 by Ben and Zarrina. After analyzing the 30 applicants, the hiring committee is now completing zoom interviews with the top 10 applicants.
  - e. **Executive committee met on April 22, 2021, and approved**
    - Letter of support for 135 Post Street development
    - Accepting grant from City for Hallidie Plaza, Big Bellys and ERTF**CLOSED SESSION**
    - Hiring of part-time temporary Social Media Intern
    - Adding Juneteenth as a paid holiday for staff



**Action:** The Board unanimously accepted the Executive Director's report including the Executive Committee actions from June 24, 2021, as motioned Mark Purdy, and seconded by Kelly Powers. No public comment was received prior to the action.

4. **Action to approve prior meeting minutes of May 27, 2021**

Karin directed members to the minutes sent out ahead of the meeting and shared on the Zoom meeting.

**Action:** The Board unanimously approved the Board minutes from May 27, 2021, as motioned by J. Timothy Falvey, and seconded by Mike Petricca. No public comment was received prior to this action.

5. **Board of Directors and update bylaws election results**

The Board of Directors slate and bylaws were both approved by 28.4% well above the required 15%. The Board slate is approved by the members and officers are set for the new fiscal year (21-22FY).

6. **Union Square Foundation update and action to approve fees for 21-22FY**

The Union Square Foundation fees were waived in since March 2020. However, a \$15K grant has been received, a grant writer has been hired and revenue was created during the Virtual Fundraiser in May. Therefore, it was suggested to reinstate part of the fees (1/2) starting July – December and the full fees starting January 2022. A discussion took place regarding the fee assessment.

**Action:** The Board unanimously approved the fees for 2021-22FY as motioned by Mark Purdy and seconded by Corinna Luebbe. No public comment was received prior to this action.

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

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

• **Operations Report for May and June 2021**

Chris summarized the operations reports of May and June 2021. There has been an increase in trash, illegal dumping, quality of life issues and video requests. A discussion took place about the video footage requestors and sharing the operations reports with the city. It was noted that internal discussions are taking place to possibly combine the city's 311 system with member services.

• **Member Services and security camera updates**

Karen Gagarin, the Member Services Supervisor has returned to the office full time (back from leave). An update was provided regarding the extension and continued expansion of the security camera program.

• **Discussion and action to approve contract amendment with Block by Block for services August 2021 – July 2022**

The Block by Block 2021-22 proposed budget was shared. Changes include reducing the ambassador role (overnight) while increasing Legion guards from 2-10pm, increasing cleaning ambassadors, and increasing compensation by 3%.

**Action:** The Board unanimously approved the contract amendment with Block by Block as motioned by J. Timothy Falvey and seconded by Marcus Mirt. No public comment was received prior to this action.



- Discussion and **action** to approve contract amendment with Legion Security and add additional security services

Chris shared the Legion amendment to return to 7 day/week staffing from 10p-6a and adding 2 guards daily from 2p-10p. This is to help deter crime and manage various quality of life issues.

**Action:** The Board unanimous approved the contract amendment with Legion Security as motioned by Corinna Lubbe and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

- Discussion and **action** to approve contact with Applied Video Solutions for maintenance and security upgrades

A proposal by AVS was presented. The proposal included Proassist Support Plan and Network Security updates. A discussion took place to perform a price comparison with other companies and doing RFP in future.

**Action:** The Board unanimously approved the contract with Applied Video Solutions as motioned by Stephen Brett and seconded by David Lewin. No public comment was received prior to this action.

- Discussion and **action** to approve maintenance contract with Cube84 for District 360 support and Salesforce maintenance

The maintenance contact with Cube84 was presented which reduced the monthly retainer..

**Action:** The Board unanimously approved the maintenance contract with Cube84 as motioned by Corinna Luebbe and seconded by Mark Sullivan. No public comment was received prior to this action.

#### **b. Marketing & Communications – Mark Sullivan**

- PR and social media updates

Mark Sullivan provided a summary of the social media stats for May and June. In the past two months over 20 stores and restaurants were featured, the beautiful landscaping and architecture in Union Square and current and upcoming events. A summary was provided of the top performing posts and an announcement was made of the new digital marking coordinator which was bought on to take over our consumer facing social media channels through a Facebook Career Connection program, which funds 3 months of salary on a six-month contract.

- Rebranding Project update

The first phase included new email addresses, business cards, logos on social media, stationery, and letterhead. Second phase elements included street pole banners which are now complete and Big Belly wraps, and event materials are to follow. The third phase includes Ambassadors uniforms, janitorial carts, and vehicle wraps. J2 is designing those elements now and will be presented for review and approval at a future board meeting.



- Discussion and action to approve contract with J2 for additional design services (rebranding) and website development

The J2 contract for the rebranding and the website were presented and summarized. The next phases include uniforms, vehicle wraps, the annual report, and the website.

**Action:** The Board unanimously approved the contracts with J2 as motioned by Mark Purdy and seconded by Cammy Blackstone. No public comment was received prior to this action.

**c. Streetscapes & Public Realm – Manuela King**

- Union Square Park performances and activations  
The event permit for events on Saturdays has been extended through August on Saturdays from 1 – 5 p.m.
- SFWednesdays, Golden Tree and Shine on San Francisco  
Additional events at Union Square Park include SFWednesdays and Shine on SF organized by the City as part of the recovery.
- Hallidie Improvements and updates  
A \$140K grant from the City has been awarded (contract pending) to the USBID to make improvements at Hallidie Plaza including new planters, landscaping, signage, a mural, and furniture. An additional \$1mil for 21-22FY has been approved for Hallidie Plaza for further improvements and programming. We are partnering with Urban Space to explore the feasibility of a food market concept at Hallidie Plaza. The USBID has bi-weekly meetings with OEWD to check status.
- Discussion and action to approve contract with Christmas Light Pros for Holiday lighting and décor for 2021  
Revisions need to be made to the Christmas Lights Pros contract therefore no action was taken at this meeting.

**d. Finance & Audit – Jim Sangiacomo**

- PPP update  
The second PPP loan has been received. Forgiveness will be applied for when available.
- **Action** to approve the unaudited Financial Report at 6/30/21  
Ben directed the committee to the June 30, 2021, financial reports and gave an overview. The US Alliance had a small deficit of \$55K for the fiscal year. This outperformed budget by \$222K through June. The second assessment payment was received (\$2.54mil) and received \$83K in June leaving only \$72K unpaid. The assessment/core operations had a \$86K surplus through June. The assessment operations had a positive spending variance (\$368K) due to clean and safe expenses being less than budgeted. The first PPP loan was forgiven in late Feb (\$134K); however, the second PPP loan was received in May but was budgeted in Feb (creating negative revenue variance of \$110K). Union Square Park services expenses (\$248K) and revenues (\$274K) were not budgeted until January. Net assets (reserves) are at \$2.2mil and cash balance was \$2.5mil at 6/30/21. Members reviewed statements and discussed.



**Action:** The Board unanimously approved the unaudited financial reports at 6/30/21 as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to this action.

- Review draft 21-22FY budget and action to approve 21-22FY budget  
Ben presented the budget summaries for 21-22FY which showed an overall budget deficit of \$270K for the fiscal year. Due to potential revenue streams such as the \$1mil Hallidie Plaza grant, Union Square Park revenue and C-3-R funds it is expected that the overall budget will be larger and that the organization will be able to break even. .

**Action:** The Board unanimously approved the 21-22FY budget as motioned by Stephen Brett and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

**e. Public Affairs & Advocacy – Corinna Luebbe**

- MTA updates  
Karin summarized the presentations by the SFMTA during the PAC meeting of June 13. They discussed how Covid affected MUNI and the garages, budgets and future operations plans.
- City budget and crime and safety  
The city has a \$13Bil budget. Karin informed the Board how the budget will cover additional crime and safety measures in Union Square.
- Other legislative issues  
The extension of proposition H to the downtown areas unfortunately did not pass for Union Square. Governor Gavin Newsom signed AB 331, aimed at combating crime and reducing retail theft across California, in part by reinstating a task force focused on investigating organized theft rings as well as expanding the CHP's retail crime force.

**8. Announcements & New Business**

- Next Executive Committee Meeting – August 26, 2021 – 9:00am
- Next Board Meeting – September 23, 2021 – 9:00 a.m.
- Open House – September 2021

**9. Adjournment -** The meeting was adjourned at 11:13am