



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

February 25, 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; Audit Chair, Russell D. Keil Jr; 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), Eva Schouten (Intern), Beau Simon (legal counsel), David Blatteis, and John Callan (guests).

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 December 17, 2020 as motioned by Don Thomas and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved to renew the line of credit as motioned by James Sangiacomo and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved (if received) the PPP loan (#2) and applying for ERTC as motioned by Don Thomas and seconded by Jim Sangiacomo.

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 and Crime

On Wednesday, March 3 San Francisco will be moving to the red tier. Allowing indoor dining, fitness centers and wellness services to open. Crime has been discussed during a Public Safety Forum. This led to the opportunity for Karin to meet with the DA to give more insight about the reoccurring crime and updates on the riots from May 2020.

b. Powell Street

The SFMTA will upgrade Powell Street between Ellis and Geary with a \$4.5mil grant received from the State focusing on safety improvements. The City was going to also contribute an additional \$15mil for improvements as well including repaving of all sidewalks and extending sidewalk in the footprint of the current temporary Promenade. Unfortunately, the \$15mil is now in jeopardy. A letter has been sent to SFMTA to advocate for the funds as well as asking other partners and City contacts to advocate for it.

c. Re-Branding Update

J2 has completed the research phase of the rebranding project which was presented and approved by the board. Last week they have shown a preview of new brand which will be presented to the Marketing Committee to decide on a recommendation and to the Board in March for approval.

d. Move

The move has been rescheduled for 5/1 due to the waiting for City permits and other construction delays.

e. Virtual Annual Lunch

The in-person Annual Lunch (scheduled for May 6) has been cancelled due to COVID. A discussion to place as to whether the organization should hold a virtual fundraiser professional produced instead. Overall members thought it was important to continue to market and advocate for the organization and to do activities and fundraising to help support the organizational programming and economic recovery of the Union Square area. The staff agreed and we begin planning.

4. **Action to approve the minutes of the December 17, 2020 meeting (open minutes).**

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 December 17, 2020 as motioned by Don Thomas and seconded by Julie Taylor.

5. **Formal request for return of assessment**

David Blatteis and John Callan represented four properties who requested formally to reduce their Union Square BID assessment. They individually presented their case to the committee. It

was noted that with the City contract it is not possible to reduce the costs for an individual property without an official process. Also, Mr. Callan requested a formal review of the accuracy of his assessment and presented a document arguing such and that he does not receive the benefits of other properties. Staff agreed to work with the USBID's engineering firm NBS to do a formal review of the assessment, the level of service and incidents reported as his property and would provide a formal response to both Mr. Blatteis and Mr. Callan in a reasonable time frame..

6. Action to approve renewed line of credit for \$1mil with Wells Fargo

Ben presented the terms of the new line of credit and showed the document. The fee is \$500 for the line and the only requirement is that it has a zero balance for at least one month. The interest rate is index plus 1.25% (essentially the same terms as before).

Action: The Committee unanimously approved to renew the line of credit as motioned by James Sangiacomo and seconded by Mark Purdy.

7. Updates on COVID-19 relief duns and action to approve accepting PPP loan (#2) and applying for ERTC

Ben updated the members that the forgiveness application for the first PPP loan and the application for the second PPP have been submitted. Ben also was going to investigate if the BID was eligible for the Employee Retention Tax Credit with the passage of a new relief bill.

Action: The Committee unanimously approved (if received) the PPP loan (#2) and applying for ERTC as motioned by Don Thomas and seconded by Jim Sangiacomo.

CLOSED SESSION (See Closed Session Minutes)

8. Upcoming meetings

1. Board Meeting – March 25, 2021 at 9:00am
2. Next Executive Committee Meeting – April 22, 2021 at 9:00am

Closed session started at 9:57am.