



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

June 24, 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, Rick Laubscher, J. Timothy Falvey and Russell D. Keil Jr.

Staff and Guest Attendees: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), Eva Schouten (Volunteer), and Beau Simon (legal counsel).

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 April 21, 2021, as motioned by Mark Purdy, and seconded by Jim Sangiacomo.
- **Action:** The committee unanimously approved the letter of support as motioned by Mark Purdy and seconded by Don Thomas.
- **Action:** The committee unanimously approved the grant as motioned by Manuela King and seconded by Corinna Luebbe.

Meeting Notes by Agenda Topic

1. Call to Order and introductions

Karin Flood called the meeting to order at 9:04am.

2. Public Comment

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

3. Action to approve the minutes of the April 21, 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.

The Committee unanimously approved the meeting minutes April 21, 2021, as motioned by Mark Purdy, and seconded by Jim Sangiacomo.

4. Update on Board Slate and bylaws update election.

We have received back 10 completed ballots, covering 13 parcels, all voting in favor of the bylaws revisions and the Board slate. A discussion took place about sending property owners a virtual packet in the future instead of a mailing.

5. Discussion and update re: Mayor's Downtown Ambassador Plan

6. The mayor announced starting a Downtown Ambassador Plan starting 21-22FY. SF Travel will oversee this \$7.5mil project and OEWD is reaching out to the BID and CBDs to collect feedback. The USBID advised OEWD to use the funds to expand the retired SFPD ambassador program. Discussion took place about the locations where the ambassadors will be posted and the logistics of this project and coordination with the USBID services.

7. C-3-R fund update

Karin informed the committee that when developers convert floors from retail to office, they must pay a \$6/sq.ft fee. Recently there have been several conversions. Our research shows that approximately \$1.5mil should have been collected. We will reach out to the City to set up a meeting to discuss the status of this process and where the funds will be allocated.

8. Discussion and Action to approve letter of support for 135 Post Street (old Gump's)

Karin received this request and written a letter of support to convert a retail building at 135 Post street - formerly where Gump's was - to retail through the 2nd floor with proposed office on floors 3-6. There were no significant changes proposed for the exterior of the building.

Action: The committee unanimously approved the letter of support as motioned by Mark Purdy and seconded by Don Thomas.

9. Hallidie Plaza update and Action to approve Hallidie, ERTF and Big Belly Grant

10. The City revised the grant agreement which was originally agreed on in September 2019 for a vacancy study but has now been allocated to the USBID Economic Recovery Task Force, additional Bigbelly funds and Hallidie Plaza improvements. The grant revisions have finally come through. Ben gave a summary of the changes that will be made to Hallidie Plaza followed by a discussion about budget for those improvements and future improvements and activations (with the additional \$1mil coming from the Mayor for future improvements).

Action: The committee unanimously approved the grant as motioned by Manuela King and seconded by Corinna Luebbe.

CLOSED SESSION (See Closed Session Minutes)

11. Upcoming meetings

1. Board Meeting – July 22, 2021, at 9:00am
2. Next Executive Committee Meeting – August 26, 2021, at 9:00am

Closed session started at 09:36am.