

**SAN FRANCISCO STARTS HERE**



**UNION SQUARE BUSINESS IMPROVEMENT DISTRICT  
NOTICE OF BOARD OF DIRECTORS ANNUAL MEETING**

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**AGENDA**

**Thursday, March 25, 2021 – 9:00-11:00 a.m.  
Zoom Meeting**

<https://us02web.zoom.us/j/83304555598>

or Call 669-900-6833 meeting ID 833 0455 5598

1. Call to order, roll call and welcome (9:00)
2. Public comment (9:05)
3. Executive Director's report (9:10)
  - District status
  - Cable car
  - SFPD, DA and safety updates
  - Member request
  - Executive Committee met on February 25, 2021 and approved
    - Renewal of the line of credit (\$1mil) with Wells Fargo
    - Revised personnel manual final review (Closed Session)
- Action to accept the Executive Director's report including ratifying the Executive Committee actions from February 2021.
4. Action to approve prior meeting minutes of January 28, 2021 (9:25)
5. Board of Directors open seats discussion and review of nominee and action to approve new Board Member. (9:30)
6. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:
  - a. Services & Public Safety (Don Thomas) (9:40)
    - Member Services, District 360 and stats updates
    - Operations reports for Jan and Feb 2021

- Block by Block updates and possible action to approve bonus for Clean & Safe team.
- b. Marketing & Communications (Matthew Coleman) (10:00)
- PR and social media updates
  - Virtual Annual Lunch – May 6, 2021 at 12 noon
  - Rebranding project update and branding presentation (Alan Jacobson from J2)
- c. Streetscapes and Public Realm (Manuela King) (10:30)
- Union Square Park Cafes
  - Light Art Project
  - Hallidie Improvements and updates
  - Ellis Street re-launch
  - Maiden Lane
- d. Finance & Audit (Jim Sangiacomo) (10:40)
- Banking update and RFP
  - Update on PPP
  - Action to approve the Unaudited Financial Report at 2/28/21
- e. Public Affairs & Advocacy (Corinna Luebbe) (10:50)
- Union Square Economic Recovery Task Force report
  - Retail Summit with Mayor in June
7. Announcements & New Business (11:00)
- Next Executive Committee Meeting April 22, 2021 – 9:00 a.m.
  - Next Board Meeting May 27, 2021 – 9:00 a.m. (Annual Meeting)
8. Adjournment (11:05)