



## Board of Directors Bi-Monthly Meeting

July 28, 2022 – 9:00 -11:30 am  
Hybrid via Zoom or in person  
The Grand Hyatt (Union Square Room), 345 Stockton St., San Francisco, CA 94108

### MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on July 28, 2022, through the virtual communication system Zoom and in person.

PUBLIC NOTICE of the meeting was posted at the Main Library and on the Alliance'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, Spencer Sechler, Erik Murray, Shirley Howard-Johnson, Mark Purdy (Board President), Manuela King (Streetscapes and Public Realm Committee Chair), Kelly Powers, James Sangiacomo (Finance Chair), Don Thomas (Services Committee Chair and Vice President), Wes Tyler, Corinna Luebbe (Secretary), Evan Kaizer, Julie Taylor (Treasurer), J. Timothy Falvey, Mike Petricca, Maxine Papadakis, Terry Lewis, David Lewin, Marcus Mirt, and Russ D. Keil Jr. (Audit Committee Chair).

The following staff and contract service providers were in attendance: Marisa Rodriguez, Benjamin W. Horne, Stacy Jed, Lance Goree, Zarrina Yousufzai, Melanie Medina, Karen Gagarin, Joshua Chan, Tinea Adams (Block by Block), Ken Rich (Consultant), and Beau Simon (legal counsel).

Guests: Acting Captain Douglas Farmer (SFPD Central Station), and Ranger David Murphy (Rec & Park)

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

On July 28, 2022, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by Mike Petricca.
- **Action:** The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from June 2022 as motioned by David Lewin and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved the May 26, 2022, minutes as motioned by J. Timothy Falvey and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the unaudited financial report at 6/30/22 as motioned by Jim Sangiacomo and seconded by Russ Keil Jr.
- **Action:** The Board unanimously approved the 22-23FY draft budget as motioned by J. Timothy Falvey and seconded by Shirley Howard Johnson.



- **Action:** The Board unanimously approved a letter of support for 2 Stockton development project as motioned by Wes Tyler and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved to support the surveillance legislation as motioned by Wes Tyler and seconded by Mike Petricca.
- **Action:** No action was taken to approve contract amendment for 27 Bigbelly units and new agreement for 10 additional units as the contract is still in negotiation.
- **Action:** The Board unanimously approved the maintenance agreement and firewall update project with AVS as motioned by Mark Purdy and seconded by J. Timothy Falvey.
- **Action:** The Board unanimously approved the maintenance agreement with Cube84 as motioned by Kelly Powers and seconded by Evan Kaizer.
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#### 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, roll call, and welcome

Observing a quorum present, Marisa Rodriguez, called the meeting to order at 9:02 a.m. Introductions made, and roll call taken. Marisa thanked David Lewin and the Hyatt for generously hosting the meeting.

#### 2. Call for Public Comment

Marisa Rodriguez called for public comment. Seeing none, she moved onto the next item on the agenda.

#### 3. Action to approve motion for AB361 findings for teleconference meetings

The AB361 findings for teleconference meetings that state specific requirements for public agencies can hold virtual meetings during a state of emergency while following the Brown Act. The Alliance will only hold virtual or hybrid meetings until further notice.

**Action:** The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by Mike Petricca. No public comment was received prior to this action.

#### 4. Executive Director's report

- Update from Chief Murphy

Ranger Chief Murphy informed the Board that the Recreation and Parks department will be hiring about ten new rangers in 2023. Ranger Murphy then thanked the Alliance and the ambassadors for the cleanliness of the park.

- Introduction Acting Captain Farmer Central Station

Captain Douglas Farmer introduced himself and spoke on the issues faced in Union Square. He informed the Board of his plan to create more structure around the deploy of police officers in the Square and in the command van. He provided status updates on recent incidents in the district such as vandalized window of the command van, Walgreens, and the incident with a Block by Block ambassador.

- Josh Chan and staffing updates



Josh Chan, a Senior Project Coordinator with the Alliance, will be departing from the organization at the end of July as he will be going back to school on the east coast. The Board thanked him for his time and services at the Alliance.

Maggie Minton, the social media strategist, will also be leaving the Alliance. The board also thanked her for her time and dedication to the Alliance's social media channels.

- Police Appreciation Event  
Kelly Powers informed everyone about the Police Officers Association dinner the Hotel Council is hosting in partnership with coalition partners, including the Alliance, on August 17. The purpose of this event is to show SFPD appreciation of their hard work during the past year and be supportive of the police to help improve their morale.
  
- CDA conference and IDA conference  
Marisa attended the CDA conference to speak on a panel to discuss the recovery of retail post pandemic. The panel focused on policing, social services, city planning, and the private and local sector working together. Marisa, Lance, Stacy, and Zarrina will be attending IDA in late September in Vancouver.
  
- SF Live Grant and Downtown Recovery Funds  
Using the SF Live grant, the Alliance plans to work with Illuminate who puts on shows at Golden Gate Park Bandshell and will continue to work with We are the Kind for the Saturday music series and hopefully elevate the events. As for the Downtown Recovery Grant, an RFP will be released soon and the Alliance will apply for as much as possible that fits with the City's strategy.
  
- Executive Committee met on June 23, 2022, and approved:  
Marisa reviewed the Executive Committee's action items and gave brief summaries.
  - Applying for Line of Credit (\$1mil) with City National Bank
  - Letter opposing SB 972 (with coalition led by SF Travel)
  - Letter of support for Downtown Budget Recovery Request
  - Letter of support for MOU with SFPOA

**Action:** The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from June 2022 as motioned by David Lewin and seconded by Cammy Blackstone. No public comment was received prior to this action.

5. Action to approve prior meeting minutes of May 26, 2022

**Action:** The Board unanimously approved the May 26, 2022, minutes as motioned by J. Timothy Falvey and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

6. Strategic Plan update

Ben and Marisa gave a brief update on the project. A draft plan was sent to Marisa and Ben for review. After their edits, it was sent back to the consultants. Within the draft there is a focus on the Alliance's responsibilities for the district, internal changes with admin, and budget.



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

a. **Streetscapes and Public Realm (Manuela King)**

• Hallidie Holiday Market and grant

The Alliance is working alongside Willy Bietak Productions to host a holiday market at Hallidie plaza using a grant from OEWD. It will be located on the lower level, both sides of the plaza and the tunnel will be activated with kiosks. A map was shared with the Board of the market and activations along Powell Street. Discussion took place regarding guardsmen, parking, and security.

• Union Square Park updates

The summer music and dance series has begun. There will be swing dance of August 13<sup>th</sup> and tango on September 24<sup>th</sup>. The Alliance would like to refurbish and get new tables and chairs for the park; this is being budgeted for in the Downtown recovery grant. The R-Evolution woman sculpture is going before the visual arts commission next month; we are looking for an early 2023 installation after the holidays.

• Lighting Improvement project update

We are currently reaching out to property owners to hopefully get permission to light up the ally their building is a part of. The trees along Sutter near Stockton will be getting lighting to brighten up that part of the district.

• Powell Street Updates

Marisa will be meeting with SFMTA in September to discuss other sources of funding for the promenade as the GO bond did not pass. In the meantime, we are looking into refurbishing the metal benches to include armrests and other repairs.

b. **Finance & Audit (Jim Sangiacomo)**

• Action to approve the Unaudited Financial Report at 6/30/22

Ben summarized the June 2022 unaudited financial reports. The Alliance has a surplus of \$6K (outperforming budget by \$460K overall) for the fiscal year as the organization received and recognized the second assessment payment (\$2.8mil) in late April and a delinquent payment in June (of \$107K). This left the remaining balance of \$28K of assessment receivables. The assessment and core operations are outperforming budget by \$427K due to large part of expense being under budget in clean and safe and marketing. The clean and safe operations had a positive spending variance of \$360K and marketing/public realm had a positive variance of \$237K. Less funds were spent for Hallidie Plaza and Union Square Park by \$260K. The USBID assessment operation expense was near management plan levels with 72% on clean and safe, 13% on marketing, and 15% on admin. Net assets (reserves) are at \$2.23mil and cash balance was \$2.5mil at 6/30/22.

**Action:** The Board unanimously approved the unaudited financial report at 6/30/22 as motioned by Jim Sangiacomo and seconded by Russ Keil Jr. No public comment was received prior to the action.

• Review 22-23FY budget draft and action to approve 22-23FY budget

A preliminary draft budget was presented at the previous meeting in May. It had a \$900K deficit. A 5% increase in the assessment and additional City grant funds have helped reduce the \$900K



deficit. The new draft budget has a \$380K deficit and it is projected that \$2million will be brought in through City funding such as the SF Live grant and Hallidie Plaza grant for the holidays, Union Square Foundation, and the Chris Larsen's lighting and security camera grant. Ben reviewed the revenue of the major projects and activities such as the economic recovery grant, Bigbelly sponsorships, Hallidie Plaza grant, security camera donations, and more.

**Action:** The Board unanimously approved the 22-23FY draft budget as motioned by J. Timothy Falvey and seconded by Shirley Howard Johnson. No public comment was received prior to the action.

**c. Public Affairs & Advocacy (Erik Murray and Stephen Brett)**

- Discussion and action to approve letter of support for 2 Stockton development project  
Strada investment group spoke to the PAC committee and had asked for the Alliance's support for their development project at 2 Stockton. Strada will be adding stories to the building making it a total of 7 stories tall with retail on floors 1 and 2 and offices above. They will be presenting to the historic preservation committee and the planning department with the city for approval and are asking the Alliance for support during those times.

**Action:** The Board unanimously approved a letter of support for 2 Stockton development project as motioned by Wes Tyler and seconded by Cammy Blackstone. No public comment was received prior to this action.

- Discussion and action to support position on Surveillance Legislation  
Marisa has written an email of support for the surveillance legislation to allow SFPD to have live access to private entity security cameras. Discussion took place regarding the current legislation and process of video retrieval for SFPD, and how it may intertwine with video retrieval from member services.

**Action:** The Board unanimously approved to support the surveillance legislation as motioned by Wes Tyler and seconded by Mike Petricca. No public comment was received prior to the action.

- PAC Meeting with Aaron Peskin  
Aaron Peskin spoke to the PAC committee in June and asked the committee how he could be supportive of the Union Square Alliance. During this meeting topics of permit processing, rezoning commercial to residential, and overall, how to make Union Square attractive again for visitors and locals alike.
- Crisis Response Team  
Michael Mason from the crisis response team spoke to the PAC committee in July and explained the process of call distributions between the crisis response team and SFPD.

**d. Services & Public Safety (Don Thomas)**

- Block by Block updates  
Tinea Adams updated the Board on one of the ambassador's status after an incident that took place last month.
- Operations Reports for May & June 2022



Operations Manager Tinea Adams summarized the May and June operations report. For the month of May, Tinea joined the Block by Block team, Parc55 reopened, the GEM car was introduced, the ambassadors assisted with the Taiwanese festival. Overall, the statistics have decreased such as quality of life and litter removal. There were also promotions of cleaning ambassadors to hospitality ambassadors.

For the month of June, DPW and Recology held a night walk with the Alliance, the Golden State Warriors and the SF Pride parade took place and the ambassadors assisted with clean up afterwards. Overall statistics decreased but cleaning request increased by 26%. The mayor held her city budget speech at Union Square Park, and Juneteenth was celebrated. Before and after photos of the district were shared with the committee

- Miracle Messages update and homeless outreach

The partnership between the Alliance and Miracle Messages will be coming to an end at the end of July. Discussion took place regarding the Union Square Foundation's purpose and next steps for homeless outreach.

- Discussion and **action** to approve contract amendment for 27 Bigbelly units and new agreement for 10 additional units

The Bigbelly contract is currently still in negotiation due to suggested changes from Bigbelly. Changes from Bigbelly include upfront payment, new warranty, replacements parts and maintenance, etc. The Alliance has proposed a counteroffer that include one contract for all Bigbellies and different payment methods. Discussion took place regarding the Alliance's counter offers and the city's new trash bin pilot program.

**Action:** Action was not taken for this item as the contract is still in negotiation.

- Discussion and **action** to approve maintenance agreement and firewall update project with AVS

Lance summarized the contract with AVS, the company that provides the Alliance with the security cameras. The contract would include a three-year license and 1 year of firmware updates that may extend to 3 years, along with other additional services with a prepayment of ½ for the Firewall upgrades and an upfront payment for the maintenance agreement (discounted by 50%).

**Action:** The Board unanimously approved the maintenance agreement and firewall update project with AVS as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to this action.

- Discussion and **action** to approve maintenance agreement with Cube84

Cube84 is the Alliance's Salesforce consultant that helps with development, implementation, and integration. The contract has the same rate as before and will continue to stay flat for the upcoming fiscal year.

**Action:** The Board unanimously approved the maintenance agreement with Cube84 as motioned by Kelly Powers and seconded by Evan Kaizer. No public comment was received prior to this action.

**e. Marketing & Communications (Mark Sullivan)**

- Holiday planning update and discussion



The holidays will consist of the holiday market at Hallidie plaza, large ornaments as the previous year, cable car decorating program with local businesses, décor at Maiden Lane, along with the usual ice rink, Macy's tree, and Menorah.

- Social media and website update  
Overall, the Alliance's social media accounts have been steady regarding increase in followers. Due to a change in Instagram's algorithm, we have been more focused on video content than still pictures. The stage at Union Square Plaza was activated with the word "Pride" for the month of June which was highly popular on Instagram. The July social media calendar consists of cross promotion, high quality images, small business spotlight, and tourism/destination marketing. As for the website, a preview of the wireframe was presented to the Board.
- Summer music (dance) series  
The Summer Dance and Music Series will be running from June 21<sup>st</sup>- September 24<sup>th</sup>. Upcoming music acts and events can be found on the alliance's website. The Alliance also highlighted community partner events such as Spring India Day, Make Music Day, and Sundown Cinema.
- Coffee and Connections relaunch  
The Alliance is working on relaunching Coffee and Connections. Discussion took place regarding times and locations. Topics during these events include hospitality and travel trends, marketing and social media tactics, local city projects, etc.

## 8. Announcements & New Business

- Next Executive Committee Meeting August 25, 2022- 9:00am
- Next Board Meeting (Annual) September 29, 2022

## 9. Adjournment - The meeting was adjourned at 11:45am