



Annual Board of Directors Bi-Monthly Meeting

September 29, 2022 – 9:00 -11:30 am
Hybrid via Zoom or in person
The Market Hotel, 501 Geary Street (Bellevue Room)

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on September 29, 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: Stephen Brett (Public Affairs Co-Chair), Jordan Buckley, Erik Murray (Public Affairs Co-Chair), Shirley Howard-Johnson, Mark Purdy (Board President), James Sangiacomo (Finance Chair), Wes Tyler, Corinna Luebbe (Secretary), Julie Taylor (Treasurer), J. Timothy Falvey, Mike Petricca, David Lewin, Marcus Mirt, Mark Sullivan (Marketing Chair), and Phil Ginsburg.

The following staff and contract service providers were in attendance: Marisa Rodriguez (Executive Director), Benjamin W. Horne (Deputy Director), Stacy Jed (Director of Marketing and Events), Lance Goree (Director of Services), Zarrina Yousufzai (Sr. Admin Coordinator), Eva Schouten (Public Realm Associate), Melanie Medina (Executive Assistant), Carlos Montano (Intern), Karen Gagarin (Services Manager), Tinea Adams (Block by Block), Semu One Bear (Block by Block), Daniela Vasile (Block by Block), Ken Rich (Consultant), Beau Simon (legal counsel), Chris Benyon (MIG), Christine Thomas (MIG), Mike Smith (Streetsense).

Guests: Bill Doak, Benjamin Malmquist, Rick Laubscher, Martina Erhart, Tammy Brock, Steven Suen, and Jarrett Fliehler.

Summary of Actions Taken by the Board of Directors

On September 29, 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 Executive Director's report including ratifying the Executive Committee actions from August 2022 as motioned by David Lewin and seconded by Mark Purdy.
- **Action:** The Board unanimously approved the July 28, 2022, minutes as motioned by David Lewin and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the Strategic Planning Summary as motioned by Mark Purdy and seconded by Julie Taylor.
- **Action:** The Board unanimously approved the Unaudited Financial Report on 08/31/22 as motioned by Jim Sangiacomo and seconded by Timothy Falvey.



- **Action:** The Board unanimously approved contract with Legion for additional security services starting 10/03/22 as motioned by Timothy Falvey and seconded by Mark Sullivan.

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 9:10 a.m. Introductions made, and roll call taken. Marisa introduced Bill Doak the Managing Director, Hospitality from Stockdale Capital Partners, the new ownership group of the Marker Hotel. Bill introduced himself and welcomed everyone to the Marker and expressed his support and he looks forward to participating with the Alliance.

2. Call for Public Comment

Marisa Rodriguez called for public comment. Deputy Director Ben Horne informed the Board of the Brown Act, and the signing and implementation of AB2419. Board members must be present in person for meetings unless there is reasonable cause for absence starting in early 2023.

3. Executive Director's report

- Kelly Power appreciation

Kelly Powers, Director of the Hotel Council will be departing from the Hotel Council of San Francisco. Marisa and the Board declared their gratitude to Kelly's dedication to the hospitality industry, San Francisco and Union Square.

- Staffing updates

The Alliance has hired a new Intern, Carlos Montano and a new Digital Marketing Associate, Jessica Chilingirian. Former intern Melanie Medina was promoted to Executive Assistant to Marisa Rodriguez. The Alliance's Member Services department is still in search of new representatives.

- IDA Conference

Alliance members Marisa Rodriguez, Stacy Jed, Zarrina Yousufzai and Lance Gorée shared their experiences and takeaways from the IDA Conference held in Vancouver, Canada. Marisa Rodriguez reported that many other cities are experiencing homelessness related issues, slow recovery, and all are finding ways to alleviate the problems. The common goal was an emphasis on cleanliness and safety. All staff had a very positive experience and were grateful for the opportunity.

- SF Live Grant and Downtown Recovery Funds Update

Marisa Rodriguez informed everyone about the SF Live Grant of 850K that the Foundation was awarded. The purpose of this grant is to sponsor and create a robust music series event at Union Square Park for 2023. In addition, the organization applied for additional grants for Holiday market, economic recovery, and public realm improvements.

- Executive Committee met on August 25, 2022, and approved:

- Letter opposing AB 1886 (Prevailing Wage Street Sweeping)
- Letters opposing SB 972 (with coalition led by SF Travel)

CLOSED SESSION



- Policy to add overnight salary differential (for Member Services team)
- Hiring Executive Assistant

Action to accept the executive Director's report including ratifying the Executive Committee actions from August 2022.

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

4. **Action to approve prior meeting minutes of July 28, 2022**

Action: The Board unanimously approved the July 28, 2022, minutes as motioned by David Lewin and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

5. **Union Square Park improvements discussion with Phil Ginsburg**

Marisa introduced Phil Ginsburg, General Manager of the Recreation and Parks Department and Board Member. Phil informed the Board of several projects Rec & Park are working on, such as a task force to combat the encampments in the Union Square Garage. This includes six total sweeps throughout the day and night of the garage and park. Additionally, Phil is advocating for skateboard guards, working on removing the electrical outlets within the garage and in the park, and a new palm tree has been added to the corner of Powell and Post. The Alliance in partnership with Rec and Park will be adding additional new chairs, tables, and umbrellas. Lastly, Rec and Park is exploring the option for a roll-down security gate for the parking garage during late hours to prohibit encampments in the garage. Discussion took place regarding holiday activations and the opening of the Central Subway station.

6. **Strategic planning summary presentation and action to approve summary**

Marisa recapped the process of creating the strategic plan and announced the Alliance's revised mission statement: "The Union Square Alliance serves members and creates a high-quality, complete neighborhood experience by managing and activating public spaces; supporting existing businesses and attracting new investment; and convening, partnering, and advocating for the district's future success. The Alliance is inclusive-place makers for all, a direct service organization not responsible for solving the impossible."

MIG Chief Development Officer, Chris Beynon presented the goals and key initiatives of the strategic plan to the Board. As we move towards post-pandemic, the Alliance will continue to focus on clean & safe, marketing and events, public realm and streetscape improvements, organizational leadership and management, and create a new focus around economic development. He then went into detail on the priority goals such as working closely alongside OEWD to help build a strong economy, elevate our assets such as Union Square Park, cultivating an authentic "Only in San Francisco" vibe, and continue a clean safe environment.

Action: The Board unanimously approved the Strategic Planning Summary as motioned by Mark Puddy and seconded by Julie Taylor. 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) Finance & Audit (Jim Sangiacomo)

Audit Update

Deputy Director Ben Horne informed the Board that the Alliance has a new auditor (Perotti & Carrade) and that the audit is going according to plan.

Action to approve the Unaudited Financial Report of 08/31/22.

In terms of the financials through August 2022, The Alliance is spending down prior year's reserves as our next assessment payment is in December and we are outperforming budget by about 26K. There were some Clean & Safe matters that resulted in a slight negative variance, but otherwise all is going according to plan. The assessments are breaking down according to management plan: expenditures are at 74% Clean & Safe, 13% Marketing and 13% Admin. The Alliance is projecting a 376K deficit for the fiscal year (down from approved budget) and the goal is to break even in the end. To accomplish this goal, the Alliance is applying for grants and attempting to raise additional funds. The Alliance ended the month of August with a \$1M in reserves and \$1.46M cash balance.

Action: The Board unanimously approved the Unaudited Financial Report on 08/31/22 as motioned by Jim Sangiacomo and seconded by Timothy Falvey. No public comment was received prior to this action.

b) Public Affairs & Advocacy (Erik Murray and Stephen Brett)

District Attorney Meet & Greet on October 6, 2022, at 12 noon at John's Grill.

Alliance members will have a chance to attend a meet and greet with DA Brook Jenkins to hear her approach to the Downtown recovery and safety. Discussion took place regarding the status of C3R fund and creating a tax incentive to convert dead office space into housing.

Union Square Park Garage safety and Garage closing time

Phil Ginsburg and the Alliance are working on keeping the garage clean & safe and are proposing for a garage gate with subject hours of operation.

SFPD Surveillance technology policy update

SFPD have adjusted their technology policy update that would allow them to access live feeds to privately owned cameras with the camera owner's permission. The organization will explore with legal this new policy and how the Alliance would comply.

San Francisco Benefit District Alliance

The Executive Directors of the BIDs and CBDs in San Francisco have formed a San Francisco Benefit District Alliance where they will discuss how to collectively work together to advocate for city wide initiatives.

c) Services & Public Safety (Don Thomas)

Operations reports for July and August 2022

Tinea Adams briefly reviewed the operations reports for July and August including statistics and other highlights.



Block by Block updates and discussion and discussion regarding clean and safe services for October – March 2023 and RFP

Tinea Adams informed the board that new route schedules are being implemented along with day-time pressure washing schedules. The GEM car has been available for the month of August and has been utilized for spot pressure washing. There has been a heavy focus on maintaining a clean environment at Union Square Park. Deputy Director Ben Horne informs the Board that the Alliance hopes to hire more security and increase wages for our clean and safe team. A contract amendment for Block by Block will be presented at the November Board meeting.

Discussion and action to approve contract with Legion for additional security services starting 10/3/22

The Alliance would like to increase security presence in the District by adding an additional 2 – person patrol from 6am-2pm daily. The Alliance would like to have Legion’s services 24/7 to help with improving quality of life matters and safety in our District. Adding Legion hours would help compensate for SFPD’s 10b missed shifts as well as occasional reductions in service during the morning hours.

Action: The Board unanimously approved contract with Legion for additional security services starting 10/03/22 as motioned by Timothy Falvey and seconded by Mark Sullivan.

Discussion and update on Union Square Park services and extension of current agreement through October 31, 2022

The Alliance has proposed additional resources for the Union Square Park in terms of dedicated security and cleaning. The Alliance currently has 12 hours a day of ambassador services that does clean, safe and hospitality. The Alliance would like to add additional resources to alleviate the workload from Cerena McKnight, an ambassador whose work hours are dedicated to the park. For October 2022, the same services would be extended.

d) Marketing & Communications (Mark Sullivan)
Annual Report review of draft

Mark Sullivan directed the Board to the draft Annual Report that serves as a reminder of the Alliance’s accomplishments over the past year. Members reviewed the draft Annual Report. The Annual Report will be submitted to City after audit is complete and Board will review final draft in November before submitting to the City.

Holiday Fundraiser

The Alliance is in the process of selecting a venue the Holiday Fundraiser and this will take place as an evening cocktail event. Tentative date, December 1, 2022. All were encouraged to support or attend.

Social media and website update

The Alliance social media pages have exhibited slow growth in the number of Instagram followers; however, Instagram reels have garnered far greater attention and support than traditional posts. The Alliance has hired Social Media Coordinator, Jessica Chilingierian, who will help guide and attract our social media sphere of influence. The new website will be revamped and be user-friendly, much easier to navigate with an emphasis on visual appearance capturing many sites and locations in the Square. Vistity, a service the Alliance has contracted with, will highlight places of interest, and attract people to visit, open businesses and invest in our district. It is similar to Google Earth, but with better high definition photography and ability to highlight attractions in district.



Summer music (dance) series and other events

On August 13, 2022, the Alliance had a Swing around dance event as part of Summer Music Series. It was successful, with 3,500 people in attendance and 188 direct engagements: the largest response rate. On August 24, 2022, the Alliance had its last summer dance event: Tango & Wine which showcased a great turnout. Moving forward, the Alliance is focused and ready for the Holiday Season festivities.

Coffee and Connections relaunch – October 12 at 9:30am – Neiman Marcus 3rd floor Bar

Mark Sullivan will be hosting Coffee and Connections mid-October at Neiman Marcus' new bar. This is a great opportunity to network and connect with new members and the Alliance will be unveiling holiday plans. SFPD will be present to share information on safety measures that will be enforced for our holiday season events.

- e) Streetscapes and Public Realm (Manuela King) (11:05)
Holiday planning update and discussion and possible action to approve contract with Willy Bietak, Inc.
No action taken on this matter as organization waiting for grant from OEWD to be awarded.

Union Square Park updates

The Marco Art Sculpture for Union Square Park has been approved by the Visual Commission and will be going through the Arts Commission for final approval. The Alliance will be working with Rec & Park on the coordination of installation. The Union Square backdrop proves to be a success with the sign "San Francisco" attached to it. The Alliance extended the permit for the green wall backdrop for an additional six months - July 2023. The SF Live Grant will allow the Alliance to revamp our music series and events for Park's events in the upcoming year.

Lighting improvements project update

The Alliance added lighting on the trees along Sutter Street in between Stockton and Grant. The Alliance would like to potentially light up the trees along Parc 55. The Palm trees have been lit in the park along with the Alma Statue. The Alliance will be able to change the colors of the palms year-round for special events and holidays.

Powell Street updates

The Alliance is working on upgrading the benches from wood to metal on the Powell Street promenade. There was a section of landscaping missing in front of Union Square Hotel that will hopefully be revamped but the Hotel is refusing to help re-do landscaping. Moreover, the Alliance will have a meeting with SFMTA on October 5th for an update on what plans are for the promenade.

Campton and light art project

The Alliance would like to revisit the light art project for Campton Alley. The Alliance is looking to see if funding is still available from the previous Community Challenge Grant.

8. Announcements & New Business

- Next Executive Committee Meeting October 27, 2022- 9:00 am
- Next Board Meeting November 17, 2022 – 9:00 am Full rollout of strategic plan!

9. Adjournment - The meeting was adjourned at 11:25 am