



Executive Committee

August 25, 2022, 2021 – 9:00– 10:30 a.m.
Hybrid Meeting, via Zoom and In-person at 291 Geary Street, Suite 200

MINUTES

In Attendance

Members and Committee Chairs: Public Affairs Co-Chair, Erik Murray; Public Affairs Co-Chair, Stephen Brett; Audit Chair, Russell D. Keil, Jr.; Streetscapes Chair, Manuela King; Marketing Chair, Mark Sullivan; Wes Tyler (immediate past president); Finance Chair, James Sangiacomo; and Corrina Luebbe (Secretary).

Staff and Guest Attendees: Marisa Rodriguez (Executive Director), Benjamin Horne (Deputy Director), Melanie Medina (Intern), 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 motion for AB361 findings for teleconference meetings as motioned by Jim Sangiacomo and seconded by Russ Keil Jr.
- **Action:** The Committee unanimously approved the meeting minutes from June 23, 2022, minutes as motioned by Stephen Brett and seconded by Erik Murray.
- **Action:** The committee unanimously approved the position and letter opposing AB 1886 Prevailing Wage Street Sweeping (with coalition led by CDA) as motioned by Russ Keil Jr. And seconded by Erik Murray.
- **Action:** The committee unanimously approved the position and letter opposing SB972 to GoBiz and Gov. Newsom (with coalition led by SF Travel) as motioned by Mark Sullivan and seconded by Corrina Luebbe.

Meeting Notes by Agenda Topic

1. Call to Order and Roll Call

Marisa Rodriguez called the meeting to order at 9:02a.m.

2. Public Comment

Marisa called for public comment. Marisa and Ben informed the committee of a meeting they had with the Rec and Park discussing the challenges at Union Square Park.

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



Ben presented the motion to continue having virtual meetings, the Board (and Executive Committee) must approve findings to continue having virtual (or hybrid) meetings. Ben will be meeting with counsel to determine if the Alliance needs to continue approving the AB361 findings. Members reviewed the resolution.

Action: The committee unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Jim Sangiacomo and seconded by Russ Keil Jr.

4. Action to approve the minutes of the June 23, 2022, meeting

Action: The Committee unanimously approved the meeting minutes from June 23, 2022, minutes as motioned by Stephen Brett and seconded by Erik Murray.

5. San Francisco Benefit District Alliance formation

The Alliance hosted the first Inaugural Board meeting of SF Benefit District Alliance where all the CBDs, BID and the TID in San Francisco come together for advocacy and support purpose. Marisa informed the committee who the board officers are, and discussion took place regarding budget and how the SFBDA will help with overall advocacy.

6. Strategic Planning Update

Marisa and Ben discussed what the draft strategic plan currently entails. A draft table of contents and key elements to the plan was shared with the committee. The main focuses include advocacy, public realm, and economic development. More details and full draft are to be presented at the next Board meeting on September 29th. Discussion took place about priority and feasibility of projects and how to differentiate Union Square with other markets.

7. Holiday updates, grant and Hallidie Plaza Holiday Market contract with Willy Bietak

Marisa explained to the committee the difference between the Hallidie Plaza grant for the holiday market and the Economic Recovery grant for Union Square overall. The Alliance will be applying to the economic recovery grant for the use of enhancing the public realm.

The holiday market continues to move forward with Willy Bietak Productions, and they continue to update the Alliance of their progress. Discussion took place regarding possibly a new RFP for a future holiday market. At this juncture the contract

8. SF Live Grant update

The SF Live grant will be used for stage improvements to attract larger artists to further enhance the live music experience in Union Square Park. The Alliance



will be working with Ben Davis from Illuminate and Steffan Franz with the bandshell from Golden Gate Park to make this possible. The grant is estimated at \$850,000 but budget is still being discussed and negotiated.

9. Economic Recovery grant(s) update

Marisa provided this update in item 7 above.

10. Review and Discussion and action to approve position and letter opposing AB 1886 Prevailing Wage Street Sweeping (with coalition led by CDA)

There is an attempt to set prevailing wage in the street cleaning sector which would include BID services. If this were to pass, the cleaning services the Alliance provides would no longer be able to exist in its current form (we would be forced to reduce headcount). The BIDs in California are wanting to be excluded from AB1886 and distinguish between general street cleaning and public realm enhancements.

Action: The committee unanimously approved the position and letter opposing AB 1886 Prevailing Wage Street Sweeping (with coalition led by CDA) as motioned by Russ Keil Jr. And seconded by Erik Murray.

11. Review and discussion and action to approve position and letter opposing SB972 to GoBiz and Gov. Newsome (with coalition led by SF Travel)

The Alliance wrote a letter to Gov. Newsom and the Governor's Office of Business and Economic Development stating our concerns with public health and safety surrounding unpermitted street vending, and how on a state and local level to make the permitting process easier for street vendors to avoid these issues.

Action: The committee unanimously approved the position and letter opposing SB972 to GoBiz and Gov. Newsom (with coalition led by SF Travel) as motioned by Mark Sullivan and seconded by Corrina Luebbe.

CLOSED SESSION (See Closed Session Minutes)

19. Upcoming meetings

1. Board Meeting- July 28, 2022, at 9:00am
2. Next Executive meeting- September 29, 2022, at 9:00am

Closed session started at 10:30am.