



## Executive Committee

June 23, 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: Board President, Mark Purdy; Board Treasurer, Julie Taylor; Public Affairs Co-Chair, Erik Murray; Public Affairs Co-Chair, Stephen Brett; Public Affairs Co-Chair, Audit Chair, Russell D. Keil, Jr.; Streetscapes Chair, Manuela King; Marketing Chair, Mark Sullivan; and Wes Tyler (immediate past president).

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 Russ Keil and seconded by Mark Purdy.  
**Action:** The committee unanimously approved the meeting minutes from April 28, 2022, minutes as motioned by Mark Sullivan and seconded by Russ Keil Jr.
- **Action:** The committee unanimously approved applying for line of credit of \$1 million with City National Bank as motioned by Mark Purdy and seconded by Mark Sullivan.
- **Action:** The committee unanimously approved the letter supporting the Downtown Budget Recovery Request as motioned by Erik Murray and seconded by Mark Sullivan.
- **Action:** The committee unanimously approved the letter of support for MOU with the SFPOA as motioned by Russ Keil Jr. and seconded by Julie Taylor.

### Meeting Notes by Agenda Topic

1. **Call to Order and Roll Call**  
Marisa Rodriguez called the meeting to order at 9:04a.m.
2. **Public Comment**  
Marisa called for public comment.
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. Members reviewed the resolution.

**Action:** The committee unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Russ Keil Jr. second by Mark Purdy.

**4. Action to approve the minutes of the April 28, 2022, meeting**

**Action:** The Committee unanimously approved the meeting minutes from April 28, 2022, minutes as motioned by Mark Sullivan and second by Russ Keil Jr.

**5. Union Square Alliance Updates**

Marisa gave an update of an incident that occurred with one of the ambassadors. The ambassador will be okay, and we will be giving her a get-well gift. Post Warriors parade, Union Square was thriving with high foot traffic. The same amount of people is expected for the Pride parade, and we are letting businesses know to be cautious of these large crowds. Ben recapped the first broker committee meeting and the ideas that were brought forth during that meeting.

**6. Election Results and Powell Street Improvement project**

Senator Dianne Feinstein has put forth \$1 million for the Powell Street Promenade as a legacy project. Discussion with the SFMTA on how to spend this money will take place. As for the GO Bond that was on the ballot, it was not passed, which would have set aside money for the repair/removal of the promenade.

**7. SF Live grant update**

The Alliance has received a letter regarding the SF Live grant stating a tentative award for the grant. A follow up meeting to discuss the award will be happening this week.

**8. Discussion and action to approve applying for line of credit of \$1 million with City National Bank**

The Alliance approved switching banks to City National Bank and have all banking services including the line of credit be with done with them. City National Bank requested specific language stating that the governing body of the Alliance approves applying for the line of credit. Per organizational policy, Marisa Rodriguez, Executive Director and Julie Taylor, Treasurer will be the signers on the line of the credit documents

**Action:** The committee unanimously approved applying for line of credit of \$1 million with City National Bank as motioned by Mark Purdy and seconded by Mark Sullivan.



**9. Strategic Planning update and discussion of September Board meeting date and IDA**

The strategic planning consultants have written up a draft of the strategic plan called “Conditions and Opportunities Brief” for initial review by the Alliance. The plan is to present a draft in the July Board meeting for their review. Discussion took place on working alongside the city and keeping them involved in the strategic plan. The September Annual Board meeting overlaps with the International Downtown Association conference that Marisa and Ben will be attending. Ben suggested rescheduling the Board meeting the following week.

**10. Review and discussion and action to approve position and letter opposing SB 972 (with coalition led by SF Travel)**

The Alliance supported a letter to amend SB 972 to make the permitting process easier for street vendors. If the amendments were made with the ability to enforce unpermitted vending from civil code perspective, we would have support. These amendments were not included hence the opposition letter for SB 972.

**Action:** The committee unanimously approved the position and letter opposing SB 972 (with coalition led by SF Travel) as motioned by Russ Keil Jr. and seconded by Mark Purdy.

**11. Review and discussion and action to approve letter supporting Downtown Budget Recovery Request**

The mayor held a press conference at Union Square Park to state the city’s budget, which included a portion for the Downtown recovery. The budget will be presented to the Board of Supervisors on June 24<sup>th</sup>. Marisa has written a letter of support stating the importance of economic recovery the downtown needs, specifically Union Square, to be able to support the city as whole.

**Action:** The committee unanimously approved the letter supporting the Downtown Budget Recovery Request as motioned by Erik Murray and seconded by Mark Sullivan.

**12. SFPD update, appreciation dinner, gators and City budget requests and action to approve letter of support for MOU with the SFPOA**

An appreciation dinner for the SFPD is being organized by the Hotel Council through the SFPOA. The Alliance would like to gift gators to the police to enable quick movement throughout the district and parking garages. This will need to be presented to the police commission, followed by the Board of Supervisors. The SFPD is experiencing a generational turnover of retirements and several officers leaving the force. They are creating incentives to retain, train, and provide more resources for police officers. Marisa wrote a letter of support for an MOU with the police union to get this done.



**Action:** The committee unanimously approved the letter of support for MOU with the SFPOA as motioned by Russ Keil Jr. and seconded by Julie Taylor.

**13. Holiday updates and Hallidie Plaza Holiday Market**

Ben informed the committee updates on Hallidie Plaza, including the several RFPs received to do a holiday market in the plaza. Discussion took place comparing the RFPs, who is best to move forward with, and budget. We would like to have a contract ready to be approved by the Board in July to begin planning the holidays.

**14. Union Square Park projects- R-Evolution and furniture discussion**

R-Evolution is interested in displaying a large statue in Union Square Park. A civil engineer confirmed that the park can structurally support the statue. The next step is to have the arts commission approve the project.

The Alliance is interested in additional tables and chairs at USP and are in talks with Rec and Park about it. The Alliance would like to have both the statute and additional tables/chairs and umbrellas but cannot financially support both. Discussion took place regarding priorities, budget, and city partnerships to move both projects forward.

**CLOSED SESSION (See Closed Session Minutes)**

**19. Upcoming meetings**

1. Board Meeting- July 28, 2022, at 9:00am
2. Next Executive meeting- August 25, 2022, at 9:00am

**Closed session started at 10:30am.**

X

---

Corinna Luebbe  
Secretary

---

June 23, 2022