



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

October 28, 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; Services and Public Safety Chair; Donald Thomas; Board Secretary, Corinna Luebbe; Public Affairs Chair, Erik Murray; Marketing Chair, Mark Sullivan; Russell D. Keil, Jr., Audit Chair; Corinna Luebbe, Secretary; and Manuela King, Streetscapes Chair and Wes Tyler.

Staff and Guest Attendees: Marisa Rodriguez (Executive Director), Karin Flood (Former Executive Director), Benjamin Horne (Deputy Director), Eva Schouten (Volunteer), Melanie Medina (Intern), and Stephen Brett.

Summary of Actions Taken by the Committee

No public comment was received before any of the following action items.

- **Action:** The Committee unanimously approved Stephen Brett becoming co-chair of PAC committee as motioned by Corinna Luebbe and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Stephen Brett and seconded by Russ D. Keil Jr.
- **Action:** The Committee unanimously approved the meeting minutes (including closed minutes) August 26, 2021, as motioned by Stephen Brett, and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the Build Back Better OEWD led grant submittal with 20% match motioned by Wes Tyler and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved the letter of support for Sheriff 10A Program as motioned by Russ D. Keil Jr. and seconded by Wes Tyler.

Meeting Notes by Agenda Topic

1. Call to Order and introductions

Karin Flood called the meeting to order at 9:01am and introduced Marisa Rodriguez as the new Executive Director for the Union Square Alliance.

2. Action to approve Stephen Brett as co-chair of Public Affairs Committee.

A discussion took place about Stephen Brett becoming co-chair of the PAC committee. It was decided that splitting the chair role would be advantageous to the Committee to help with strategy, topics of discussions and speaker outreach.

Action: The Committee unanimously approved Stephen Brett becoming co-chair of the Public Affairs committee as motioned by Corinna Luebbe and seconded by Mark Sullivan.

3. Public Comment

Karin called for public comment. Hearing none, she moved to the next agenda item.

4. Action to approve motion for AB361 findings for teleconference meetings

Karin gave an overview of the Brown Act that applies to having in person public meetings. This was on hold due to the pandemic and virtual meetings were allowed but per the Governor's order in person public meetings were required again as of September 16, 2021. To continue having virtual meetings, the Board (and Executive Committee) must approve findings in order to continue having virtual (or hybrid) meetings. A discussion took place about whether we should continue hybrid meetings.

Action: The Committee unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Stephen Brett and seconded by Russ D. Keil Jr.

5. Action to approve the minutes of the August 26 and September 8, 2021, meetings.

Karin summarized the action items which were taken during the previous meeting and directed the members to the minutes and closed minutes that were sent out ahead of the meeting.

Action: The Committee unanimously approved the meeting minutes from August 26 (including the closed minutes from August 26 and September 8, 2021), as motioned by Stephen Brett, and seconded by Mark Sullivan.

6. Welcome new Executive Director and 90-day plan

Karin introduced Marisa Rodriguez to the committee. Marisa spoke about her goals for the Alliance and what she plans to do during her first 90 days which includes starting the process for strategic planning to help focus her and the organization on the priorities. In addition, Marisa plans to meet with the Board Members individually as well as stakeholders, vendors and partners to get the full picture of the situation and different viewpoints.

7. Discussion regarding Union Square Alliance strategic plan 2022

Ben spoke about the next strategic plan for the Alliance in 2022. It has been 5 years since the organization did strategic planning and a lot has changed. He recommended recruiting a consultant who specifically understands the Alliance mission and vision as well as having expertise in real estate. The Board would need to approve a consultant by January so the strategic plan can be developed and approved by July 2022. A portion of the document may include economic recovery objectives and program development. A discussion took place about potential consultants.

8. Action to approve Build Back Better OEWD led grant submittal with 20% match

Karin informed the committee she applied for the Build Back Better grant with OEWD. This grant will be for economic recovery of the downtown. She and the other downtown CBDs (Yerba Buena, Downtown (FiDi), and East Cut) applied and if granted, the grant will be divided between the three CBDs and the Alliance. The grant does require a match 20% between the four organizations. The match can be from in-kind donations. Phase 1 would be a grant of \$500,000 (\$125,000 each) for technical assistance such as focus groups, surveys, and research. Phase 2 can be between \$25 - \$75mil to implement the plan created in phase 1. A discussion took place about the division of the grant and members reviewed the letter submitted to the US Department of Commerce.

Action: The committee unanimously approved the Build Back Better OEWD led grant submittal with 20% match motioned by Wes Tyler and seconded by Mark Purdy.

9. Action to approve letter to support Sheriff 10A Program

Karin presented a letter of approval she had written regarding the Alliance's support for the Sheriff 10A program. The Sheriff 10A program would deploy sheriff's deputies working overtime to businesses in the City (including in Union Square area) providing better security and protection. This is especially important since it has become to staff SFPD 10b positions. A discussion took place about Union Square aiming for less security needs in the future.

Action: The Committee unanimously approved the letter of support for Sheriff 10A Program as motioned by Russ D. Keil Jr. and seconded by Wes Tyler.

10. Discussion and review of Holiday Luncheon event on 12/2 at Westin St. Francis

Ben announced that the holiday luncheon will be taking place at the Westin St. Francis. So far Block by Block (presenting), AVS and the Flood Building are sponsors. This year the Alliance will cut back on attendees from 250 people to 150 with eight people per table. Those who attend must be vaccinated. Ben showed the committee the prices of sponsorships and projected budget. Members were encouraged to sponsor or buy a ticket.

11. Holiday Events and happenings in Union Square

Karin summarized the upcoming holiday events in Union Square. The ice rink opens on November 3 and Macy's Great Tree is lit on November 18 with a nonpublic lighting. There are a few holidays pop up shops such as *Gump's* and *Toys R Us* next to Macys. A discussion arose about future events at Union Square Park and re-imagining the holidays at Union Square.

CLOSED SESSION (See Closed Session Minutes)

6. Upcoming meetings

1. Board Meeting/Year in Review Meeting – November 18, 2021
2. Next Executive Committee Meeting – December 16th, 2021, at 9:00am

Closed session started at 10:00am.