



Board of Directors Bi-Monthly Meeting

September 23, 2021 – 9:00 -11:00 am
Hybrid Meeting at Union Square Alliance Office and Virtual Communication via Zoom

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on September 23, 2021, at the Union Square Alliance Office and through the virtual communication system Zoom.

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, J. Timothy Falvey, Shirley Howard-Johnson, Manuela King (Streetscapes and Public Realm Committee Chair), David Lewin, Terry Lewis, Corinna Luebbe (Secretary), Marcus Mirt, Maxine Papadakis, Kelly Powers, Mark Purdy (President), Judith Shahvar, Jim Sangiacomo (Finance Chair), Mark Sullivan (Marketing Committee Chair), Don Thomas (Services Committee Chair and Vice President), Wes Tyler, Evan Kaizer, Julie Taylor, and Russ D. Keil Jr.

The following staff and contract service providers were in attendance: Karin Flood, Benjamin W. Horne, Chris Boss, Lisa Frisch, Zarrina Yousufzai, Eva Schouten, Melanie Medina. Joshua Chan, Richard Mongarro (Block by Block) and Beau Simon.

Guests: Marisa Rodriguez, Christine Torrington, Chris Corgas, Angie Clifton, Alicia Estrada, G. Lee Fitzgerald, Jeremy Kueffner, Martina Uner, Simona Zannetti, Tamara Brock, Franck Legrand, and Pamela Garvey.

Summary of Actions Taken by the Board of Directors

On September 23, 2021, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously accepted the Executive Director's report including the Executive Committee actions from August and September 2021, as motioned Don Thomas, and seconded by J. Timothy Falvey. No public comment was received prior to the action.
- **Action:** The Board unanimously approved the Board minutes from July 22, 2021, as motioned by Don Thomas, and seconded by Evan Kaizer. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the Annual Report for submission to the City and property owners, as motioned by Jim Sangiacomo, and seconded by Kelly Powers. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the contract with LAZ Parking to provide services in Union Square Park as motioned by Don Thomas and seconded by Mark Sullivan. No public comment was received prior to this action.



- **Action:** The Board unanimously approved the new uniforms and equipment branding as motioned by Mark Purdy, and seconded by Maxine Papadakis. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the 20-21FY audit report as motioned by Don Thomas, and seconded by Evan Kaizer. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the unaudited financial reports at 8/31/21 as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to this action.

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 - Observing a quorum present, Karin Flood, called the meeting to order at 9:00 a.m. Introductions made, and roll call taken.
2. Call for Public Comment – Karin Flood called for public comment. Seeing none, she moved onto the next item.
3. Executive Director's Report- The following updates were provided:
 - a. **New Executive Director**
Karin announced her departure and announced the new Executive Director, Marisa Rodriguez; who later joined the meeting and gave her introduction.
 - b. **District Status**
San Francisco has fully reopened. Cable Cars are running and pedestrian counts are now 33-38% pre pandemic levels.
 - c. **Executive committee met on August 26, 2021, and approved**
 - Contract for holiday lighting (palms, Maiden Lane & Powell)
 - CLOSED SESSION
 - Hiring of Marketing Project Coordinator
 - Personnel Policies (cell phone reimbursement, lactation, and mandatory vaccination for all staff).
 - d. **Executive committee and Hiring Committee met on September 8, 2021 (special meeting), and approved**
 - Final candidate and empowered Board President to negotiate offer (within defined range) and hire candidate.

Action: The Board unanimously accepted the Executive Director's report including the Executive Committee actions from August and September 2021, as motioned Don Thomas, and seconded by J. Timothy Falvey. No public comment was received prior to the action.

4. Action to approve prior meeting minutes of July 22, 2021
Karin directed members to the minutes sent out ahead of the meeting and shared on the Zoom meeting.



Action: The Board unanimously approved the Board minutes (with one typo revision on page 4) from July 22, 2021, as motioned by Don Thomas, and seconded by Evan J. Kaizer. No public comment was received prior to this action.

5. Review of Annual Report and discussion and **Action** to approve annual report for Submission to the City and property owners

The board reviewed the Annual Report draft and gave their thoughts and opinions. Ben summarized the security camera policy and the disclosure of donors on the report along with the financials. A discussion took place about the layout of the security camera policy and additional social media content to the report. The Annual Report will be available in the weekly newsletter, on our website, and physical copies can be picked up at our office once it is printed.

Action: The Board unanimously approved the Annual Report for submission to the City and property owners as motioned by JimSangiaco, and seconded by Kelly Powers.

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

a. **Services & Public Safety – Don Thomas**

- Service provider update
Rich Mongarro mentioned Karl Bijan is no longer the Operations Manager for Block by Block. Semu One Bear will temporarily fill the position until a new candidate can be hired.
- Operations Report for July and August 2021
Chris summarized the operations reports of July and August 2021. Vaccination rates have increased to 80% among the Block by Block staff and are soon to be 100% by the end of October. Overall security has increased, trash pickup and cleaning services metrics have increased as well over the past two months.
- Member Services and security camera updates
Security cameras and footage have been helpful with the SFPD. A discussion took place about the feedback of incidents from the SFPD.
- Discussion and **action** to approve new services contract with LAZ Parking to provide services in Union Square Park
The new contract and monthly budget with LAZ parking was shared which includes replacing cleaning staff member with an ambassador.

Action: The Board unanimously approved the contract with LAZ Parking to provide services in Union Square Park effective 10/1/21 as motioned by Don Thomas and seconded by Mark Sullivan. No public comment was received prior to this action.

b. **Marketing & Communications – Mark Sullivan**

- PR and social media updates
Mark provided a summary of the social media platforms of July and August. With the events of SF Wednesday and Live Music on the Square on Saturday's, social media numbers have increased. The presence of the A frame with a QR code that provides visitors with direct access to our events webpage has been proven to be effective with about 300 scans a day.



- Holiday Luncheon- December 2, 2021

There was general agreement to move forward with the holiday event as a luncheon. A discussion took place focused on setting the example to the public that large events can still take place safely.

- Rebranding Project update and **action** to review and approve new uniforms and equipment branding

The first phase is now complete and phase two is being wrapped up. We are currently on phase three which includes ambassador uniforms, janitorial carts, and vehicle wraps. Mark presented the color and logo options of the uniforms and the vehicle wraps to the board. A consensus was made, and blue uniforms and vehicles wraps were favored among the board.

Action: The Board unanimously approved the new uniforms and equipment branding as motioned by Mark Purdy and seconded by Maxine Papadakis. No public comment was received prior to this action.

- New Website

The final phase of the rebranding is the refresh of the website. This process will approximately take 6 months and the final site will look similar to the annual report. The overall vision of the website is fewer pages, more user friendly, essential information for the public and members, and mobile and ADA compliant.

c. Streetscapes & Public Realm – Manuela King

- Union Square Park performances and activations

The events and performances have been proven to be popular with the public. 300 website visits from A frames that are placed out during performances. Events continue through October 10 and the ice rink installation follows shortly thereafter.

- Hallidie Improvements and updates

The city has allocated \$175K for Hallidie Plaza improvements which included removal of the railings on the lower level, dead tree/plants and tunnel mural. There are now new planters and landscaping on the upper and lower level of the plaza and more plants are to be added. The next step is holiday lighting, removal of the broken elevator by the City, and activation of the west side of the plaza. We are partnering with Urban Space to explore the feasibility of a food market.

- Powell Street Improvements

The Alliance is moving forward with safety repairs to the promenade and the aloe plants are to be replaced. The City has plans to repaint transit lines and improve sidewalks.

- Holiday lighting and events

Yearly lighting of the palm trees, Powell Street, and Maiden Lane and will begin November 1 through February. The Macy's tree will not have a public lighting. We will discontinue the



light projection due to expenses and execution. We are also bringing out the large ornaments to be placed along Powell.

d. Finance & Audit – Jim Sangiacomo

- **Action to approve 20-21FY audit report**

Kimberly Robertson reviewed the audit report and briefly over the financial statements. Our assets totaled \$3.3 million and increased by \$200K from the previous FY, liabilities totaled to \$1 million and increased by \$255K, and net assets totaled \$2.2 million and decreased \$55K. The overall revenue and support had some fluctuations over the years but totaled \$7 million and increased by \$169K since FY20; while the expenses had more consistency overall with an increase in clean and safety services and totaled at \$7 million with an increase of \$713K. As for the notes from the financial statements, our name change from USBID to Union Square Alliance was mentioned and overall financial consistency from FY20

Action: The Board unanimously approved the 20-21FY audit report as motioned by Don Thomas and seconded by Evan J. Kaizer. No public comment was received prior to this action.

- **Action to approve the unaudited Financial Report at 8/31/21**

Ben directed the committee to the August 31, 2021, financial reports and gave an overview. The US Alliance has deficit of \$1mil for the fiscal year (as the assessments for the fiscal year are not received until December) and have outperformed budget by \$67K in July-August. The assessment/core operations have a \$976K deficit through June and had a positive spending variance (\$65K) due to clean and safe and other expenses being less than budgeted. In addition, the organization spent less of other funds (mainly Hallidie grant) by \$51K as this project is still on going. The US Alliance operation expenses were near management plan levels with the majority being on clean and safe, which include security cameras, and the remaining on marketing and admin. The forecast for the fiscal year is a total deficit of \$217K and the approved budget was \$284K deficit. Net assets are at \$1.2mil and cash balance was \$1.6mil at 8/31/21.

Action: The Board unanimously approved the unaudited financial reports at 8/31/21 as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to this action.

e. Public Affairs & Advocacy – Karin Flood

- **DA presentation and retail theft**

Karin summarized the presentation given by Chesa Boudin and his staff. She also mentioned that there will be a new feature online for retailers to make reporting a theft easier.

- **Crime Survey**

The Alliance created a survey for retailers to showcase the numbers of theft and other crimes. The results show a 96% increase in instances of theft in the past year.

- **ECS Presentation & Hotel Diva**



Karin summarized the presentation provided by ECS. They currently house previously homeless people at the Hotel Diva and want to work alongside the Alliance with the use of the Good Neighbors agreement.

- Additional ambassadors assigned to Union Square
Karin noted that the new ambassadors need to be coordinated and consistent with current ambassadors. Also, the city is expanding the SFPD retirement program.
- Other legislative issues
The governor has released a new bill that states public meetings need to begin taking place in public rather than teleconference. We are currently under the Brown Act that states we can meet over teleconference during a state of emergency; however, the question of whether we are in that state.
SF Travel now has a contract with Block by Block to have their own ambassadors.

7. Announcements & New Business

- Next Executive Committee Meeting- October 28, 2021 – 9:00am
- Next Board Meeting – November 18, 2021 – 9:00 a.m.
- Open House – October 2021- final date to come soon.

8. Adjournment - The meeting was adjourned at 11:11am

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