



**Services and Public Safety and Retail Theft Prevention Committee
Joint Meeting**

November 16, 2021, 9:00am – 10:30am
Virtual Meeting- Zoom

MINUTES

The following attendees were present: Andre Lanrence (The RealReal), Cem Colpan (Saint Laurent), Conrad del Rosario (SF Office of the DA), Dana Boyd (Newmark Knight Frank), Dmitri Shimolin (AVS), Don Thomas (Donatello Building), Elida Mena (CBRE the Management Company), Guillermo Perez Jr. (SF Public Works), Officer Haven Latimore (SFPD), Officer James Gay (SFPD), Javier Zarzosa (Tiffany & Co.), John Joseph Garrity (SFPD), Julie Hun (Maison Goyard), Officer Kwame Lovell (SFPD), Linda Yau (Pebblebrook Hotel Trust), Loren Bates (Westfield SF Centre), Marcus Mirt (Recology), Maxine Papadakis (Papadakis Maxine A), Michael G. Petricca (Academy of the Arts), Minako Yonhizawa (Bulgari), Orlando Torres (Gap), Owen Scharlotte (Nob Hill Security), Raul Esquivias (Gucci), Ricky Soares (Legion), Robert Saylor (Ross), Roland Tolosa (AVS), Thomas Osley (U.S. Dept. of Justice), Wes Tyler (Chancellor Hotel), Wolf Ahonen (Levi's), Wylie Broshar (Old Navy), and Zuhel Weber (Louis Vuitton).

The following guests were present: Paulita Elliot (Block by Block), Mandy Hall (SF Tourism Improvement District), Nick Mavrakis (Bart Police), and Fernando Enciso-Marquez (OCEIA).

The following staff members were present: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Chris Boss (Director of Services), Karen Gagarin (Member Services Supervisor), Joshua Chan (Sr. Project Coordinator), Melanie Medina (Intern), and Alfonso Navarro (Block by Block).

1. Welcome, Introductions & Brief Announcements

Committee Chair Don Thomas called the meeting to order at 9:00am. Marisa Rodriguez, the new Executive Director of the Union Square Alliance, and Alfonso Navarro Jr., the new Operations Manager for Block by Block, were introduced to the committee.

2. Public Comments

Don Thomas asked for public comment. Hearing none, he moved to the next agenda item.

3. Action to approve committee meeting minutes

Committee members were directed to the meeting minutes included in their virtual packets.

- a) Services and Public Safety Committee Minutes from 09/21/21



Action: As moved by Mike Petricca and seconded by Marcus Mirt, the committee unanimously approved the meeting minutes from 09/21/21 as presented.

- b) Retail Theft Prevention Committee minutes from 09/07/21

Action: As moved by Roland Tolosa and seconded by Wylie Broshar, the committee unanimously approved the meeting minutes from 09/07/21 as presented.

4. SFPD Holiday Staffing and Other Updates

- a) Central Station

Officer Haven Latimore informed the committee that there are units working overtime in Union Square; more 10B officers are also scheduled during the holidays for increased police presence. A summary of recent arrests on serial robbers happened in Union Square in November was provided. Officer Kwame Lovell notified the committee that they are putting together an emergency contact list for businesses in the District for the overnight hours.

- b) Tenderloin Station

Officer James Gay informed the committee that more crimes are being reported, leading to more apprehensions. He added that new features are being added to the online reporting system, which will streamline the documentation for organized retail crime. A discussion took place about shoplifters being more brazen and aggressive.

- c) Retired SFPD Ambassador

Retired officer Joe Garrity informed the committee about new retired ambassadors joining the program. Additional ambassadors will focus on the Market Street and Powell Street corridor.

- d) BART Police

Commander Nick Mavrakakis, from BART PD provided an update regarding BART system ambassadors and police officers. They also have social workers on staff to assist with de-escalation. Their ambassadors wear blue jackets for high visibility.

5. Other Services and Holiday Updates

- a) Union Square Alliance, Alfonso Navarro

Alfonso Navarro updated the committee on the cleaning hours of the ambassadors. They are up to 10–12 ambassadors working 7 days a week from the hours of 5:30am to 10:30pm. As for power washers, there are 2–4 ambassadors working from 8pm to 4:30am.

- b) Legion Security, Ricky Soares

Ricky Soares informed the committee that there are 2–4 security officers that work the hours of 2pm to 10pm and 10pm to 6am, seven days a week.



c) SF Travel Welcome Ambassador, Mandy Hall and Paulita Elliot

Mandy Hall explained the recovery program Mayor London Breed set forth that includes the Hospitality Ambassador Program. The purpose of this program is to make tourists and feel welcomed and safe in downtown San Francisco. There are 20 ambassadors at a given time and can be found throughout the Union Square area, such as the Cable Car Turnaround and around Macy's; their Hospitality Ambassadors wear orange vests. These ambassadors are trained to focus on providing hospitality services. Mandy introduced Paulita Elliot, the Operations Director from Block by Block for this program. Paulita provided brief updates to their program, as well as additional updates regarding future services.

d) OCEIA, Fernando Enciso-Marquez and Rodrigo Molina

Fernando Enciso-Marquez is the Program Manager of the Community Ambassador program. The program covers the entire San Francisco and focuses on cleaning up biohazards, providing wellness checks and outreach, providing graffiti removal services, etc. They can be found around Westfield, Powell Street Bart stations, and the Cable Car Turnaround. These ambassadors work from 9am to 6pm and wear neon yellow vests.

e) SFMTA, David Dunham (CPP), Ken Yeung

David Dunham informed the committee that parking garages have been a recent target for auto-burglaries. There are now 10B officers at the Ellis O'Farrell parking garage and are willing to let officers park at the parking garage locations for convenience. They can also be found at the 5th and Mission parking garage and Union Square Park garage. There will also be additional parking control during Black Friday and the holidays.

6. September/ October 2021 Operations Report

a) Alfonso Navarro, Operations Manager, Block by Block

Alfonso Navarro introduced himself and provided an observation for the few weeks he has been in office. Chris Boss, the Director of Services, provided highlights of the September 2021 operations report; additional information regarding the report can be found on the Alliance's website. The Alliance is also currently working alongside Urban Alchemy to increase security presence at Hallidie Plaza.

b) Ricky Soares, Manager, Legion Corporation

Ricky Soares provided an overview regarding the services Legion Security provides. Ricky also provided a summary of overnight statistics as highlights of incidents of interest.

7. Committee Updates:

a) Union Square Alliance Holiday Luncheon

The Union Square Alliance Holiday Luncheon and Fundraiser will be held on December 2. The event will provide attendees the opportunity to socialize, connect, and hear from



members and stakeholders of Union Square.

b) Block by Block Ambassador Team Holiday Appreciation Lunch—December 14, 12pm-1:30pm

The Alliance will be hosting a holiday appreciation lunch for our Block by Block ambassadors. Additional details will be provided once confirmed

c) Block by Block Bonus **Discussion** and **Action** to approve bonus

Ben Horne, Deputy Director of the Alliance, provided an overview of the year-end bonus for Block by Block ambassadors. The bonuses are included in the Alliance's budget and will be presented to the Board of Directors in the upcoming Board Meeting.

Action: As moved by Maxine Papadakis and seconded by Roland Tolosa, the committee unanimously approved the Block by Block bonus.

d) New Branded Uniforms

Chris Boss informed the committee that the new uniforms are arriving. The new uniforms are scheduled to be taken into effect starting January.

e) Bigbelly Sponsorships

There is a total of 37 Bigbelly receptacles in the district; 18 of them are sponsored. If anyone is interested in sponsoring or having one by your store, please contact Ben Horne at Ben@UnionSquareAlliance.com.

f) Terracycle Expansion Update

10 new units have been ordered. They will be placed strategically throughout the district.

g) Security Camera Updates

Camera installation at 1 Powell and Union Square Park have been completed. The Alliance is looking to expand its camera installation to Market Street.

h) Alliance Safety Submit, December 8

Marisa Rodriguez announced that a safety summit is to take place on December 8, potentially at the Grand Hyatt. The summit will have city officials and Union Square Alliance members to speak on safety measures pertaining to Union Square. More information will be provided.

8. Adjourn—10:30am

Next Retail Theft Prevention meeting on 01/04/2022

Next Services and Public Safety meeting on 01/25/2022