MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on May 26, 2022, through the virtual communication system Zoom and in person.

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, Spencer Sechler, Shirley Howard-Johnson, Mark Purdy (Board President), Manuela King (Streetscapes and Public Realm Committee Chair), Kelly Powers, James Sangiacomo (Finance Chair), Mark Sullivan (Marketing Committee Chair), Don Thomas (Services Committee Chair and Vice President), Wes Tyler, Corinna Luebbe, Evan Kaizer, Julie Taylor, J. Timothy Falvey, and Russ D. Keil Jr.

The following staff and contract service providers were in attendance: Marisa Rodriguez, Benjamin W. Horne, Stacy Jed, Lance Goree, Zarrina Yousufzai, Eva Schouten, Melanie Medina, Karen Gagarin, Joshua Chan, Tinea Adams (Block by Block), and Beau Simon (legal counsel).

Guests: Chris Benyon (MIG), Ken Rich, Peter Hart (Hilton), and Semu One Bear (Block by Block), Stephen Rizzo (Hotel G), Keiko Kikuta (Kabuki Hair and Skin Care), and Matt Kessinger

Summary of Actions Taken by the Board of Directors

On May 26, 2022, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by J. Timothy Falvey.

- **Action:** The Board unanimously approved the Executive Director’s report including ratifying the Executive Committee actions from April 2022 as motioned by Wes Tyler and seconded by Shirley Howard-Johnson.

- **Action:** The Board unanimously approved the March 24, 2022, minutes as motioned by Don Thomas and seconded by Shirley Howard Johnson.

- **Action:** The Board unanimously approved to re-elect Board Officers for the 22-23FY as motioned by J. Timothy Falvey and seconded by Russ Keil Jr.

- **Action:** The Board unanimously approved the audit/tax engagement with Perotti & Carrade as motioned by Don Thomas and seconded by Mark Purdy.
• **Action:** The Board unanimously approved the unaudited financial report at 4/30/22 as motioned by Julie Taylor and seconded by Shirley Howard Johnson.

• **Action:** The Board unanimously approved the assessment rate for 22-23FY as motioned by Russ Keil Jr. and seconded by Jordan Buckley.

• **Action:** The Board unanimously approved the new investment policy as motioned by Mark Purdy and seconded by Evan Kaizer.

• **Action:** The Board unanimously approved the agreement with Vistity as motioned by Mark Purdy and seconded by Corinna Luebbe.

• **Action:** The Board unanimously approved the contract with Florian as motioned by J. Timothy Falvey and seconded by Evan Kaizer.

**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, roll call, and welcome**
   Observing a quorum present, Marisa Rodriguez, called the meeting to order at 9:02 a.m. Introductions made, and roll call taken.

2. **Call for Public Comment**
   Marisa Rodriguez called for public comment. Keiko Kikuta, a small business owner (Kabuki Hair and Skin Care) came forward to the Board to express her concerns with her assessment payment.

3. **Action to approve motion for AB361 findings for teleconference meetings**
   The AB361 findings for teleconference meetings that state specific requirements for public agencies can hold virtual meetings during a state of emergency while following the Brown Act. The Alliance will only hold virtual or hybrid meetings until further notice.

   **Action:** The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to this action.

4. **Executive Director’s report**
   - **Annual Luncheon- Success!**
     The Alliance held their annual luncheon on May 6th, 2022, at the Westin St. Francis. Marisa thanked everyone who was able to help surpass the goal of raising $145K to activate the public realm.

   - **A Place for All Legislation**
     The Alliance wrote a letter of support for Supervisor Mandelman’s A Place for All legislation that would provide immediate shelter for unhoused residents.

   - **California Downtown Association conference in Reno**
     Marisa will be attending the CDA conference to be on a panel to discuss the retail summit the Alliance held in March 2022 and how downtown retail can bounce back from the pandemic. Ken Rich will be joining her.
• **Police Appreciation Event**
  The Hotel Council will be hosting a police appreciation event to show their support for the SFPD. To show support, the Alliance has made a $5000 donation.

• **Executive Committee met on April 28, 2022, and approved:**
  Marisa reviewed the Executive Committee’s action items and gave brief summaries.
  - Letter regarding SB 972 (unpermitted vending) and participating with coalition to hire public affairs firm for revisions of bill.
  - Letter in support of Stan Roth for installation of semi-permanent carts
  - Letter of support for Governor’s Care Court initiative.
  - Letter of support for police budge enhancement.
  - Letter for City’s budget request for dedicated funds for Union Square recovery.
  - Lease amendment for additional space for services.
  - Contract for SF Holiday Lighting for lighting the district (C. Larsen lighting grant).

  **CLOSED SESSION**
  - Hiring of new Digital Marketing position.

  **Action:** The Board unanimously approved the Executive Director’s report including ratifying the Executive Committee actions from April 2022 as motioned by Wes Tyler and seconded by Shirley Howard-Johnson. No public comment was received prior to this action.

  5. **Action to approve prior meeting minutes of March 24, 2022**

  **Action:** The Board unanimously approved the March 24, 2022, minutes as motioned by Don Thomas and seconded by Shirley Howard-Johnson. No public comment was received prior to this action.

  6. **Discussion and action to re-elect Board Officers for the 22-23FY**

  Ben presented the list of officers for the Board to vote. The list concludes: President- Mark Purdy, Vice President- Don Thomas, Treasurer- Julie Taylor, and Secretary- Corinna Luebbe.

  **Action:** The Board unanimously approved to re-elect Board Officers for the 22-23FY as motioned by J. Timothy Falvey and seconded by Russ Keil Jr. No public comment was received prior to this action.

  7. **Strategic Planning update, retreat debrief and overview of timeline**

  Chris Beynon with MIG gave a recap of the strategic planning retreat MIG, Streetsense, and the Board attended on May 10th, 2022. They discussed the goals and vision statement of the Union Square Alliance and Chris provided the timeline of completion for the strategic plan. Next steps include interviews with staff and city officials for their input.

  8. **To Receive the BID’s Advisory Committee reports and to take action to approve several Committee recommendations**

  a. **Finance & Audit – Jim Sangiacomo**

  - **Action to approve audit/tax engagement with Perotti & Carrade.**

    Perotti & Carrade provided the Alliance an RFP of an engagement letter that outlines their duties and responsibilities with conducting the audit and taxes. A draft will be produced by the end of October 2022.
**Action:** The Board unanimously approved the audit/tax engagement with Perotti & Carrade as motioned by Don Thomas and seconded by Mark Purdy. No public comment was received prior to this action.

- **Action** to approve the Unaudited Financial Report at 4/30/22
  Ben summarized the unaudited financial reports for April 2022. The Union Square Alliance has a surplus of $990K for the fiscal year which outperformed budget by $392K overall and the second assessment payment has been received in late April 2022. The assessments and core operations are outperforming budget by $388K due in large part to expenses being well under budget in both clean and safe and marketing categories. The assessment clean and safe operations had a positive spending variance of $182K and marketing/public realm had a positive variance of $233K. The organization overall spend less of other funds (Hallidie and Union Square Park) by $177K (still ongoing). The USBID assessment operation expenses were near management plan levels with 72% on clean and safe (including security cameras), 13% on marketing and 16% on admin. The fiscal year is projected to have a total deficit of $62K; the approved budget was $284K deficit with the goal to break even for the fiscal year. The net assets (reserves) are at $3.2mil and cash balance was $3.56mil at 4/30/22.

**Action:** The Board unanimously approved the unaudited financial report at 4/30/22 as motioned by Julie Taylor and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

- **22-23FY budget draft review and action on assessment rate for 22-23FY**
  Ben presented the draft budget for the upcoming fiscal year 22-23. Several contracts need to be renewed such as the Bigbellys. Large investment in the budget is for the public realm and activation, with some being grant funded, along with a focus on economic development. The assessments have been left flat and we need approval to raise it by 5% for the next FY. Overall, there is a $1 million deficit with the flat assessments. Discussion took place of the pros and cons of raising the assessment by 5%.

**Action:** The Board unanimously approved the assessment rate for 22-23FY as motioned by Russ Keil Jr. and seconded by Jordan Buckley. No public comment was received prior to this action.

- **Discussion and action to approve new investment policy**
  Ben informed the Board that the Alliance needs to update its fiscal policy. CNB advised we should do T-Bills instead of CD's. T-bills are insured by the federal government and have slightly better rates with more flexibility and maturity dates than CD's. The Alliance will need to revisit all fiscal policies and amend them; CD’s being the first.

**Action:** The Board unanimously approved the new investment policy as motioned by Mark Purdy and seconded by Evan Kaizer. No public comment was received prior to this action.

- **Updating Conflict of Interest Forms**
  The Board will need to fill out a conflict-of-interest form stating business relationships they have with the organization.

b. **Public Affairs & Advocacy – Erik Murray and Stephen Brett**
   - **Hotel Council crime survey update**
Kelly Powers presented the statistics collected during the crime survey the Hotel Council distributed throughout the city.

- **A Place for All Legislation update**
  Discussed earlier in the meeting during the Executive Director’s report.

- **Street Vending update**
  The Alliance has signed a letter of support for SB972 expressing the hopes of enforcement on food regulations for food street vendors that will come with SB972.

c. **Services & Public Safety – Don Thomas**
   - **Block by Block Updates**
     Don Thomas gave recognition to Joey Chapman, an ambassador who passed away last month. Semu One bear then introduced Tinea Adams, the new operations manager for Block by Block.

   - **Operations Report for March & April 2022**
     Semu gave the updates for the March and April operations report. For March, he recapped the success of Flower Bulb Day and the reopening of Union Square Coffee. There were compatibility and technological issues that led to decreased statistics. The issue was resolved in early April bringing statistics back to normal. As for the month of May, Semu highlighted the welcoming environment at Union Square Park with the addition of colorful lanterns and lawns chairs during the Saturday Live Music Series.

   - **Miracle Messages update and homeless outreach**
     Lance informed the Board the Alliance’s contract with Miracle Messages is coming to an end in July. Discussion took place regarding the success rate of Miracle Messages and having an outreach specialist.

   - **Contract renewals and updates**
     Both the BigBelly and Block by Block contract is coming to an end and needs to be renewed.

d. **Marketing & Communications – Mark Sullivan**
   - **Social Media and Newsletter Strategy Updates & May Calendar**
     Mark Sullivan informed the Board of the traction the Alliance Instagram account has been gaining with the help of hashtags. May featured Mother’s Day and Union Square in Bloom. For June, we will be featuring Father’s Day, staycations in Union Square, Pride, and Juneteenth. There is now one member and two consumer newsletter per month.

   - **Website Updated Timeline & Vistity and action to approve agreement**
     Vistity is a platform for intentionally curated and visually impactful virtual experiences. This online platform makes it easy to create engaging and immersive tours for prospective tenants and help boost economic development using drone technology. This feature would be added to the website refresh for visitors and even tenants check out Union Square. The cost would be $30K with a 12-month license from June 1, 2022 - June 1, 2023.

     **Action:** The Board unanimously approved the agreement with Vistity as motioned by Mark Purdy and seconded by Corinna Luebbe. No public comment was received prior to this action.
• Union Square in Bloom Closing Celebration with Music/Dance (May 28)
  On Saturday, May 28th, 2022, from 1pm-4pm, there will be live salsa music, dance lessons, and a margarita bar provided by Hawthorne, to celebrate the end of Union Square in Bloom.

• Holiday Planning Update
  There is an active holiday committee working on the plans for the holiday season. Décor, theme, and holiday markets have been discussed during these meetings.

e. Streetscapes & Public Realm – Manuela King
  • SF Live Grant & Ben Davis (Illuminate) Ideas
    Manuela summarized three potential installations for Union Square Park presented by Ben Davis during the Streetscapes Committee: a kinetic ring above the park, a removable structure at the base of the Dewy Monument and bettering the sound system on the stage. The SF Live grant could be used towards any of these projects.

• R-Evolution in Union Square Park
  The Alliance is looking to place the R-Evolution Statue by Marco displayed at Union Square Park. The Alliance will need to get approval from Rec and Park and the Arts Commission.

• Lighting Improvements project update
  Chris Larsen has given a grant to the Alliance that will be used to light up the district. The lighting project are in the beginning steps.

• Hallidie Plaza & Powell updates and action to approve contract with Florian
  The Alliance is working alongside the City to see the potential of a food market in Hallidie Plaza. The Powell Street Promenade needs repairs, and a services agreement has been made with Florian to replace the plants.

  **Action:** The Board unanimously approved the contract with Florian as motioned by J. Timothy Falvey and seconded by Evan Kaizer. No public comment was received prior to this action.

9. Member statements and Comments
   There were no member statements or comments.

10. Announcements & New Business

   • Union Square in Bloom Finale- May 28, 2022 (1pm-4pm)
   • Next Executive Committee Meeting June 23, 2022- 9 a.m.
   • Next Board Meeting July 28, 2022- 9 a.m.

11. Adjournment - The meeting was adjourned at 11:45am