



## Executive Committee

April 28, 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 Treasurer, Julie Taylor; Services and Public Safety Chair; Donald Thomas; Board Secretary, Corinna Luebbe; Public Affairs Co-Chair, Erik Murray; Public Affairs Co-Chair, Stephen Brett; Public Affairs Co-Chair, Russell D. Keil, Jr.; Audit Chair; and Manuela King; Streetscapes Chair, and Wes Tyler (immediate past president).

Staff and Guest Attendees: Marisa Rodriguez (Executive Director), Benjamin Horne (Deputy Director), Stacy Jed (Director of Marketing & Events), 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 Don Thomas and second by Manuela King.
- **Action:** The Committee unanimously approved the meeting minutes from February 24, 2022, minutes as motioned by Don Thomas and second by Russ Keil Jr.
- **Action:** The Committee unanimously approved the position on illegal vending and support of letter regarding SB 972 and requesting amendments and other modifications to law and for participating with coalition to hire Elevate Public Affairs for lobbying efforts on street vending bills as motioned by Julie Taylor and seconded by Don Thomas.
- **Action:** The Committee unanimously approved the support letter to Stan Roth doe installations of semi-permanent carts and Starbuck partnership as motioned by Don Thomas and seconded by Wes Tyler.
- **Action:** The Committee unanimously approved to signing the letter in support of Governor Newsom’s Care Court Initiative as motioned by Wes Tyler and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved support for the police budget enhancement in the City’s budget as motioned by Wes Tyler and seconded by Julie Taylor.



- **Action:** The Committee unanimously approved the letter submitted to Sean Elsbernd with budget asks from City for dedicated funds for Union Square recovery as motioned by Wes Tyler and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved amending the lease with the Flood Building for suite 580 to enable laundry service for staff and related sublease with Block by Block as motioned by Don Thomas and seconded by Corinna Luebbe.
- **Action:** The Committee unanimously approved the contract with SF Holiday Lighting Company for lighting in district (to spend down grant from Chris Larsen for lighting district) as motioned by Manuela King and seconded by Wes Tyler.

### 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 Don Thomas and second by Manuela King.

#### 4. **Action to approve the minutes of the February 24, 2022, meeting**

**Action:** The Committee unanimously approved the meeting minutes from February 24, 2022, minutes as motioned by Don Thomas and second by Russ Keil Jr.

#### 5. Staffing Updates

Stacy Jed is the new Director of Marketing and Events, and Lance Goore has been hired as the new Director of Services. The Alliance is looking into alternative options and incentives for the overnight shift for member services.

#### 6. **Strategic Planning update and retreat on May 10, 2022. At Cavallo Point 8:30 a.m. – 5:00 p.m.**

The strategic plan retreat will take place on May 10<sup>th</sup>, 2022, at Cavallo Point. Marisa reminded those who are a part of the Board to RSVP with her. All were



encouraged to attend for this important planning meeting. Don Thomas inquired about possibility of group room discount.

**7. Review and discussion and action to approve position on illegal vending and support of letter regarding SB 972 and requesting amendments and other modifications to law and for participating with coalition to hire Elevate Public Affairs for lobbying efforts on street vending bills.**

Marisa informed the committee that a letter of support has been written to Senator Lena Gonzalez regarding the efforts made towards unpermitted vending at the state level. The letter explains the hopes that SB 972 will work alongside cities to enforce basic health and safety guidelines around unpermitted vending. Elevate Public Affairs has been chosen to lead the advocacy efforts around SB 972.

The letter has been signed by SF Travel, SF Chamber of Commerce, the Hotel Council, Fisherman's Wharf BID, Pier 39, SF Civic Center, and the Golden Gate Restaurant association. Discussion took place regarding

**Action:** The Committee unanimously approved the position on illegal vending and support of letter regarding SB 972 and requesting amendments and other modifications to law and for participating with coalition to hire Elevate Public Affairs for lobbying efforts on street vending bills as motioned by Julie Taylor and seconded by Don Thomas.

**8. Review and discussion and action to approve support letter to Stan Roth for installation of semi-permanent carts and Starbucks partnership.**

Stan Roth has asked the Alliance for support regarding his partnership with Starbucks to install semi-permanent carts on the streets in Union Square. He will have four locations (2 will be the semi-permanent carts with Starbucks) throughout the district and will comply will all street vending regulations and of course health permits. Discussion took place regarding the possible locations of these semi-permanent carts and potentially bringing Stan to speak about his efforts.

**Action:** The Committee unanimously approved the support letter to Stan Roth doe installations of semi-permanent carts and Starbuck partnership as motioned by Don Thomas and seconded by Wes Tyler.

**9. Review and discussion and action to approve signing letter in support of Governor Newsom's Care Court initiative.**

A letter of support has been written to Senator Eggman regarding SB1338, the Community Assistance, Recovery, and Empowerment (CARE) Court Initiative. The CARE initiative would create a viable process focused on providing mental health and substance abuse services to those who are unsheltered or



incarcerated. Discussion took place regarding where the recourses for this initiative are coming from.

The letter has been signed by SF Travel, SF Chamber of Commerce, the Hotel Council, Fisherman's Wharf BID, Pier 39, SF Civic Center, and the Golden Gate Restaurant association.

**Action:** The Committee unanimously approved to signing the letter in support of Governor Newsom's Care Court Initiative as motioned by Wes Tyler and seconded by Julie Taylor.

**10. Review and discussion and action to approve support for police budget enhancement in City's budget.**

A police supplemental budget hearing took place to ask the city to allocate more resources to support the SFPD. These additional resources would be used towards public safety measures. Marisa has written a letter of support to the Public Safety & Neighborhood Services Committee members to state the Alliance's full support towards allocating resources that will help fully staff the SFPD.

**Action:** The Committee unanimously approved support for the police budget enhancement in the City's budget as motioned by Wes Tyler and seconded by Julie Taylor.

**11. Review and discussion and action to approve letter submitted to Sean Elsbernd with budget asks from City for dedicated funds for Union Square recovery.**

The Alliance has written a letter to the city asking for dedicated funds in the city's budget. These funds would be focused on economic recovery, reducing vacancy rates, parking garage safety, elevating the public realm, and overall help with the downtown recovery. In addition, we asked the city to grant funds towards city agencies that work alongside the Alliance such as OEWD and SFMTA to help with the recovery.

**Action:** The Committee unanimously approved the letter submitted to Sean Elsbernd with budget asks from City for dedicated funds for Union Square recovery as motioned by Wes Tyler and seconded by Julie Taylor.

**12. Annual Lunch May 6, 2022.**

Marisa reminded the committee that the Annual Lunch is on May 6<sup>th</sup>, 2022, at the Westin St. Francis, 10:30am-2:00pm. The RealReal will be the presenting sponsor.

**13. Union Square Bloom and finale on May 28, 2022.**

Union Square Park has been bloomed along with the gates at Maiden Lane and the Grand Hyatt Hotel. There will be a celebration of the last day of Bloom on



Saturday, May 28<sup>th</sup>, as it overlaps with the Spring Saturday Music Series. Salsa music and dancing will occur and margaritas to celebrate this new yearly tradition.

**14. Discussion and action to approve amending lease with Flood Building for suite 580 to enable laundry service for staff and to approve related sublease with Block by Block.**

Since adding a laundry service for the ambassador's uniforms, the Alliance has reached capacity of their current space. We would like to expand and sublease suite 580 for these services. Discussion took place of providing photos of the space to the committee.

**Action:** The Committee unanimously approved amending the lease with the Flood Building for suite 580 to enable laundry service for staff and related sublease with Block by Block as motioned by Don Thomas and seconded by Corinna Luebbe.

**15. Discussion and action to approve contract with SF Holiday Lighting Company for lighting in district (to spend down grant from Chris Larsen for lighting district).**

Ben provided the committee with the contract with SF Holiday Lighting Company and to use the grant Chris Larsen has given the Foundation for this lighting project. The park and alleyways in the district will be lit with this grant, including maintenance of the lights and each project will be approved individually as they are approved by City or property owners.

**Action:** The Committee unanimously approved the contract with SF Holiday Lighting Company for lighting in district (to spend down grant from Chris Larsen for lighting district) as motioned by Manuela King and seconded by Wes Tyler.

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

**19. Upcoming meetings**

1. Annual Lunch, May 6, 2022, 10:30am-2:00pm
2. Board Meeting- May 26, 2022, 9am (Annual Meeting)
3. Next Executive meeting- June 23, 2022, at 9:00am

**Closed session started at 10:00am.**