



Public Affairs Committee

April 12, 2022 – 9:00 -10:30 a.m.
Hybrid, In person and via Zoom

MINUTES

In Attendance

Committee members: Don Thomas, Wes Tyler, Corinna Luebbe, Erik Murray, Russ Keil Jr., Kelly Powers, Stephen Brett, Spencer Sechler, Lauren Ellis, and Terry Lewis.

Staff: Marisa Rodriguez (Executive Director) and Melanie Medina (Intern).

Guests: Ken Rich (KJR Consulting)

1. Call to Order and Introductions

Marisa Rodriguez called the meeting to order at 9:05 a.m. Introductions were made.

2. Public Comment

Marisa called for public comment. Seeing none, she moved to the next agenda item.

3. Announcements

- Retail Summit Recap

Marisa gave a recap to the Retail Summit that took place on March 29th at the Westin St. Francis. There was positive feedback from the community.

- Annual Luncheon- May 6th

The Union Square Alliance will be hosting their annual luncheon on May 6th at the Westin St. Francis. Marisa announced The RealReal will be the presenting sponsor and encouraged everyone to attend.

- Powell Street Promenade

The Alliance met with the SFMTA in March to discuss funding for the promenade and other potential projects. A general obligation bond (GO Bond) is set to be released in a couple months that will determine funding for Powell Street. The SFMTA discussed cleaning services for the parking garages and potentially introducing valet parking. Discussion took place regarding cost effective options to valet parking. Powell Street is on the radar for Senators Feinstein and Padilla as a legacy project.

- Strategic Planning Updates



MIG and Streetsense came to the Alliance office to meet with the community and get a better understanding of Union Square. Next steps will be a retreat with the consultants and Board members that will take place in early May.

- SFPD Updates

Marisa informed the committee that a public safety committee hearing will take place on April 14th and encouraged everyone to call in or write a letter of support for allocating police resources and increasing police staffing levels.

4. **Action to Approve the March 8, 2022, Minutes**

Marisa directed the committee to the minutes of the last meeting and provided a summary.

Action: The Committee unanimously approved the March 8, 2022, minutes as motioned by Spencer Sechler and seconded by Russ Keil Jr.

5. **Update from Kelly Powers with the Hotel Council; Police budget, SF Crime Survey, and April 14th Public Safety Committee Hearing and action to approve writing a letter of support for the Public Safety Committee Hearing**

Kelly Powers, Associate Director of the Hotel Council, informed the committee the efforts the Hotel Council has been doing to address crime in San Francisco. She addressed the issue with reporting crime and how businesses are losing employees and workers due to high crime rates. Every district in San Francisco is experiencing an increase in crime which has caught the attention of the supervisors. The Hotel Council was able to launch a crime survey throughout SF to determine each District's main issues, with the support of the Union Square Alliance and other coalition partners. The results confirmed presumptions that crime and safety are the main priorities along with the lack of reporting crime. This led to advocating for more resources to make the communities feel safe such as an increase in police staffing and filling in those gaps with ambassadors from SF Travel and Urban Alchemy. There will be a Public Safety Committee Hearing on April 14th and she encouraged everyone to call in or write a letter of support stating the need to secure necessary resources to allow for the SFPD to increase staffing levels and recruit new officers, to keep residents, workers, and visitors safe.

Discussion took place about having a police appreciation event in at Union Square Park. The committee also agreed to have the Alliance remain anonymous with respect to support for certain advocacy efforts.



Action: The committee unanimously approved to write a letter of support for the Public Safety Committee Hearing as motioned by Russ Keil Jr. and seconded by Corrina Luebbe.

6. Other Legislative Updates

- Illegal Vending

There has not been a resolution for the illegal vending in Union Square. There is currently no legislation at the state level to push for the end or have repercussions to illegal street vending, making it difficult to stop it on a local level. Discussion took place regarding private solutions with business owners.

7. Adjournment and Next Meeting: May 10, 2022, 9:00am

Marisa adjourned the meeting at 10:15 a.m.