



Executive Committee

December 16, 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 President, Mark Purdy; 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, Marketing Chair, Mark Sullivan; Russell D. Keil, Jr., Audit Chair; and Manuela King, Streetscapes Chair, James Sangiacomo; Finance Chair, and Wes Tyler (immediate past president).

Staff and Guest Attendees: Marisa Rodriguez (Executive Director), Benjamin Horne (Deputy Director), 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 Julie Taylor and seconded Jim Sangiacomo.
- **Action:** The Committee unanimously approved the meeting minutes from October 28, 2021, as motioned by Mark Sullivan, and seconded by Julie Taylor.
- **Action:** The committee unanimously approved opening new bank accounts at City National Bank and approved signers on new accounts as motioned by Mark Purdy and seconded by Don Thomas.
- **Action:** The committee unanimously approved to purchase the gators (up to \$40,000 total) as motioned by Stephen Brett and seconded by Erik Murray.
- **Action:** The committee unanimously approved a letter of opposition for the 711 Post Street shelter as motioned by Stephen Brett and seconded by Don Thomas.
- **Action:** The committee unanimously approved a letter requesting removal of the Powell Street Promenade (after Marisa has discussion with MTA) as motioned by Jim Sangiacomo and seconded by Don Thomas.
- **Action:** The committee unanimously approved to additional draw from line of credit as motioned by Mark Purdy and seconded by Stephen Brett.

Meeting Notes by Agenda Topic

1. Call to Order and introductions

Marisa Rodriguez called the meeting to order at 9:02a.m.



2. **Public Comment**

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

3. **Action to approve motion for AB361 findings for teleconference meetings.**

To continue having virtual meetings, the Board (and Executive Committee) must approve findings to continue having virtual (or hybrid) meetings.

Action: The Committee unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Julie Taylor and seconded Jim Sangiacomo.

4. **Action to approve the minutes of the October 28, 2021, meeting**

Action: The Committee unanimously approved the meeting minutes from October 28, 2021, as motioned by Mark Sullivan, and seconded by Julie Taylor.

5. **Staffing Updates**

Chris Boss, Director of Services, will be leaving the Alliance at end of December. A discussion took place about possible candidates for the Director of Services role. Director of Marketing resumes are being reviewed and initial interviews will take place in early January. Another discussion took place about Diana Cavagnaro's role with the Alliance as the marketing consultant and possibility of retaining her.

6. **Discussion re banking services and action to approve opening new bank accounts at City National Bank and action to approve signers on new accounts.**

Ben highlighted to the Executive Committee issues that have occurred with Wells Fargo dating back to early 2021. Union Square relationship manager was moved out of state, in addition the transition to the new Executive Director has been very challenging (for PPP forgiveness and Line of Credit). Therefore, Union Square Alliance would like to switch from Wells Fargo over to City National Bank in the coming year. The organization will continue with the same signers as they are moved onto the new accounts. These signers include Marisa Rodriguez (Executive Director), Mark Purdy (Board President), Don Thomas (Vice President), Julie Taylor (Treasurer), and Corinna Luebbe (Secretary). Representatives from City National have been met with including Nicole Auyang, SVP, Regional Business Banking Manager; Audrey Cisneros, VP, Sr. Business Banking Relationship Manager; Krystle Clarke, VP, Sr. Branch Manager; Robert Mayberry, VP, Sr. Financial Advisor.



Action: The committee unanimously approved opening new bank accounts at City National Bank and approved signers on new accounts as motioned by Mark Purdy and seconded by Don Thomas.

7. Safety Summit and police staffing, next steps, and action to approve gator purchase.

Marisa gave a recap of the retail and services safety summit that took place on December 8, 2021. There is now a mobile command van stationed in front of Union Square Park on Geary Street. The goal is to maintain a police presence in the square past the holidays to continue providing safety for locals and tourists. The Alliance will be hosting an appreciation event on December 30th for the polices in the square; details are to come. Discussion took place about retailers reporting crime.

The Union Square Alliance would like to purchase and donate gators for the SFPD. They will be strictly for Union Square use only for quicker respond times and patrolling the area. A discussion took place about sustainable options and pricing.

Action: The committee unanimously approved to purchase the gators (up to \$40,000 total) as motioned by Stephen Brett and seconded by Erik Murray.

8. Discussion and possible action regarding homeless shelter at 711 Post Street.

Emily Cohen from the Department of Homelessness and Supportive Housing spoke to the Public Affairs committee about a proposed homeless shelter at 711 Post Street. The shelter will be run by Urban Alchemy who will provide services within the shelter and on the streets. It is proposed to open in February 2022. A discussion took place regarding the Alliance's stance of the shelter and possibly writing a letter of opposition.

Action: The committee unanimously approved a letter of opposition for the 711 Post Street shelter as motioned by Stephen Brett and seconded by Don Thomas.

9. Discussion regarding Powell Street promenade and requesting removal and action to move forward with the letter.

Ben has drafted up a letter to Jeffrey Tumlin, the director of SFMTA, asking for the Powell Street promenade to be either replaced or removed. Marisa will follow up with Jeff before the letter goes out and discuss with him the status of the Powell Street Improvement Project (and funding shortfall).

Action: The committee unanimously approved to move forward with the letter as motioned by Jim Sangiacomo and seconded by Don Thomas.



10. Cash flow update and action to approve additional draw from line of credit.

The Board of Directors had approved to draw the line of credit to \$500,000 in November 2021. The Alliance will need to draw another \$500,000 to pay bills before the end of the year (if the assessment comes in late in December or early January). Once the assessment comes in, the Alliance will pay off the line of credit; it is expected to come in at the end of December.

Action: The committee unanimously approved to additional draw from line of credit as motioned by Mark Purdy and seconded by Stephen Brett.

CLOSED SESSION (See Closed Session Minutes)

13. Upcoming meetings

1. Board Meeting (including review of Mid-Year report) – January 27, 2022, 9am
2. Next Executive Committee Meeting – February 24, 2022, at 9:00am

Closed session started at 10:00am.