



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

August 26, 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, Wes Tyler; Board Treasurer, Julie Taylor; Services and Public Safety Chair; Donald Thomas; Board Secretary, Mark Purdy; Public Affairs Chair, Erik Murray; Finance Chair, James Sangiacomo; Marketing Chair, Mark Sullivan;

Staff and Guest Attendees: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), Eva Schouten (Volunteer), Melanie Medina (Intern), Beau Simon (legal counsel), and Stephen Brett

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 meeting minutes (including closed minutes) June 24, 2021, as motioned by Julie Taylor, and seconded by Mark Purdy.
- **Action:** The committee unanimously approved the contract with SF Holiday Lighting for Union Square palm trees, Maiden Lane and Powell Street (1st block). Motioned by Mark Purdy, and seconded by Mark Sullivan.

Meeting Notes by Agenda Topic

1. Call to Order and introductions

Karin Flood called the meeting to order at 9:05am and introduced Melanie Medina the new Intern for the Union Square Alliance

2. Public Comment

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

3. Action to approve the minutes of the June 24, 2021, meeting

Karin summarized the action items which were taken during the previous meeting and directed members to the minutes and closed minutes that were sent out ahead of the meeting.

Action: The Committee unanimously approved the meeting minutes (including closed minutes) from June 24, 2021, as motioned by Julie Taylor, and seconded by Mark Purdy.

4. Rebranding Update

Ben discussed the rebranding updates. The organizations name has been changed to Union Square Alliance and the new logo has been placed where appropriate. In the public realm the

banners and Bigbelly wraps have been replaced. The remaining projects are the Clean and Safe team uniforms and vehicles and the creation of a new website.

5. Discussion and action to approve contract with SF Holiday Lighting

Ben debriefed the budget for the holiday lighting and décor. A discussion about the sustainability aspect of the holiday lighting and future possible sustainable actions occurred.

Action: The committee unanimously approved the contract for SF Holiday lighting as motioned by Mark Purdy and seconded by Mark Sullivan.

6. Discussion and action to approve contract with LAZ for services to Union Square Park and to approve revised agreement with Block by Block for Park services.

The 1-year contract with LAZ for services expires in September 2021. Ben and Karin are in discussion with LAZ and Rec & Park for new terms. An agreement has not been made therefore no action will take place at this time.

CLOSED SESSION (See Closed Session Minutes)

7. Upcoming meetings

1. Board Meeting/Year in Review Meeting – September 23, 2021, July 22, 2021, at 9:00am
2. Next Executive Committee Meeting – October 21, 2021, at 9:00am

Closed session started at 09:30am.