



Executive Committee

February 24, 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, 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 Russ Keil Jr. and second by Mark Sullivan.
Action: The Committee unanimously approved the meeting minutes from December 16, 2021, minutes as motioned by Don Thomas and second by Julie Taylor.
- **Action:** The committee unanimously approved the revised contract with MIG and Streetsense as motioned by Mark Sullivan and seconded by Stephen Brett
- **Action:** The committee unanimously approved the grant from City for Bigbellys and additional Hallidie Plaza expenses of \$117,000 (\$50K Bigbelly, \$67K Hallidie) as motioned by Russ Keil Jr. and second by Jim Sangiacomo.
- **Action:** The committee unanimously approved the contract with SF Holiday Lighting Company for purchasing lights and installing year-round tree lights as motioned by Stephen Brett and seconded by Mark Sullivan.

Meeting Notes by Agenda Topic

1. Call to Order and Introductions

Marisa Rodriguez called the meeting to order at 9:03a.m.

2. Public Comment

Marisa called for public comment. Ben Horne announced that the second PPP loan has been forgiven.



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. Members reviewed the resolution.

Action: The Committee unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Russ Keil Jr. and second by Mark Sullivan.

4. Action to approve the minutes of the December 16, 2021, meeting

Action: The Committee unanimously approved the meeting minutes from December 16, 2021, minutes as motioned by Don Thomas and second by Julie Taylor.

5. Staffing Updates

Stacy Jedd will be the new Director of Marketing and Events. She will work part time starting March 7th and will transition to full time on March 14th. The Director of Services interviews continue, and the Alliance would like to have a final decision in March. Discussion took place about future hires to help with events at Union Square Park. Members also expressed their gratitude for Dianna Cavagnaro for her work during the transition and support of our events.

6. Retail Summit Save the Date- March 29th

Marisa informed the committee the next retail summit will be held on March 29th. This summit will be focused around how to bring retail back and keep it in Union Square. Guest speakers will include the Mayor, Police Chief, retailers and brokers. Location and time are TBD.

7. Strategic Planning update and action to approve revised contract with MIG (and Streetsense).

The Alliance has received two proposals that they really liked for the strategic planning project: one from MIG and the other from Streetsense. Ben spoke to both firms about the possibility of combining the two proposals and they agreed to do so. MIG will lead and Streetsense will be a subconsultant. MIG will facilitate the retreat, manage the overall project and write the plan. Streetsense will focus on the real estate environment and analysis. The total cost is slightly more than their individual proposals due to some overlap of services. Discussion took place regarding data collection, a broker committee, and a possible change to the management plan for the organization.

Action: The committee unanimously approved the revised contract with MIG and Streetsense as motioned by Mark Sullivan and seconded by Stephen Brett.



8. Review and discussion and action to approve grant from City for Bigbellys and additional Hallidie Plaza expenses of \$117,000 (\$50K Bigbelly, \$67K Hallidie).

Ben announced the city has proposed a \$50K grant for additional BigBellys along with \$67K for Hallidie Plaza. The Hallidie plaza grant will go towards the feasibility study of a food market in partnership with Urban Space. An architect and engineer are being hired to start the process.

Action: The committee unanimously approved the grant from City for Bigbellys and additional Hallidie Plaza expenses of \$117,000 (\$50K Bigbelly, \$67K Hallidie) as motioned by Russ Keil Jr. and second by Jim Sangiacomo.

9. Annual Lunch May 6, 2022, and review of sponsorship levels

The annual lunch will be held on May 6, 2022, at the Westin St. Francis. Ben presented the sponsorship levels which will be similar to the sponsorship levels at the Holiday Luncheon. Discussion took place about potential presenting sponsors.

10. Discussion and action to approve the contract with SF Holiday Lighting Company for purchasing lights and installing year-round tree lights.

The contract with SF Holiday Lighting has been renegotiated to be extended to have lighting year-round along Powell Street and at Union Square Park. Discussion took place about enhancing the holiday season.

Action: The committee unanimously approved the contract with SF Holiday Lighting Company for purchasing lights and installing year-round tree lights as motioned by Stephen Brett and seconded by Mark Sullivan.

11. Discussion regarding application for \$850,000 OEWD grant to activate Union Square Park.

The Alliance applied for the SF Live Grant that would be used toward activating Union Square Park with live music performances from local artists. Discussion took place involving partnerships with other organizations who applied for the grant.

CLOSED SESSION (See Closed Session Minutes)

15. Upcoming meetings

1. Tulip Day Union Square Park, March 5, 2022, at 12:00 noon
2. Board Meeting- March 24, 2022, 9am
3. Next Executive Committee Meeting – April 28, 2022, at 9:00am



4. Annual Lunch, May 6, 2022, 10:30am-2:00pm

Closed session started at 10:00am.