



Board of Directors Bi-Monthly Meeting

January 27, 2022 – 9:00 -11:00 am
Telecommunications meeting via Zoom

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on January 27, 2022 through the virtual communication system Zoom and in person.

PUBLIC NOTICE of the meeting was posted at the Main Library and on the Alliance's website; notice and documents were sent to Board members via email and were available upon request. Following is a record of those in attendance and the meeting minutes by agenda topic.

In attendance

The following directors and advisory committee chairs were in attendance: Cammy Blackstone, Stephen Brett, Jordan Buckley, J. Timothy Falvey, Shirley Howard-Johnson, Manuela King (Streetscapes and Public Realm Committee Chair), David Lewin, Corinna Luebbe (Secretary), Marcus Mirt, Maxine Papadakis, Kelly Powers, Mark Purdy (President), James Sangiacomo (Finance Chair), Mark Sullivan (Marketing Committee Chair), Don Thomas (Services Committee Chair and Vice President), Erik Murray (Public Affairs Chair), Jason Dyer, Wes Tyler, Mike Petricca, Terry Lewis, Evan Kaizer, Julie Taylor, and Russ D. Keil Jr.

The following staff and contract service providers were in attendance: Marisa Rodriguez, Benjamin W. Horne, Zarrina Yousufzai, Eva Schouten, Melanie Medina, Karen Gagarin, Joshua Chan, Dianna Cavagnaro (consultant), Alfonso Navarro Jr. (Block by Block), and Beau Simon (legal counsel).

Guests: Deputy Chief David Lazar (SFPD), Chris Corgas (OEWD), Mimi Tam (OEWD), Bonnie Jean von Krogh (SFMTA), and Joel Ramos (SFMTA)

Summary of Actions Taken by the Board of Directors

On January 27, 2022, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by Julie Taylor.
- **Action:** The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from December 2021 as motioned by J. Timothy Falvey and seconded by Don Thomas.
- **Action:** The Board unanimously approved the November 18, 2021, minutes as motioned by Mark Sullivan and seconded by Shirley Howard Johnson
- **Action:** The Board unanimously approved the Board's regular meeting schedule for 2022 as motioned by Mark Purdy and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved to support the GO Bond as motioned by Evan Kaizer and seconded by Tim Falvey.
- **Action:** The Board unanimously approved to support the ACT EDA grant proposal as motioned by Jim Sangiacomo and seconded by Kelly Powers.



- **Action:** The Board unanimously approved the management fee and Board members as motioned by Mike Petricca and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved the mid-year report as motioned by Don Thomas and seconded by Tim Falvey.
- **Action:** The Board unanimously approved hiring of strategic planning consultants as motioned by Kelly Powers and seconded by Corinna Luebbe.
- **Action:** The Board unanimously approved the grant from the City of San Francisco of \$45,000 as motioned by Don Thomas and seconded by Evan Kaizer.
- **Action:** The Board unanimously approved the amended agreement with Block by Block as motioned by Mark Sullivan and seconded by Marcus Mirt.
- **Action:** The Board unanimously approved the amended agreement with AVS for security camera installations (to spend down new grant) as motioned by Don Thomas and seconded by Julie Taylor.
- **Action:** The Board unanimously approved to the amended consulting contract with Dianna Cavagnaro as motioned by Kelly Powers and seconded by Tim Falvey.
- **Action:** The Board unanimously approved to keep holiday lights up year-round as motioned by Cammy Blackstone and seconded by Corinna Luebbe.
- **Action:** The Board unanimously approved the unaudited financial reports at 12/31/21 as motioned by Tim Falvey and seconded by Don Thomas.
- **Action:** The Board unanimously approved the budget modifications for Jan-June 2022 as motioned by Julie Taylor and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved RFP document for CPA firm as motioned by Don Thomas and seconded by Kelly Powers.

Meeting Notes by Agenda Topic

The following notes supplement the actions taken by the Board and provide further information on agenda topics where no action was requested or taken.

1. Call to Order, roll call, and welcome
Observing a quorum present, Marisa Rodriguez, called the meeting to order at 9:05 a.m. Introductions made, and roll call taken.
2. Call for Public Comment
Marisa Rodriguez called for public comment. Seeing none, she moved onto the next item.
3. Action to approve motion for AB361 findings for teleconference meetings
Ben Horne explained the AB361 findings for teleconference meetings that state specific requirements for public agencies to hold virtual meetings during a state of emergency while following the Brown Act. The Alliance will only hold virtual (or hybrid) meetings until further notice.

Action: The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by Julie Taylor. No public comment was received prior to this action.

4. Executive Director's report
 - Staffing Update
The Director of Marketing and Events position will be filled within the coming weeks. Resumes have been sent for the Director of Services role and are being reviewed to determine the top 10.



- Mayor's State of Emergency for Tenderloin
Deputy Chief Lazar spoke on this topic.
- Holiday recap and police presence
Deputy Chief Lazar spoke on this topic.
- Message from Deputy Chief Lazar
Deputy Chief Lazar introduced himself to the Board. He was the Captain at the Central Station but is now Deputy Chief of San Francisco. There has been an overall staffing shortage at all police departments which has resulted in less footprint of police downtown. Additional police presence will continue from the hours of 10am-7pm along with an overnight shift. The command van will remain at Union Square Park. The main goal is for the police to be out, visible, and engaging, which has led to crime decreasing by 80% in December. There will also no longer be street closures at night unless for special events such as the 49ers game on Sunday. Chief Lazar then updated the Board regarding the Tenderloin initiative and supplemental budget request and its need of support.
- Executive Committee met on December 16, 2021, and approved
Marisa reviewed the Executive Committee's action items and gave brief summaries.
 - Opening bank accounts with City National Bank
 - Gator purchase approved for SFPD
 - Letter of opposition for 711 Post Street shelter
 - Additional draw online of credit up to \$500K (if needed).**CLOSED SESSION**
 - Extended Social Media Coordinator term until June 2022
 - Compensation adjustments for 2022 and bonuses for 2021.

Action to accept the Executive Director's report including ratifying the Executive Committee actions from December 2021.

Action: The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from December 2021 as motioned by J. Timothy Falvey and seconded by Don Thomas. No public comment was received prior to this action.

5. **Action to approve prior meeting minutes of November 18, 2021**

Action: The Board unanimously approved the November 18, 2021, minutes as motioned by Mark Sullivan and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

6. **Action to approve Board's regular meeting schedule for 2022.**

Bi-monthly from 9:00am to 11:00am on the 4th Thursday (except November) (March 24, May 26*, July 28, September 22*, November 17- *Annual Meetings). Discussion of potentially changing the date in March due to a three-day weekend.

Action: The Board unanimously approved the Board's regular meeting schedule for 2022 as motioned by Mark Purdy and seconded by Cammy Blackstone. No public comment was received prior to this action.



7. Presentation from Bonnie Jean von Krough, MTA Public Relations Officer re ad possible **action** to approve support for GO Bond.

Bonnie Jean von Krough, a public relations officer with SFMTA spoke to the Board regarding the General Obligation (GO) bond that could be used for the Powell Street improvement project. The GO bond is a \$400 million bond that is part of the city's capital program that is distributed among different city projects. The bond overall is for funding for improvements and civil improvement of city projects. The Powell Street Improvement project qualifies as one of these projects. Bonnie reassured the Board that the promenade project is at the top of the priority list for the SFMTA. Discussion took place regarding the status of the Powell Street Improvement Project with the city.

Action: The Board unanimously approved to support the GO Bond as motioned by Evan Kaizer and seconded by Tim Falvey. No public comment was received prior to this action.

8. Discussion and **action** to support ACT EDA grant proposal

Marisa explained to the Board that the Director of the American Conservatory Theater (ACT) would like the support of the Alliance for the EDA grant proposal and members reviewed the draft letter of support.

Action: The Board unanimously approved to support the ACT EDA grant proposal as motioned by Jim Sangiacomo and seconded by Kelly Powers. No public comment was received prior to this action.

9. Union Square Foundation discussion and **action** approval of management fee and Board members

Ben informed the Board that the administrative fees had been waived while fundraising and activity was down due to the pandemic. However, the fee will now officially be fully reinstated.

Action: The Board unanimously approved the management fee and Board members as motioned by Mike Petricca and seconded by Cammy Blackstone. No public comment was received prior to this action.

10. Review of Mid- Year Report and **action** to approve report

Ben and Marisa went through the mid-year report draft to get approval and have it sent to the City (as it is due by January 31 as part of the City contract).

Action: The Board unanimously approved the mid-year report as motioned by Don Thomas and seconded by Tim Falvey. No public comment was received prior to this action.

11. Review of strategic planning proposals and **action** to approve hiring of strategic planning consultants.

Ben and Marisa have narrowed down to three firms for the strategic planning process. No final decision has been made. Discussion took place about potentially merging two of the firms but the firms would need to agree to the partnership.

Action: The Board unanimously approved hiring of strategic planning consultants (up to \$150,000) as motioned by Kelly Powers and seconded by Corinna Luebbe. No public comment was received prior to this action.

a. **Services & Public Safety – Don Thomas**

• Operation Report for November and December 2021

Alfonso Navarro summarized the November and December operations report 2021. He thanked the Board and Alliance for showing appreciation towards the ambassadors. He also highlighted the positive impact of the high police presence in the square. During these two months, service



requests had increased because of a higher pedestrian count in the district. There will be additional training for ambassadors for unhoused individuals as result of state of emergency in the Tenderloin.

- Discussion and **action** to approve grant from City of San Francisco of \$45,000
The city has offered to give the Alliance a grant for \$45,000 for additional Big Bellies in the district. This will allow five new big bellies along with the maintenance.

Action: The Board unanimously approved the grant from the City of San Francisco of \$45,000 as motioned by Don Thomas and seconded by Evan Kaizer. No public comment was received prior to this action.

- Discussion and **action** to approve amended agreement with Block by Block
Ben recused Alfonso from this portion of the meeting due to his relationship with Block by Block. Ben then continued and discuss possibilities to retain and attract more staff to work for Block by Block. The Alliance would like to amend our agreement with Block by Block with these new opportunities (increased wages and providing laundry services to clean uniforms) to stabilize the workforce. The overall contract cost stays the same and we will use banked hours to retain staffing levels.

Action: The Board unanimously approved the amended agreement with Block by Block as motioned by Mark Sullivan and seconded by Marcus Mirt. No public comment was received prior to this action.

- Security camera updates and **action** to approve amended agreement with AVS for security camera installations (to spend with new grant)
The Union Square Alliance received a \$500,000 grant from Chris Larson to provide more security cameras throughout the district in December. The Alliance would like to cover the Market Street corridor, Bush and Grant, and the north side of Union Square Park. We will need to do outreach to the businesses in those areas to get their permission to add the cameras.

Action: The Board unanimously approved the amended agreement with AVS for security camera installations (to spend with new grant) as motioned by Don Thomas and seconded by Julie Taylor. No public comment was received prior to this action.

b. Marketing & Communications – Mark Sullivan

- Discussion and **action** to approve amended consulting contract
Mark Sullivan asked the Board to extend Dianna Cavagnaro’s consulting contract until the end of March. She has been the Alliance’s marketing consultant while we are in the process of hiring a Director of Marketing and Events.

Action: The Board unanimously approved to the amended consulting contract as motioned by Kelly Powers and seconded by Tim Falvey. No public comment was received prior to this action.

- PR and social media updates



The months of November and December were all focused on the holidays including Macy's great tree, the menorah, the ice rink, Westfield's upside-down Christmas tree, and many more. The follower count on Instagram has increased to over 6,000 followers.

- Rebranding updates and website
The ambassadors have brand new bright blue uniforms, the vehicles have been wrapped, which concludes phase three of the rebranding process. There are a few remaining pieces of equipment and security uniforms to brand. Phase four is the website refresh that is expected to be completed in July.
- Annual Luncheon date
The next annual luncheon will be on May 6th at the Westin St. Francis. More details to come.
- Valentine's Day and Chinese New Year Parade
There will be activation in Maiden Lane for Valentine's Day including live painting, music, and décor. The Chinese New Year parade will continue to happen on 2/19. Union Square Park will be closed off to the public as a firework show is put on.
- Spring Events
Saturday live music will return in the Spring along with the return of the hearts. A tulip festival is set to be on March 5 and St. Patrick's Day is TBD.

c. Streetscapes & Public Realm – Manuela King

- MTA updates regarding Powell Street and other matters
Manuela informed the Board of the status of the Powell Street promenade. There was a meeting with Tom Maguire from the SFMTA and he assured us that the promenade project is on their radar and is a priority.
- Holiday lights and **action** to approve keeping lights up year-round
Discussion took place of having lighting year-round in Union Square Park and other parts of the district. By lighting up the square, we want to have a sense of safety and visibility during the night.

Action: The Board unanimously approved to keep lights up year-round as motioned by Cammy Blackstone and seconded by Corinna Luebbe. No public comment was received prior to this action.

- Hallidie improvements and updates
There has been discussion of the possibility of having a food market in Hallidie plaza. The city has provided a grant that will fund a feasibility study. An architect and engineer will do a site visit at the plaza and determine the possibility.

d. Finance & Audit – Jim Sangiacomo

- **Action** to approve Unaudited Financial Report at 12/31/21
Ben summarized the unaudited financial reports at 12/31/21. The Union Square Alliance has a surplus of \$397K, which outperformed budget, for the fiscal year as the first assessment payment of FY21-22 was received in December. The payment was \$3.6K including the second payments. The assessment and core operations have a \$472K surplus through December and had a positive spending variance due to clean and safe and other expenses being less than budgeted. There was



a negative revenue variance due to the PPP loan which is still in the process of being forgiven. The USBID assessment operation expenses were near management plan levels with 68% on clean & safe (including security cameras), 14% on marketing and 18% on admin. The forecast of the fiscal year is a total deficit of \$230K. Net assets are at \$2.622mi and the cash balance was \$2.93min.

Action: The Board unanimously approved the unaudited financial reports at 12/31/21 as motioned by Tim Falvey and seconded by Don Thomas. No public comment was received prior to this action.

- **Action to approve budget modifications for Jan-June 2022**

Ben gave a summary of the budget modifications that were made for Jan-June 2022. The modifications include new activations in the square, and streetscapes and marketing projects to further enhance Union Square and the strategic planning project.

Action: The Board unanimously approved the budget modifications for Jan-June 2022 as motioned by Julie Taylor and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

- **Action to approve RFP document for CPA firm**

Marcum has done the organization's audits in the past. However, we would like to look for a new CPA firm who specializes in nonprofits at a more affordable rate. The Alliance would like to begin the RFP process and would ideally like to make a selection by March.

Action: The Board unanimously approved RFP document for CPA firm as motioned by Don Thomas and seconded by Kelly Powers. No public comment was received prior to this action.

e. Public Affairs & Advocacy – Erik Murray and Stephen Brett

- **Safety Summit recap and next meeting**

Erik Murray provided a recap of the safety summit that took place in November. A second summit will take place in March; date and time are TBD.

- **Hotel Council crime survey update**

The crime survey that the Alliance financially supported for Hotel Council as presented by Kelly Powers in November has been solidified. Results are expected to come in around March.

- **711 Post Street shelter update**

The Alliance wrote a letter of opposition for the 711 Post shelter. The community felt the project advancing too quickly without feedback. The project has now been postponed due to push back from the community.

- **Parking Validation program**

Neal Schlosser from Laz Parking spoke to the PAC committee in January regarding a parking validation program for retailers. There are two options, chaser tickets and off-line validator. If any retailers are interested contact Neal at nshlosser@lazparking.com.

12. Announcements & New Business

- Next Executive Committee Meeting February 24, 2022- 9a.m.



- Next Board Meeting March 24, 2022- 9a.m.

13. Adjournment - The meeting was adjourned at 11:45am