



## Finance & Audit Advisory Committee

March 17, 2022 – 9:00 -10:30 am  
Hybrid meeting  
In-person (291 Geary St, #200) and Virtual Communication System Zoom

### MINUTES

#### In attendance

Committee Members: Russell D. Keil Jr., Mark Purdy, Paul Sandberg, and Stephen Brett.

Guests: Bryant Dawson (Wells Fargo) (new Committee Member), and Debbie Upland (BPIA).

Staff and contract service providers: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Zarrina Yousufzai (Senior Administrative Coordinator), Melanie Medina (Intern).

#### 1. Call to Order and Introductions

Ben Horne called the meeting to order at 9:03am. A quorum was not present for the meeting, so no actions were undertaken.

#### 2. Public Comment

Ben called for public comments. He then introduced Bryant Dawson, a Financial Advisor with Wells Fargo who is interested in joining the Committee.

#### 3. Action to approve the January 20, 2022, minutes.

Ben summarized the action items taken during the last meeting and members reviewed minutes that were previously sent out.

**Action:** The committee could not approve since no quorum present.

#### 4. Since we last met & updates

##### - Staffing and Hiring Update

The Alliance has hired Stacy Jed as the new Director of Marketing and Events. Marisa gave a brief background on her work history. As for the Director of Services position, Lance Goree has been hired and will begin in early April.

##### - PPP update and Banking

The PPP has been forgiven. This will be in the books as income starting in April 2022. The account has been opened with City National Bank. The next payment of assessments will be done through CNB.

##### - Strategic Planning

The Alliance will be moving forward with two consulting firms: MIG and Streetsense. MIG will be the main consultant and Streetsense will be a subconsultant. They have been



invited to the next Board meeting to discuss the timeline of the strategic plan. He kickoff call is on Tuesday, March 22<sup>nd</sup>.

- Fundraising and Foundation updates

Marisa updated the committee on the safety status in Union Square. Chirs Larson is generously funding a lighting project that will light all alleys in the district. Discussion took place about publicly giving Chris Larson credit for his contributions to the Alliance over the years. Marisa reminded everyone of the upcoming Retail Summit on March 29<sup>th</sup>, 10AM at the Westin St. Francis.

**5. Annual insurance renewals and overview of policies. (Debbie Upland from BPIA)**

Debbie Upland from BPIA updated the committee on the insurance renewals and overview of the policies. There has been a large increase due to an increase in the industry's cyber losses. Discussion took place about cyber security. Debbie went over a summary report of the policies and members asked questions.

**6. Review proposals and discussion and action to recommend CPA firm.**

Ben gave an overview of the proposals and costs of four CPA firms: Marcum, Perotti & Carrade, BPM, and Armanino. Discussion took place regarding the difference in prices between the firms. One local firm, Perotti was very competitive. Ben will check references of the firm.

**Action:** No action was taken during this time as no quorum was present.

**7. Action to accept the Unaudited Financial Reports of February 2022, for recommendation to the Board of Directors.**

Ben gave a summary of the unaudited financial reports of February 2022. The Union Square Alliance has a deficit of \$494K (due to spend down of the assessments received in Dec) which outperformed budget by \$703K overall. The assessments and core operations are outperforming budget by \$706K due to expenses being well under budget for both clean and safe and marketing. The assessment clean and safe operations had a positive spending variance of \$306K and marketing/public realm had a positive variance of \$195K. Less funds were spent in other categories such as Hallidie Plaza and Union Square Park by \$96K (still going). The USBID assessment operations report expenses were near management plan levels with 70% on clean & safe, 14% on marketing, and 16% on admin. The forecast for the fiscal year is a total deficit of \$2K (break event). The approved budget was \$284K deficit with the goal to breakeven for the fiscal year. Net assets are at \$1.7 mil and cash balance was \$1.88mil at 2/28/22. The second assessment payment is expected in April 2022.

**Action:** No action was taken during this time as no quorum was present.

**8. Next meetings & events**



- Board Meeting: March 24, 2022, at 9:00am
- Retail Summit March 29, 2022, at 10am (Westin St. Francis)
- Executive Committee: April 28, 2022, at 9:00am
- Annual Lunch, May 6, 2022, 10:30am-2:00pm (Westin St. Francis)
- Finance and Audit Committee: May 19, 2022, at 9:00am

## **9. Adjournment**

Meeting adjourned at 10:15