



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Board of Directors Bi-Monthly Meeting and Annual Meeting

November 19, 2020 – 9:00 -11:00 am
Virtual Communication via Zoom

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Business Improvement District (USBID) was held at 9:00am on November 19, 2020 through the virtual communication system Zoom.

PUBLIC NOTICE of the meeting was posted at the Main Library and on the USBID's website; notice and documents were sent to Board members via email. 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, Jordan Buckley, Matthew Coleman (Marketing Committee Chair), Shirley Howard-Johnson, Evan J. Kaizer, Russell D. Keil, Manuela King (Streetscapes and Public Realm Committee Chair), David Lewin, Corinna Luebbe (Public Affairs Committee Chair), Marcus Mirt, Maxine Papadakis, Mike Petricca, Mark Purdy, Jim Sangiacomo (Finance Committee Chair), Julie Taylor (Treasurer), Don Thomas (Services Committee Chair), and Wes Tyler (President).

The following staff and contract service providers were in attendance: Karin Flood, Benjamin W. Horne, Chris Boss, Joshua Chan, Zarrina Yousufzai, Eva Schouten, Beau Simon (Cooper, White and Cooper), Richard Mongarro (Block by Block) and Karl Bijan (Block by Block).

Summary of Actions Taken by the Board of Directors

On November 19, 2020, with no public comment received, the Board of Directors took the following actions:

- **Action:** The Board unanimously accepted the Executive Director's report including the Executive Committee actions from October 2020 as motioned by Mike Petricca and seconded by Matthew Coleman.
- **Action:** The Board unanimously approved the Board minutes from September 24, 2020 as motioned by Donald Thomas and seconded by Julie Taylor.
- **Action:** The Board unanimously approved to extend closure of Ellis Street as motioned by Wes Tyler and seconded by Matthew Coleman.
- **Action:** The Board unanimously approved the 990 as motioned Mark Purdy and seconded by Donald Thomas. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the Unaudited Financial Report at 10/31/2020 and to draw on the line of credit in November 2020 as motioned by Russell d. Keil Jr. and seconded by Evan Kaizer.

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 - Observing a quorum present, Wes Tyler, called the meeting to order at 9:02am. Introductions were made.
2. Call for Public Comment – Karin Flood called for public comment. Seeing none, she moved onto the next item.
3. Executive Director’s Report- The following updates were provided:
 - a. **Personnel update**

Ben updated the Board that the finalist for the Director of Marketing and Events position has been chosen by the team (see closed session).
 - b. **District opening status**

Karin updated the Board that there many stores boarded up due to the election and possible civil unrest. Stores are still open! However, due to the increase of COVID cases, the City has restricted allowed activities. Indoor dining is closed again, and non-essential offices are no longer allowed to be open.
 - c. **Holiday Moratorium Program**

The Holiday Moratorium is in effect starting on Thanksgiving. This calls for a pause of any construction in the public right of way after Thanksgiving to January 1 (unless waiver is received). The USBID has shared concern regarding construction projects in the district many of which did not request or receive a waiver. For instance, Ellis Street will be closed Saturdays and Sundays for activation until June 2021 and the construction during the Holiday Moratorium would be a burden (see 5 – c - 2).
 - d. **SFPD Ambassador Program**

The SFPD Ambassador program was launched last week. There will be a press conference this morning down at the Cable Car Turn Around for an official announcement. Nine retired San Francisco Police Officers will be out Wednesday – Sunday from 11:00am – 9:00pm patrolling the district and providing hospitality services and requesting police assistance as needed for criminal activity.
 - e. **Executive committee met on October 22 and approved**
 - Lease for 291 Geary Street

The lease for 291 Geary Street has been finalized. The targeted move date is set for February 1, 2021.
 - David Perry Contract (Sep-Dec 2020)

A temporary contract has been signed with David Perry from September to December of 2020 to help with marketing and PR in the absence of a Marketing Director.
 - Holiday light projection contract with Christmas Light Pro

Starting 11/24 until the beginning of the new year, snowflakes will be projected on all the buildings surrounding Union Square Park. They will be installed on Monday, November 23.
 - Contract with Block by block for Union Square Park services

An additional sub-contract with Block by Block has been drafted and signed to provide services to the Union Square Park (per the terms of the LAZ Parking Services Agreement).
 - Support of Cookies cannabis retailer at 468 Geary

A letter of support for Cookies cannabis store at 468 Geary Street has been drafted.
 - Hiring of member services team – 4FTE (in-house) effective 12/1

The Member Services will be moved in-house. (see 5 - a - 3)

Action: The Board unanimously accepted the Executive Director's report including the Executive Committee actions from October 2020 as motioned by Mike Petricca and seconded by Matthew Coleman. No public comment was received prior to this action.

4. **Action to approve prior meeting minutes of September 24, 2020**

Ben summarized the action items taken during the prior meeting.

Action: The Board unanimously approved the Board minutes from September 24, 2020 as motioned by Donald Thomas and seconded by Julie Taylor. No public comment was received prior to this action.

5. **To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:**

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

• **Operations reports for Sep & Oct 2020**

Karl summarized highlights of the Sep and Oct 2020 reports. A new overnight supervisor has been hired, Taurean Patterson. Karl summarized the statistics of the trash, graffiti, and quality of life incidences as well as special projects such as support for Ellis Slow Street, the Art Walk Event, Great Food Truck Race filming, handing out KN-95 masks to visitors, district painting projects and Union Square Park services including setting out tables and chairs. The reports can be found on visitunionsquaresf.com.

• **Block by Block management and oversight improvement plan**

Richard Mongarro introduced himself, the regional manager of Block by Block. In Sep and Oct 2020 there has been an increase in oversight of the programs across the country due to COVID. Upper management of Block by Block visited the district unannounced and have made the Union Square account a main location to focus on. They will continue to have oversight over all the different programs and staff and reports shared with the USBID plans for improvements and quality control.

• **District 360 and member services in house plan**

Chris informed the Board that Member Services will be moved in-house officially as of January 1. There were 60 applicants which have been narrowed down to ten. They are currently in the process to hire the final 4. They will be trained in December and start January 1st. Additionally, there will be a new app (District360) integrated with the current Salesforce system for all the reporting and replace the Block by Block Smart system. The app is currently being tested as well as the member services user interface.

• **Union Square Cares**

Miracles messages started a new program, Miracle Friends, where they connect volunteers via phone with people experiencing homelessness. There will be an event on 11/23 to launch the partnership and program, teach attendees more about the program and the BID's support of this program and requesting volunteers to help connect with some of the new (temporary) residents of Union Square housed in the area hotels.

b. **Marketing & Communications – Ben Horne**

• **Social media and website updates (D. Perry)**

David Perry updated the board that there was a press conference yesterday evening at 6:00pm to light the Macy's Tree and this morning at 11:00am to launch the SFPD ambassador program. A campaign started for social media (with different themes for different days) to create more

regular and consistent posts. A request was shared with members and stakeholders to follow our social media links and to send over any material for the themed days that we can help promote. Lastly, David and his staff have been monitoring the news regarding civil unrest and responded when necessary and will continue to monitor.

- Holiday activations and member events and press release

A news release will be published about Holiday events in Union Square. A request was made to Members and Stakeholders to share any events or activation that will take place over the Holidays to be included in this press release.

- Rebranding update

Ben updated the board that J2 has almost completed the first phase of the rebranding process; Discovery. The final step is to complete a visitor survey which has been shared with the public. Once this is concluded the information will be shared with the USBID staff and the new Director of Marketing and Events who will take over management of the project in Dec/Jan.

c. Streetscapes & Public Realm – Karin Flood

- Holiday Lighting and decor

The palm trees at Union Square Park, Maiden Lane and Powell Street trees have been lit up. Macy's tree has been installed and giant ornaments have been placed along the Powell Promenade. Hallidie Plaza also has placed some decorations by Public Works. In addition, as mentioned previously the snow flake projection around Union Square Park will happen nightly starting next week.

- Action to extend closure of Ellis Street and to add Saturdays effective 11/15

Together with John's Grill, the USBID received a permit to close Ellis Street between Powell and Stockton on Sundays through the Slow Streets Program. There have been several events since the closure which includes the SMUIN Ballet, a fashion show, music provided by John's grill and an ice cream stand courtesy of Glazier. A new application has been sent and approved to close this street for Saturdays and Sundays until June 2021. A few events have been organized for the future as well.

Action: The Board unanimously approved to extend closure of Ellis Street as motioned by Wes Tyler and seconded by Matthew Coleman.

- Powell Street Updates

Karin updated members that the new furniture for Powell Street Improvement Project was presented during the last Streetscapes Committee meeting. The furniture will be easy to clean and are unable to be used for sleeping. There will also be leaning rails at the cable cars for people to lean against and to separate the people in line from other foot traffic. The city will be responsible any repairs the furniture and the USBID will maintain them and maintain the landscaping (planters).

d. Finance & Audit – Jim Sangiacomo

- Review and action to approve audit for 990

Ben summarized the 990 provided by Marcum and sent to the Board before the meeting. The 990 form reconciles with the audited financial results. The 990 has various disclosures including policies and procedures as well as the fiscal results of operations and lists of Board members, donors, staff, and vendors.

Action: The Board unanimously approved the 990 as motioned Mark Purdy and seconded by Donald Thomas. No public comment was received prior to this action.

- **Action to approve the Unaudited Financial Report at 10/31/20**
Ben summarized the financial report of October 31, 2020. The assessment/core operations have a \$1.9K deficit through October due to the continued spend down of the prior year reserves. The assessment operations had a large positive spending variance (\$252K) due to clean and safe expenses being less than budgeted (continued buildup of banked hours) and other expenses being under budget. The PPP loan has not been forgiven which caused a \$129K negative revenue variance. Union Square Park Services started with expenses (\$37K) and revenues (\$40K). These were not budgeted. Net assets (reserves) are at \$273K at the end of October. Cash balance was \$382K at 10/31/20. The USBID will need to use the line of credit in November 2020 to fund operations until the first assessment payment is received in late December and Ben recommended \$750,000 as a draw to use to bridge the operations until the first assessment payment is received in late December.

Action: The Board unanimously approved the Unaudited Financial Report at 10/31/2020 and to draw on the line of credit (\$750,000) in November 2020 as motioned by Russell D. Keil Jr. and seconded by Evan J. Kaizer. No public comment was received prior to this action.

e. Public Affairs & Advocacy – Corinna Luebbe

- **Union Square Economic Recovery task force (ERTF) update and report**
The three sessions of the ERTF facilitated by Chris Beynon of MIG have been completed. There were City representatives who provided presentations to show their statistics on the current economic and the affects of COVID. There will be a report shared with the Public Affairs Committee. The main talking points were activations and driving foot traffic down to Union Square. There will be a final report created to post on website and share with community.
- **Security camera legislation discussion**
Karin informed the Board that Aaron Peskin wants to develop legislation regarding the City's live access to the security cameras which we may be subject to. This has not been drafted yet, but we are keeping a close eye on it. The SFPD will share their research about how the use of cameras will be affected with the USBID. With this information the USBID can respond to this legislation.
- **Other**
The USBID has been closely monitoring the hotels who have partnered with the city to take in the homeless. There are concerns regarding what will happen when the contracts end. Conversations have already started with Hotel Diva and their security measures and their conversion to a permanent shelter.

6. Announcements & New Business

- Next Executive Committee Meeting - December 17, 2020 – 9:00am
- Next Board Meeting - January 28, 2020 – 9:00 a.m.

7. CLOSED SESSION started at – 10:35am

8. Adjournment - The meeting was adjourned at 11:20.