



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

August 27, 2020 – 9:00 AM

Virtual Meeting Via Zoom

MINUTES

In attendance

Members and Committee Chairs: Board President, Wes Tyler; Immediate Past Board President, Stephen Brett; Board Secretary, Mark Purdy; Board Treasurer, Julie Taylor; Marketing Chair, Matthew Coleman; Public Affairs & Advocacy Chair, Corinna Luebbe; Finance Chair, Jim Sangiacomo; Audit Chair, Russell D. Keil Jr.

Staff and Guest Attendees: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), and Eva Schouten (Intern) and Beau Simon

Summary of Actions Taken by the Committee

No public comment was received before any of the following action items.

- **Action:** The committee unanimously approved to promote a bonus to the BBB team as motioned by Don Thomas and seconded by Russell D. Keil Jr.
- **Action:** The committee unanimously approved the meeting minutes of June 25, 2020, as motioned by Mark Purdy, and seconded by Julie Taylor.
- **Action:** The committee approved to light up the palms as motioned by Julie Taylor and seconded by Russell D. Keil Jr. With one objection by Wes Tyler.
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Meeting Notes by Agenda Topic

1. Call to Order and introductions

Karin Flood called the meeting to order at 9:10am.

2. Public Comment

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

3. Announcements & new business – The following highlights and updates were provided:

- a. Reopening district

*Agenda materials are available for inspection at the BID's office during regular office hours
323 Geary Street, Suite 203, San Francisco, CA 94102*

Karin updated the committee that around 200 businesses are open in the district. There are also more restaurants for outdoor dining such as E&O, John's Grill, and Tad's Steakhouse. Hotels are pushing to open sooner. The USBID co-signed a letter with the hotel council to request the hotels to open sooner. A discussion about theft, changing visitor demographics and the cable cars took place. Karin informed the committee that she is actively looking cable cars.

b. Personnel update

Karin updated the committee that Brianna Caspersen has decided to leave the USBID due to personal reasons. Her position will not be filled at this time. The USBID team has been able to take on her projects internally.

c. USBID Economic Recovery Task Force

Karin updated the committee that an Economic Recovery Task Force is moving forward. It will be guided by Chris Beynon who will kick off the economic task force soon. He will lead a small group in 3 sessions to see what possibilities there are to revive union square.

d. Services revisions implemented

Ben updated the committee that the changes to the services which were discussed during last meeting and approved by the board have been implemented. We have extra 5000 banked hours for which Block by Block was able to hire two more cleaning ambassadors. Ben informed the board that he will propose to give another bonus to the Block by block staff, like the one at the beginning of the pandemic. \$32,000 would be the total of the bonus.

Action: The committee unanimously approved to promote a bonus to the BBB team as motioned by Don Thomas and seconded by Russell D. Keil Jr.

e. Murals Project

Karin updated the committee that we partnered with Paint the Void to create murals to beautify the district. There will be an event for people to meet and greet the artists, view the creation of the 100th mural in action and to complete a guided of self-guided art tour by the end of September.

f. Legal updates

Ben informed the committee that no progress has been made. We have met some of the requirements of the case about the noise complaint. Letters have been sent around to request for people to lock their garbage cans to stop the homeless from going through them and signs have been put up to keep silent after 10pm. The case has been amended several times. The foundation has been dropped out of this lawsuit.

4. **Action to approve the minutes of the June 25,2020 meeting**

Ben summarized the action items which were taken during the previous meeting.

No public comment was received.

Action: The committee unanimously approved the meeting minutes of June 25, 2020, as motioned by Mark Purdy, and seconded by Julie Taylor.

5. **Office Space Updates**

Karin updated the committee that a decision also has been made to move the admin office. Karin called with the property administrator and made an offer for future possibilities. However, this offer was not received positively. Considering the deteriorating situation in the building itself without services and the lack of flexibility from the landlord regarding rent it was decided to also find a new admin office. Karin and Stephen were excused from the meeting due to conflict of interest. Ben updated the committee that the ops office will be moving to the flood building. Beau has looked at the lease and made suggestions. 95% of our requested changes were made without resistance. We have a complete lease at this moment. For the admin office we would get a similar lease office. Ben gave a summary of the other building he has viewed. There was a discussion on which factors which should be considered regarding which office space to choose. The decision was made to choose an office space from an economic perspective.

6. Holidays 2020 discussion and possible action

Karin updated the board that the ice rink wants to move forward however permits have not been signed. The tree will be moving forward too without tree lighting ceremony. The USBID is planning to light up the palm trees as we have done in previous years. Due to the pressing importance to support the businesses during the holidays the USBID is also exploring additional activation or decorative ideas.

Action: The committee approved to light up the palms as motioned by Julie Taylor and seconded by Russell D. Keil Jr. With one objection by Wes Tyler.

7. Union Square Park Proposal

Karin updated the committee that MGM has been providing services for the park. However, one of the key principals is willing to let go of the contract with the park due to revenue issues and wanting to scale down. In response, we submitted a proposal to take over those services. Ben directed to committee to the proposal. Ben summarizes the costs of the services to the park which we suggested. A discussion about how exactly the contract would be set up and how to organize events took place.

8. Rebranding

Ben updated the committee that the rebranding process has started. He also informed the board that he wanted to move forward with the name change; 'Union Square Alliance'.

9. Board officers discussion for 20-21FY

All the board officers present in the meeting agreed to continue as board officers for the next 4 years. Julie Taylor will be reached out to regarding the renewal of her position as treasurer. Karin will reach out the individual chairs.

10. Upcoming meetings

- a. Board Meeting - Annual Meeting September 24, 2020
- b. Next Executive Committee Meeting – October 22, 2020

11. The meeting adjourned at approximately 10:47