



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Committee

December 18, 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 Treasurer, Julie Taylor; Public Affairs & Advocacy Chair, Corinna Luebbe; Audit Chair, Russell D. Keil Jr; Public Realm and Streetscapes Chair, Manuela King; Services and Public Safety Chair; Donald Thomas; Mark Purdy; James Sangiacomo

Staff and Guest Attendees: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), Lisa Frisch (Director of Marketing and Events), 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 the meeting minutes and closed session minutes of October 22, 2020, as motioned by Don Thomas, and seconded by Mark Purdy.
- **Action:** The committee unanimously approved (if needed) additional line of credit distribution as motioned by Jim Sangiacomo and seconded by Corinna Luebbe.

Meeting Notes by Agenda Topic

1. Call to Order and introductions

Karin Flood called the meeting to order at 9:03am.

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. Introduction Director of Marketing & Events

Karin introduced Lisa Frisch to the committee. Lisa gave a summary of her background.

- b. District opening status
There is a setback due to the City's new restrictions. Outdoor dining and non-essential businesses are closed, and retail capacity is dropped to 20% of maximum. This will probably last until February unless the circumstances change. It is an unfortunate timing as the USBID hoped to have some uptick in visitors during the holiday season.
- c. Holidays
The snowflakes are projected from 5pm – 10pm on all the building surrounding Union Square Park, Macy's tree is up, the palm trees are lit, and there are some entertainers around the Park and other areas on certain days.
- d. Rebranding update
There will be a briefing of the first phase, discovery. With this information, J2 design will start preparing the new brand of Union Square. The brand development will be communicated to stakeholders and the Marketing Committee as well as the board for approval in March.
- e. Move update
The admin office will be moving to 291 Geary building. The moving date has moved up to 3/1 due to a construction and permitting delays.
- f. Union Square Park updates
There is an interested tenant to temporarily lease the cafes in the Park. Rec and Park staff ordered the USBID to stop putting out the tables and chairs with the new restrictions in place.

4. Action to approve the minutes of the October 22, 2020 meeting

Karin summarized the action items which were taken during the previous meeting. Don Thomas asked for several small revisions including capitalization of several names (Miracle Messages, Block by Block and Member Services) and asked that the word "perceived" be added to the minutes for item 5 regarding conflict of interest for Stephen Brett. The staff agreed to make these edits.

No public comment was received.

Action: The Committee unanimously approved the meeting minutes (with suggested edits) and closed session minutes of October 22, 2020 as motioned by Don Thomas and seconded by Mark Purdy.

5. Services updates

- 1. Block by Block performance improvement plan and status
An improvement plan by Block by Block has been provided and is currently being reviewed by USBID. Regardless, concerns regarding the current service and oversight

quality were shared. It was suggested to complete an evaluation in the first half of 2021 after they complete their performance improvement plan. Next steps with Block by Block were discussed.

2. Member services in house and District360 Conversions

District360 is an add-on tool of salesforce which provides a new way to capture incident data and connect it to the individual parcels within the USBID. This new database will be used starting January 1, 2021. The Member Services team will be brought in house as of January 1, 2021 which will also provide some additional oversight of Block by Block team. New Member Services staff have been hired in December (Kelvin and Rachel). Starting January 1, Jasmine and Joyce will join the team for a total of 5 (including Karen Gagarin Member Services Lead hired in December of 2019).

6. **Cash flow update and action to approve (if needed) additional line of credit distribution**

Ben updated the members that depending on the timing of the first assessment payment the USBID may need to draw additional funds of the line of credit if the first assessments payment does not get received before the end of December. Ben thought it would but just in case he asked the Committee to approve an additional draw from the line of credit of \$250,000 if needed.

Action: The Committee unanimously approved (if needed) additional line of credit distribution as motioned by Jim Sangiacomo and seconded by Corinna Luebbe.

7. **Upcoming meetings**

1. Board Meeting – January 28, 2021 at 9:00am
2. Next Executive Committee Meeting – February 25, 2021 at 9:00am

Closed session started at 9:50am.