



UNION SQUARE BUSINESS IMPROVEMENT DISTRICT
EXECUTIVE COMMITTEE MEETING

MINUTES

June 25, 2020 – 9:00 AM
Virtual Meeting Via Zoom

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), Rob (Director of Marketing & Public Realm), Bri Caspersen (Senior Project Coordinator), 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 reviewed the minutes including the closed session minutes distributed by Ben and unanimously approved the meeting minutes of April 23, 2020, as motioned by Stephen Brett, and seconded by Julie Taylor.
- **Action:** The committee unanimously recommends design option 3 with poured in concrete of different colors with no cost to the USBID as motioned by Mark Purdy and Seconded by Matthew Coleman.
- **Action:** The committee unanimously approved resolution authorizing Executive Director and Deputy Director to apply for grants as motioned by Wes Tyler and seconded by Russell D. Keil Jr.

Meeting Notes by Agenda Topic

1. Call to Order

Wes Tyler called the meeting to order at 9:02am.

2. Public Comment

Wes called for public comment. Hearing none, he moved to the next agenda item.

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

a. Reopening district

Karin updated the committee that retail stores are starting to reopen such as Westfield, Macy's, Harry Winston, and other luxury stores. There is also some outdoor dining at Café de la Presse, One65 and more. The USBID staff has also returned to the office in staggered shifts. A discussion about how to advertise the reopening of Union Square to residents took place.

b. USBID Economic Recovery Task Force

Karin updated the committee that an Economic Recovery Task Force will be put together to discuss how to revive Union Square. This task force will be funded by the grant which was initially going to the retail/vacancy study.

c. Murals Project

Karin updated the committee that more murals have been created in the district. The most recent mural is placed on Hotel Abri. The USBID partnered with Paint the Void, a nonprofit who initiated the murals. The mural is in response to the Black Lives Matter movement. Another mural will hopefully be put up on the Central Station.

d. Bigbelly's installed

Karin updated the committee that with use of the city grant a total of 10 additional BigBellys have been installed. They are spread over district 6 and 3 with the logo and branding of the USBID.

e. By Laws

Karin updated the committee that the By Laws must be on the website which has been done. This has also brought to light that the By Laws will have to be reviewed and updated.

f. Office search

Karin updated the committee that the search for a new Ops office is continuing. There are a few options such as Hallidie Plaza however the expenses combined with the rent and utilities are above budget. Offices in the Flood Building and Stephan Brett's building are also being considered. Karin is also trying to negotiate with Handlery as the USBID is still providing front door security even though the building reopened with 24/7-hour access.

g. PPP forgiveness and SBA loan

Ben informed the board that 95% of the assessment payments for June have been received. He also informed the board that the applications for forgiveness of the PPP

loan are not being accepted yet. He has been advised to recognize the PPP loan as a grant. Additionally, a \$150,000 SBA loan has been offered with low interest and no payment due in the first 12 months. With the assessment payments received this loan is less necessary but as a security measure it will still be applied for.

h. Holidays

Karin updated the board that the USBID will be pursuing to organize a Holiday Fundraiser and Holiday Market by the end of the year and that Macy's will be moving forward with the ice rink. Rob updated the board that Urban Spaces is working on a site plan for the Holiday Market adapted with the new regulations due to COVID. He will be working with OEWD to see if the Shared Spaces Program can be used for the Holiday Market.

4. Action to approve the minutes of the April 23,2020 meeting

No public comment was received.

Action: The committee reviewed the minutes including the closed session minutes distributed by Ben and unanimously approved the meeting minutes of April 23, 2020, as motioned by Stephen Brett, and seconded by Julie Taylor.

5. Legal claims update

Ben updated the Board that there are two legal claims which must be addressed. The first is from the Shannon Alley murals. The murals were covered in graffiti and with approval of the property owner it was painted over by Block by block. Unfortunately, this led to bad press and a lawsuit involving the foundation. A discussion about the USBID involvement took place. The second is from a noise complaint by a resident in the first block of Geary. He is self-represented and has not served us yet though he has reached out to Karin asking for a settlement. Block by Block must also respond to both these legal claims. Most likely neither legal claims will move forward and therefore will not result in significant costs for the USBID.

6. Powell Street Project and C3R funds update and possible action to approve design choice, pavement options and street furniture preferences and approve MOU with city of San Francisco for maintenance and landscaping

Rob summarized the Powell Street Project to the committee. Ben directed the committee to the three design options. The design options for the pavement, materials, seating, and landscaping have thoroughly been discussed by the Streetscapes Committee and the Foundation board. Their preference for the design went to option 3. Rob updated the committee that the C3R funding has been delayed and was projected at \$1.5mil but is now reduced to \$500,000. The city will be paying for the baseline costs of the seating and initial landscaping but the USBID will be providing long term landscaping and cleaning maintenance. Regarding the maintenance, the city wants to sign a MOU partnership agreement which will be carefully reviewed as the current maintenance costs for Powell are significant.

Action: The committee unanimously recommends design option 3 with poured in concrete of two different colors with no cost to the USBID as motioned by Mark Purdy and Seconded by Matthew Coleman.

7. Possible FEMA/CAL -OES Grant and action to approve resolution authorizing Executive Director and Deputy Director to applying for grants and prove information as needed

Ben updated the board that the USBID can apply for a FEMW/CAL -OEW grant. Karin and Ben will have to be appointed agents to apply for the grant and there will be some costs attached.

Action: The committee unanimously approved resolution authorizing Executive Director and Deputy Director to applying for grants as motioned by Wes Tyler and seconded by Russel D. Keil Jr.

8. Board nominees discussion

Karin updated the committee that there are two open seats at the Board of Directors. Evan Kaizer is a nominee who has filled out the application form. He lives in LA but is often in Union Square and is also part of the Hollywood BID. David Lewin, the current general manager of the Grand Hyatt David Lewin, Maxine Papadakis who is part of the Public Affairs committee and Todd Hoyles from Neiman Marcus will also be receiving applications.

9. USBID Services updates and changes for 20-21FY and discussion

Ben reminded the committee that the assessment payments for 20-21FY year have been kept flat due to the challenging times and funding will be scares. Therefore, some of the services must be scaled back to prevent a deficit. With the reductions suggested below (a-e) \$575,668 will be saved which is 10% of the budget. After a discussion about the reductions it was advised by the committee to hold off on reducing the overnight security (b) and Block by Block (c) Services until discussing it further with the Services committee.

a) 10B

There are two 10-hour shifts of which 4 hours overlap. It was suggested to scaled this down to two 8-hour shifts of which 2 hours overlap.

b) Overnight Security

It was considered to reduce the hourly rate of legion however that was a risk regarding the quality. Therefore, it was agreed to reduce the guards from 2 to 1 on Saturday and Sunday. Legion will be in contact with the ambassadors which have been changed form the day shift to the night shift.

c) Block by Block

Reducing the headcount of the clean and safe team by 6-7 staff members. To compensate the USBID staff is going into the district to report any incidents. The laid off staff members will be transferred to different districts.

d) Admin

Non-suite profit is an accounting firm who has been helping the USBID however Ben can take over part of their work.

e) Marketing/Public Realm/Advocacy

Marketing can reduce their costs by not sponsoring the Ice Rink this year, less events as they are not possible, less money for Campton and no Union Square Cares programs.

10. USBID Branding

Karin informed the board that the rebranding project has been put into question due to the severe effects COVID and Shelter in Place have had on the district. As it is uncertain how Union Square will develop Ben, Rob and herself have met with the 3 selected rebranding firms to discuss how they will adapt their rebranding plan. The first stage of rebranding is the 'discovery' process which reveals what Union Square is. After the meetings it was decided to extend this first stage together with the Economic Task Force to find out where Union Square will be and how to brand it.

Closed session started at 10:38

See CLOSED session minutes.

11. Upcoming meetings

- a. Board Meeting July 23, 2020
- b. Next Executive Committee Meeting – August 27, 2020

12. The meeting adjourned at approximately 11:05