



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

## Executive Committee

October 22, 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 and David Perry (David Perry & Associates)

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 the meeting minutes of August 27, 2020, as motioned by Julie Taylor, and seconded by Russell D. Keil Jr.
- **Action:** The committee unanimously approved to recommend the lease at 291 Geary to the board as motioned by Julie Taylor and seconded by Corinna Luebbe.
- **Action:** The committee approved to recommend the contract with David Perry to the board as motioned by Corinna Luebbe and seconded by Don Thomas.
- **Action:** The committee unanimously approved the contract with Christmas Light Pros for the holiday light projection as motioned by Manuela King and seconded by Julie Taylor.
- **Action:** The committee unanimously approved the contract with Block by Block as motioned by Wes Tyler and seconded by Russell D. Keil. Jr.
- **Action:** The committee unanimously approved the letter of support for Cookies (cannabis retailer) as motioned by Wes Tyler and seconded by Julie Taylor.
- **Action:** The committee unanimously approved bringing member services in-house as motioned by Don Thomas and seconded by Julie Taylor.

## Meeting Notes by Agenda Topic

### 1. Call to Order and introductions

Karin Flood called the meeting to order at 9:07am.

### 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. District Opening Status

The pedestrian counters show about 2-3% increase of foot traffic per week increase since mid-June. San Francisco is now in the yellow category which means non-essential businesses can come back to 25% capacity and indoor dining at 50%. A few new stores have opened such as Stiiizy on O'Farrell and Shake Shack in the Westfield Food Court.

#### b. Director of Marketing & Events hiring update

There is a high quality of candidates for this role. The initial phone interviews of 10 candidates have almost been completed. The next step will be to narrow them down to 5-6 candidates who participate in zoom interviews with the whole team. The last step will be choosing 2-3 finalists with who we will meet in person. If all goes according to plan the new hire would be approved by Board in November and start in December or January 2021 at the latest.

#### c. USBID Economic Recovery Task Force

Karin updated the committee that the final meeting of the Economic Recovery Task Force meetings will be next week. A group of 15-18 people have joined in the previous 2 meetings including stakeholders, city members and retailers. Chris Beynon from MIG has facilitated the meetings. The main outcome of the meetings and stakeholder input is activating the public realm and advocacy for the district (businesses and property owners). After the final meeting, a report will be shared with the community and City. A discussion took place about the cable cars returning, the boarded-up store fronts and the elections took place. Karin explained that without being able to social distance on the cable car safely it will be difficult for them to return but we have asked them to come out even if they cannot have passengers. Additionally, the stores do not feel safe to take down the boards until after the election.

#### d. Rebranding update

Ben updated the committee that the rebranding is moving forward. Individual interviews are taking place and tomorrow will be a group workshop. The next step will be a visitor survey.

e. Fundraising outreach

Karin updated the committee that a video will be created highlighting the public realm and Union Square Cares programs. Examples include holiday décor and partnership with miracle messages. This video will be shared with stakeholders for possible funding of the Union Square Foundation. Macy's is interested in potentially helping and Webcor and Buildgroup had expressed some interest.

4. **Action to approve the minutes of the August 27, 2020 meeting**

Karin 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 August 27, 2020, as motioned by Julie Taylor, and seconded by Russell D. Keil Jr.

5. **Office Space Updates**

Stephen Brett was excused from the meeting due to conflict of interest. Ben updated the committee that the lease at 291 Geary for the admin office has almost been completed. The new office overlooks Union Square Park which will be useful with the new services at the park. Ben directed the board to the lease. The price is \$43 per square foot, in 3 years we will have a discussion to go to 90% of market value with a cap of \$60. Stephen is providing a custom buildout at his expense for the organization. Beau summarized the details of the lease further and had said that a vast majority of the changes that were requested were made and it was very amenable negotiation and positive for the BID. A discussion on the proposition 15 took place and Beau commented that a carve out had been granted in the case of Prop 15 passing. The moving date is tentatively scheduled for February 1<sup>st</sup>.

**Action:** The committee unanimously approved to recommend the lease at 291 Geary to the board as motioned by Julie Taylor and seconded by Corinna Luebbe.

6. **David Perry updates and action to approve contract with David Perry**

David Perry updated the committee that we have started a themed social media strategy (with daily posts) and summarized it. With his aid we have helped Glaziers (Ice Cream Rolls) to bump their PR and get some press coverage and the Great Food Truck Race was filmed at Union Square Park and will be aired next spring to bring the district some additional press. Karin updated the committee that once Rob left the BID she suggested to hire David Perry as he had been providing positive press for the Union Square during COVID (including the Tony Bennett sing along and the mural project on the Flood Building). Ben directed the board to the contact which is \$7,500/month starting in mid-September.

**Action:** The committee approved to recommend the contract with David Perry to the board as motioned by Corinna Luebbe and seconded by Don Thomas.

**7. Holidays 2020 and action to approve**

Ben shared a video and diagram of the projections that are planned to be on all the buildings surrounding Union Square. The projections are of falling white snowflakes. The projections will be up starting from mid-November until the end of the year from sundown - midnight. The projectors will be on top of the stage which are mounted to a board. Ben directed the board to the contract and the costs of this project (\$90,000). He has also reached out to the stakeholders around the square for their input and approval and received very supportive feedback from all that responded.

**Action:** The committee unanimously approved the contract with Christmas Light Pros as motioned by Manuela King and seconded by Julie Taylor.

**8. Union Square Park updates and possible action to approve contract with Block by block for park services.**

Karin explained that we have taken on the services for the park (as of mid-September). However, this is beyond the current contract with Block by Block therefore an additional contract has been created to cover these additional services. The Block-by-Block contract is slightly less than the amount billed monthly to LAZ parking. The contract also will not utilize banked hours. The USBID will just be billed for actual hours of service delivered.

**Action:** The committee unanimously approved the contract with Block by Block as motioned by Wes Tyler and seconded by Russell D. Keil, Jr.

**9. Discussion re: Cannabis Retailer “Cookies” proposed for 468 Geary and possible action to approve writing a letter of support.**

Karin updated the board that Cookies the cannabis retailer has presented to the PAC Meeting early May asking for a letter of support. The PAC committee did agree to support them after they had completed their community outreach. They recently submitted a full report of their initial outreach which has been positive. Their location would be in the current location of David’s Delicatessen on Geary.

**Action:** The committee unanimously approved the letter of support for Cookies as motioned by Wes Tyler and seconded by Julie Taylor.

**10. Discussion regarding bringing member service in house and action to approve hiring of member services staff (up to 4 FTE) as of 12/1 for training.**

Ben updated the board that we have the capabilities to take member services in-house. Karen Gagarin who is the member services lead and part of the USBID has shown that it has enhanced the quality and insights of the member services. This is the first step of bringing some services in house and will be a good test for the organization. With this change and implementation of new District 360 Salesforce tool the USBID will be able to control the member services experience, track the data in our database and provide some oversight of Block by Block operations.

**Action:** The committee unanimously approved bringing member services in-house as motioned by Don Thomas and seconded by Julie Taylor.

**Closed session started at 10:24**

**11. Upcoming meetings**

- a. Board Meeting – November 19, 2020 at 9:00am
- b. Next Executive Committee Meeting – December 17, 2020