



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Finance & Audit Advisory Committee

November 12, 2020 – 9:00 -10:30 am
Virtual Communication System Zoom

MINUTES

In attendance

Committee Members: Tad Moore, Wes Tyler, James Sangiacomo, Jeff Evans, J. Timothy Falvey, Russell D. Keil Jr., and Julie Taylor

Staff and contract service providers: Karin Flood (Executive Director), Ben Horne (Deputy Director), Zarrina Yousufzai (Administrative Coordinator), Eva Schouten (Intern)

1. Call to Order and Introductions

Observing a quorum present, Karin Flood called the meeting to order at 9:03am. Introductions were made.

2. Public Comment

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

3. Since we last met & updates

- Grant received from City
OEWD grant of approximately \$26K for additional Bigbelly funds was received.

- Fundraising video and holiday ask
Karin updated the committee that due to the lack of fundraising events with COVID limitations, a video will be created and shared to help raise funds for the Foundation. The video will highlight the efforts of Union Square Cares and the partnership with Miracle Messages as well as a few of the streetscape projects (such as holiday décor). Macy's gave the first donation of \$5000.

- Holiday updates and SFPD Ambassador Program
Karin updated the committee that that the SFPD Ambassador Program has been launched. On November 18 at 11:00am the SFPD Ambassador Program will be announced by the Mayor

during a press release at Union Square Park and at 6:00pm there will be a small press event to light Macy's Tree. The palm trees at Union Square Park and Maiden Lane have been lit up, large ornaments have been placed on Powell street promenade, Hallidie plaza has been decorated. Powell street trees will also be lit up shortly. Through a partnership with Christmas Light Pros, snowflakes will be projected on all the buildings surrounding Union Square Park from Mid-November to the end of the year.

- Director of Marketing & Events hiring update

10 phone interviews were completed of which 6 were interviewed by staff through zoom. There are now three finalists who the staff will meet in person this week. A final decision will be shared with the Board on Thursday 11/19.

- Office lease update and move

The lease has been completed and signed. The admin office will be moving to 291 Geary with a projected move date of February 1st.

4. Action to approve the September 17, 2020 minutes.

Ben summarized the action items taken during last meeting.

Action: The committee unanimously approved the September 17, 2020 minutes as motioned by Jeff Evans and seconded by Julie Taylor. No public comment received prior to action.

5. Review 990 (FY1920) form and discussion and action; to make recommendation to the Board of Directors to approve 990 (and related filings)

Ben directed the committee to the 990 form and provided an overview of the 990 form and various financial and organizational information presented. The financial results reconcile with the audited results.

Action: The committee unanimously approved the 990 report to the Board of Directors as motioned by J. Timothy Falvey and seconded by Russell D. Keil Jr. No public comment was received prior to action.

6. Review of financial reports as of October 31, 2020 an action to accept the unaudited financial reports for recommendation to the Board of Directors

Ben directed the committee to the October 31, 2020 financial reports and gave an overview. The assessment/core operations have a \$1.9K deficit through October (as the prior year reserves are spent down). 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.

Action: The committee unanimously approved to accept the unaudited financial reports of October 2020 for recommendation to the Board of Directors as motioned by J timothy Falvey and seconded by Jeff Evans. No public comment was received prior to action.

7. Use of line of credit and action to recommend to board to draw from line of credit.

Action: The committee unanimously approved to recommend using \$750,000 of the line of credit (as needed) to the Board of Directors as motioned by Russell D. Keil Jr. and seconded by Julie Taylor.

8. Next Meeting & Events

- Board Meeting (Annual Meeting) – November 19, 2020 at 9:00am via Zoom.
- Executive Committee meeting – December 17, 2020 at 9:00am
- Finance & Audit Committee Meeting – January 21, 2021 at 9:00am.

9. Adjournment

Karin adjourned the meeting at 10:05am.