



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Public Affairs Committee
May 12, 2020 – 9:00 -10:30 am
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Lori Coleman, J. Timothy Falvey, Russell D. Keil, Erik Murray, Kelly Powers, Spencer Sechler, Donald Thomas, Elizabeth Macedo, Winnie Liao and Wes Tyler.

Staff and contract service providers: Karin Flood (USBID Executive Director), Brianna Caspersen (USBID Senior Project Coordinator), Rob Silver (USBID Director of Marketing and Public Realm) and Eva Schouten (USBID Intern)

Guests: Molly Burke (BART), Mark Dana (BART)), Jess Montejano (Cookies), Jesse Feldman (Cookies), Anna Mendoza (Cookies) and Head of Security (Cookies)

Call to Order and Introductions

Observing a quorum present, Karin Flood called the meeting to order at 9:04am. Introductions were made.

1. Announcements

- Mural Project

Karin informed the committee that in response to many of the businesses boarding up their businesses, the USBID took the initiative to paint the store fronts to spread cheerful and supporting messages to the first responders, essential services, and the general neighborhood. If anyone on the committee would like their storefronts painted, they can contact Karin.

- PPP and EIDL Loan

Karin updated the committee that the USBID has received the \$133K low interest PPP loan which may be forgiven. The loan covers two and a half months of payroll. They also received the \$9000 EIDL loan.

- Board Meeting May 28, 2020 at 9am

Karin updated the committee that the next Board Meeting is on May 28, 2020 at 9pm will be through Zoom.

- Annual Lunch/Holiday Fundraiser

Karin updated the committee that the annual fundraiser will be combined with the Rockin' Holiday fundraiser on December 10th, 2020 at the Westin St. Francis. The date is secured however the event might change depending on how the situation develops.

- USBID Services

Karin updated the committee that the USBID Services have increased the overnight security by changing some of the ambassadors from daytime to the nighttime schedule.

2. Public Comment

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

3. Action to approve the April 14, 2020 minutes

Karin directed the committee to the minutes of the last meeting and gave a brief summary about the presentation by Joaquin Torres of OEWD about COVID-19 recovery funds.

Action: The Committee unanimously approved the April 14, 2020 minutes as motioned by Spencer Sechler and seconded by J. Timothy Falvey.

4. Presentation: Market Street Canopy and Escalator project on Market by Molly Burk and Mark Dana.

Molly presented the upcoming plans for additional canopies and escalators on Market Street. This project will start mid-July with the first phase. This phase consists of placing escalators at Powell and placing canopies front of the Westfield center, the Trinity building and at Montgomery/2nd Street. As not all the BART stations can be closed at the same time, and individual BART station need to remain open, the project will be completed over the course 7 years in several phases. Mark Dana will be the project manager. He informed the committee that the City required a unique canopy design for Market Street. The canopies will have art on the underside of the roof and will mostly be transparent so the store fronts will remain visible. The canopies protect the escalator equipment and employees closing and opening the stations, reduce station maintenance costs, add additional lights, and make it easier to find BART for visitors, train schedules. Three additional cameras will be added. There will be a total of 19 canopies (3 optional ones depending on funding) and 41 escalators (23 street level, 18 platform level). Questions about the design of the canopy, vandalism and funding followed.

5. Presentation: Cookies Cannabis Store

Jess Montejano introduced the committee to the members of the Cookie Company. Anne Mendoza continued to present the store, the concept, and its location. They currently have 8 locations in California, with 30 in the pipeline, 4 of which are in San Francisco. They like the Union Square area due to the concentration of high end retail stores. Their store also reflects a high-end design which is young and youthful and creates a lot of foot traffic. A floorplan of the store was shown, and a summary of the security measures were shared. The signage on the front and store hours have not been decided on as it depends on the restrictions of the City. They are in the beginning of this project; they still have to conduct community outreach. Their

plan is to open 9-12 months from now. Questions about security, the current store owner (David's Delicatessen), onsite consumption and their other locations followed. Cookies requested a letter of support of the committee for the SF planning committee with cc Peskin. The committee decided to hold off on the letter of support until after the community outreach had been completed, more clarification about onsite consumption was received and whether this store will be franchised, or company owned.

6. Adjournment and Next Meeting: June 9, 2020

Karin adjourned the meeting at 10:40am.