



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Public Affairs Committee
July 14, 2020 – 9:00 -10:30 am
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Wes Tyler, Russell D. Keil, Jr., Donald Thomas, Erik Murray, Beau Simon, Kelly Powers, Corinna Luebbe, Terry Lewis, and J. Timothy Falvey.

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

Guests: Rodney Fong (President and CEO Chamber of Commerce), Ross Guehring (420 Sutter Project), Sarah (420 Sutter Project) and Zandy (420 Sutter Project)

Call to Order and Introductions

Observing a quorum present, Karin Flood called the meeting to order at 9:01am. Introductions were made.

1. Announcements

- Status of Union Square Businesses reopening
Karin updated the committee that there are approximately 195 stores open in the district with different operating systems such as curbside pick-up, appointment only or indoor shopping. Some of the larger stores such as Macy's and Westfield and some luxury stores have opened. The USBID staff has also returned to the office in staggered shifts.
- Mural Projects
Karin informed the committee that in response to many of the businesses boarding up their businesses, the USBID is continuing 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.
- USBID Services Update

Karin updated the committee that some of the Ambassadors have been changed from the dayshift to the nightshift to prevent possible break-ins. All the services are in place right now however due to some budget cuts some services might be scaled back.

- Board Meeting July 23, 2020 at 9am

Karin updated the committee that the next Board Meeting is on July 23, 2020 at 9am and will be held through Zoom.

2. Public Comment

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

3. Action to approve the May 12, 2020 minutes

Karin directed the committee to the minutes of the last meeting and gave a summary about the presentation regarding the Market Street Canopy and Escalator project and the new cannabis store Cookies.

Action: The Committee unanimously approved the May 12, 2020 minutes as motioned by J. Timothy Falvey and seconded by Erik Murray.

4. Presentation: SF Chamber of Commerce update on San Francisco's Economic Recovery: Rodney Fong. President & CEO

Karin introduced Rodney Fong who presented the San Francisco's Economic Recovery Task Force and the current changes to the economy. The Mayor's Office put together Economic Recovery Task Force at the start of the Shelter in Place. 80 stakeholders and business owners make up the task force who have had 10 meetings. Their goal is to create recommendations and policies to support the businesses in San Francisco. This task force will be on-going as they will create a guide for any other possible pandemic that could occur in the future. The task force aims to contact business owners and their employees to see what they need and how they city can support them. Rodney opened a discussion about taxes the City of San Francisco plans to implement. This will have a devastating affect on the businesses as it has been predicted that 50% of the restaurants will close and many stores are suffering due to the pausing of the reopening phases. The taxes may also increase the loss of jobs which can steer even more people away from San Francisco. A discussion about the Health Building Ordinance and the taxes followed.

5. Discussion and Action: Position on 420 Sutter Development Project

Ross Guehring presented some updates to the 420 Development Project since they last presented it to the committee. The plan is to develop 420 Sutter into a high-end AC Marriott which is 130 ft high and open in 2025. There will be two more years of planning and design and two years of construction. The developers feel confident that this will work well considering COVID-19 and reopening. Unlike other Marriott hotels, this one will not have large conference rooms. This project will have a significant economic impact to the City. It will generate \$3.8mil which can be spend at the City's discretion. Additionally, there will be 200 employees during the construction and 65 full time employees once the hotel opens. Sarah, Ross' college, summarized

the layout of the hotel and covered the topics of concern mentioned by the committee after their last presentation. She covered that there will be a trash room to avoid trash sitting out on the street and a traffic study was done to make sure there were no obstructions at the loading zones or for the bus. The planning department also advised them to adjust the design of the street facing fronts to match the architecture of the street and neighboring buildings. A small discussion about the passive recreational area at the top level and the outreach which had been done took place. There are currently no objections to this project by any neighboring businesses except 450 Sutter who was invited to present their opposition at a PAC meeting but did not.

Action: The committee unanimously approved to write a letter of recommendation for 420 Development Project as motioned by J. timothy Falvey and seconded by Don Thomas. No public comment was received prior to this action.

6. Impact and response to Black Lives Matter Movement

Karin opened a discussion about the protests which were held to support the Black Lives Matter movement and the affects it has had on Union Square. The committee discussed getting better educated about BLM, the diversity of the Board and starting a dialogue with the businesses to find a way to become proactive to support the movement.

7. Adjournment and Next Meeting: August 11, 2020

Karin adjourned the meeting at 10:38am.