



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Public Affairs Committee

October 13, 2020 – 9:00 -10:30 am
Virtual Communication System Zoom

MINUTES

In attendance

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

Staff and contract service providers: Karin Flood (USBID Executive Director), and Zarrina Yousufzai (Administrative Coordinator).

Guests: Colin Dental-Post (SFCTA), Paige Miller (SFCTA), Eric Young (SFCTA), Mari Hunter (SFCTA).

Call to Order and Introductions

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

1. Announcements

- Status of Union Square Businesses reopening
Karin updated the committee that Westfield has re-opened and it seems as though there are more people downtown.

- Economic Recovery Task Force
Karin informed the committee that the first session of Union Square Economic Recovery Task Force took place on September 30. The session was facilitated by Chris Beynon of MIG. He presented the goal of the task force which is to discover the challenges and opportunities for the Union Square BID for short term recovery and long-term development. Discussions were held about Union Square becoming more residential, the use of office spaces and possible promotional campaigns.

- Union Square Park contract started

Karin informed the committee that the USBID has started to provide clean & safe services to Union Square Park. We will also play a supportive roll for events.

- Cable Car Returns for Photos

Karin informed the committee that the Cable Car will return for photos opportunities every Tuesday, Thursday, and Saturday from 10am – 3pm as a result of Karin suggesting the idea and advocating directly to the Director of the STMTA Jeffrey Tumlin.

- Closure of Ellis (between Powell and Stockton) on Sundays

Through the Slow Streets program of the city, we applied to close Ellis Street between Stockton and Powell every Sunday until November 15. In collaboration with John's Grill activations will take place such as shows by SMUIN Ballet and live music.

- Executive Committee Meeting – October 22, 2020 @ 9:00am

Karin updated the committee that the next Executive Committee meeting is on October 22, 2020 at 9am and will be held via Zoom.

2. **Public Comment**

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

3. **Action to approve the September 8, 2020 minutes**

Karin directed the committee to the minutes of the last meeting and gave a summary.

Action: The Committee unanimously approved the September 8, 2020 minutes as motioned by J. Timothy Falvey, and seconded by Erik Murray.

4. **Presentation: Congestion Pricing for Downtown San Francisco: Colin Dental-Post and Eric Young with the San Francisco County Transportation Authority.**

Karin introduced Colin Dental-Post from the San Francisco County Transportation Authority. Colin directed the committee to his PowerPoint presentation regarding Congestion Pricing. The SFCTA is looking for ways to reduce congestion in downtown San Francisco. By doing so, the SFCTA plans on implementing a small fee to drive downtown that will reduce rush hour traffic by 15%. It will help clean the air, get traffic moving, and increase safety. He further noted that there will be discounts, subsidies, and incentives to make the system fair for those who are unable to afford it. A discussion took place regarding concerns for the fee. Members of the committee asked some excellent questions and expressed some real concerns about implementing congestion pricing starting with the fact that there is no congestion right now and that implementing this would further hurt business. The implementation costs alone would be a significant cost and take some time to recoup.

5. **Other Advocacy Updates**

- SFPD Ambassador Program

Karin updated the Board that the SFPD Ambassadors will be moving forward around the beginning of November.

6. Adjournment and Next Meeting: November 10, 2020

Karin adjourned the meeting at 10:39am.