



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Public Affairs Committee
April 14, 2020 – 9:00 -11:00 am
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Lori Coleman, Opio Dupree, J. Timothy Falvey, Russell D. Keil, Corinna Luebbe, Erik Murray, Kelly Powers, Jim Sangiacomo, Spencer Sechler, Terry Lewis, Donald Thomas 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: Chris Corgas (OEWD), Joaquin Torres (OEWD), Elizabeth Macedo (Cushman & Wakefield), Winnie Liao (Cushman & Wakefield), Christine Torrington and Matthew Salisbury (ntropy)

Call to Order and Introductions

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

1. Announcements

- Executive Committee Meeting – 9am April 23 via Zoom
- Annual Lunch Postponed
Karin updated the committee that the 11th Annual Lunch is postponed. The event will be combined with the Rockin’ Holiday fundraiser in December.
- USBID Services Update
Karin updated the committee that the USBID services are deemed essential by the City and the BID is continuing to provide cleaning and safety services from 5:00am – 11:00pm. There is no overnight Member Services, but Legion is continuing to provide overnight security. The USBID administrative staff is working remotely and actively finding ways to support our local businesses.

2. Public Comment

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

3. Action to approve the March 10, 2020 minutes

Karin directed the committee to the minutes of the last meeting and gave a brief summary about the Congestion Pricing presentation given by Eric Young, Director of Communications SFCTA and Rachel Hiatt, Assistant Deputy Director for planning, SFCTA.

Action: The Committee unanimously approved the March 10, 2020 minutes as motioned by Lori Coleman and seconded by J. Timothy Falvey.

4. Presentation: COVID-19 Discussion and Recovery – Joaquin Torres, OEWD.

Joaquin Torres informed the committee about the economic recovery process and the current relief programs that are available. An Economic Recovery Task Force is being put together with Carmen Chu and Rodney Fong as Co-Chairs. The City Controller is estimating the current budget impact of COVID-19 on the City is \$1.7 billion, though these are conservative preliminary assessments. OEWD's website has compiled all the resources available for businesses, employers, nonprofits, and residents. They also continuously keep the website up to date with new developments. A discussion on the implementation of the Vacancy Tax policy took place.

5. Presentation: COVID-19 Economic Impact Study Initial Results – Matthew Salisbury, Ntropy data, Inc.

Rob introduced Matthew Salisbury from ntropy to present the data collected from the COVID-19 economic impact study currently underway. The goals of this survey are to understand what the impact of the pandemic and shelter in place is on the businesses in the district and to see what actions the USBID can take to help these businesses. There currently 108 responses. There will be additional surveys send out over the next few months to capture the responses over time. The results can be filtered in several ways such as by which businesses get impacted, the size of the business, what actions they have had to take, and what their current needs are. For example, the data shows that over a third of respondents do not know what economic relief programs are available from the City. From the data predictions can also be made, for example, the need for legal services will most likely increase.

6. Discussion: Rethinking the Vacancy Study

Bri informed the committee that the USBID has received a \$25,000 grant to complete a vacancy study. However, the original project plan reflects a time before coronavirus so staff is asking for feedback about modifying the plan to best reflect the district's condition and needs currently. A discussion took place.

7. Adjournment and Next Meeting: April 14, 2020

Corinna adjourned the meeting at 10:59am.