



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

## Services & Public Safety Committee

Tuesday, November 17, 2020

### Meeting Location

Zoom Meeting

9:00am – 10:30am

### MEETING MINUTES

#### 1. Welcome, Introductions & Brief Announcements

Don Thomas, Committee Chair, called the meeting to order at 9:00a. Introductions were made.

The following committee members were present: Chase Abinader (Westfield Center), Dan Bieri (US Department of Homeland Security), Tee Chisholm (Parc55), Jonathan Ching (Hublot), Matthew Conner (Salvatore Ferragamo), Joseph Della Cella (Recology), Carlos Delgado (Sunglass Hut), Ryan Doughty (Bloomingdale's), Tasha Hunt (UGG), Paul Leynes (Loro Piana), Thau Long (SFPD), Stephanie Lou (Bulgari), Sheila Marko (Flood Corporation), Elida Mena (CBRE the Management Company), Bob Miller (Westfield Center), Anthony Oropeza (Lbrands), Tom Ostley (US Department of Justice), Louie Pacheco (Montblanc), Maxine Papadakis, Guillermo Perez Jr. (Public Works), Michael G Petricca (Academy of Art University), Vincent Sanchez (Westfield Center), Dmitri Shimolin (Applied Video Solutions), Ricky Soares (Legion Corporation), Donald Thomas (Club Donatello), Ricardo Tijerina (Kering Americas, Inc.), Roland Tolosa (Applied Video Solutions), Wes Tyler (Chancellor Hotel), Linda Yau (Pebblebrook Hotel Trust), Robert Yick (SFPD), Minako Yoshizawa (Bulgari), Sergeant James Watson, Zuhal Weber (Louis Vuitton) and Andy Wong (Nordstrom)

The following staff members were present: Karl Bijan (Block by Block), Chris Boss (Director of Services), Joshua Chan (Sr. Project Coordinator), Karin Flood (Executive Director), Karen Gagarin (Member Services Lead), Benjamin Horne (Deputy Director), and Eva Schouten (Intern).



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

**2. Public Comments**

Don Thomas asked for public comment. Hearing none, he moved to the next agenda item.

**3. ACTION: Approve Committee Meeting Minutes from September 22, 2020**

Committee members were directed to the meeting minutes included in their virtual packets.

Action: As moved by Michael G. Petricca and seconded by Roland Tolosa, the committee unanimously approved the meeting minutes from 09/22/20 as presented.

**4. USBID Services Update**

**a. SFPD Ambassador Program**

The SFPD Ambassador Program launched. There will be nine retired PD officers of which 4 will be active per week from 11:00am – 9:00pm. On Thursday at 11:00am at Hallidie Plaza there will be a press conference to announce the program. A discussion took place about the details of their communication with the USBID.

**b. Holiday Related Activities/Events**

A summary about upcoming events was provided including Macy's Great Tree press conference 11/18 at 6:00pm, light projection of snowflakes on all the buildings surrounding Union Square on 11/23. The Menorah will be installed, the exact date is still to be determined, though there will be a lighting from December 10-18. The Ellis Street will continue to be closed on Sundays with regular activations. An application process has started to extend this program for Saturday and Sunday until June 2021.

**c. Retail Theft Prevention Committee report/updates**

During the previous Retail Theft Prevention meeting the importance of SFPD presence was mostly discussed as there have been major felony thefts in the district. Conversation has started with the DA office to discuss how these offenders are prosecuted. The addition presence of PD officers through the SFPD ambassador program will help to avoid these crimes (See item 4-a). A discussion took place about the effectiveness of armed guards at the entrances of stores, recent charges, and negative experiences at stores. Captain Yick shared some words about recent retail theft and actions SFPD have been taking.



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

**d. Member service moving in-house**

Starting January 1<sup>st</sup>, the USBID will move the member services in-house. From a list of 60 applicants, it has been narrowed down to a top 10 who will be meeting with Ben and Karin in person for final approval.

**5. SFPD Union Square Area Updates & Reports**

Karl summarized special projects that have been taking place such as the services at Union Square Park including placing tables and chairs from 11am – 4pm, handing out KN-95 Masks, organizing the placement of Macy’s Tree and district paint projects. Graffiti, cleaning requests, and illegal dumping have increased. Ricky Soares gave a summary about what Legion has encountered on the streets and how they resolve the issues.

**6. Committee updates:**

**a. Union Square Park Services & Updates**

**i. Macy’s Great Tree Installation**

The USBID assisted Macy’s with installing the tree by placing plywood and barricades and cleaning after the tree was installed. Webcor completed this project as an in-kind donation as well as the Powell tree lighting. A public thank you was provided for Webcor assistance.

**b. Video Control Center Semi-Annual Audit**

This audit will be completed with support from Applied Video Solutions and results will be shared with the committee in 2021.

**c. Security Camera Updates**

Several installations have been completed this year and the USBID is actively looking to expanding further.

**d. Other items**

**i. With a city grant, the USBID was able to also install 10 additional Big Belly cans in 2020.**



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

- ii. A discussion took place regarding boarded up store fronts and vacancies.
- iii. A discussion took place about illegal dumping, specifically the illegal cardboard dumping that has increased.

7. Adjourn—10:31am