



Streetscapes and Public Realm Committee

October 7, 2021 – 9:30am - 11:00pm
Virtual Communication System Zoom

MINUTES

In attendance

Committee members: Jim Chappell, Evan Kaizer, Manuela King (Chair), and Cammy Blackstone.

Staff and contract service providers: Karin Flood (Executive Director), Lisa Frisch (Director of Marketing and Events), Eva Schouten (Project Coordinator), and Melanie Medina (Intern).

1. Call to Order and Introductions

Observing a quorum present, Manuela King called the meeting to order at 9:32 a.m. Introductions were made.

2. Public Comment

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

3. **Action: To approve August 5, 2021, Committee Meeting Minutes**

Action: The committee unanimously approved the June 3, 2021, committee meeting minutes as motioned by Jim Chappell and seconded by Evan Kaizer.

4. Hallidie Plaza – Project Update

The railing planters and the dead trees/plants have now been removed and there are new planters on the upper level and within the plaza. Due to pigeons disrupting the plants, they will be replaced with different plants. New tables, chairs, and banners have also been added. The city will continue to work on the planters along the terrace along with possibly removing the broken elevator. Christmas light Pros is creating a quote for possible Holiday Lighting, and we are moving forward with the Light Art Project in the tunnel. A discussion took place about the status with Urban Space and Cable Car Cafe.

5. Powell Street Promenade

The city is working on some improvements for Powell Street, but nothing has been concrete. We are waiting on a quote from Florian Industries regarding safety repairs along the promenade. The promenade section in front of Union Square Hotel will be reinstalled while Allbay Landscaping will be replanting along the promenade. A discussion took place about possible overall removal of the promenade.



6. Holiday Décor Elements

a) Events, Lighting, Ice Rink, and Décor

SF Wednesday had its last event October 6. Moving forward events are at a halt due to the load in of the ice rink. The holiday events such as the ice rink, Macy's tree, and Menorah will be added to the website. The palm trees in the park, Maiden Lane, and Powell Street trees will be lit from November 1 through the end of February. Two palm trees at the park had to be removed, the alliance is in contact with Recreations and Parks for them to be replaced. The light projection and the lit element at the park will not be happening due to lack of support from Recreation and Parks.

b) Ornament Project and **action** to move forward with Paint the Void

A proposal to have large ornaments repainted in collaboration with Paint the Void and place them along Powell Street was presented. The cost of this project will be \$18,500 which includes priming, painting, and placing them on Powell Street. The ornaments would also have an anti-graffiti coat on them. A discussion took place about the possible art themes for the ornaments.

Action: The Board unanimously approved to move forward with Paint the Void for the ornament project as motioned by Evan Kaizer and seconded by Cammy Blackstone.

c) Cable Car Decoration

There is an opportunity to decorate a cable car for a fee of \$1,500, that will be donated to a charity the Cable Car company volunteers for. If interested, labor and decor are not included in the price. The Alliance will be decorating a cable car.

7. Project Updates

a) Rebranding Efforts Status- Uniforms

Phases 1 and 2 are now complete and phase 3 has started. The BOD approved the uniforms and truck wraps presented to them at the annual board meeting and they are on order right now. The website rebranding as also started.

8. Adjournment and Next Meeting: TBD, 9:30-11:00am

The next meeting date is not finalized as it lands on December 2, the same day as the holiday luncheon. Manuela adjourned the meeting at 10:40am