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**UNION SQUARE BUSINESS IMPROVEMENT DISTRICT
EXECUTIVE COMMITTEE MEETING**

MINUTES

August 21, 2019 – 9:00 AM
Union Square BID Conference Room – Suite 203
323 Geary Street, San Francisco, CA 94102

In Attendance

Directors and Committee Charis: Immediate Past President, Stephen Brett; Audit Chair, Russ Keil; Secretary, Mark Purdy; Finance Committee Chair: Jim Sangiacomo; Treasurer, Julie Taylor; Streetscapes Committee Chair, Manuela Anne King; and Public Affairs & Advocacy Chair, Corinna Luebbe.

Staff and Contract Service Providers: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), Zarrina Yousufzai (Intern); and Beau Simon, Legal Counsel from Cooper, White & Cooper.

Summary of Actions Taken by the Committee

On August 21, 2019 the Executive Committee took the following actions:

- The committee unanimously approved the meeting minutes of June 27, 2019, as motioned by Russ Keil, and seconded by Jim Sangiacomo.
- The committee unanimously voted to approve the letter of support for retail to office conversion for 220 Post Street as motioned by Mark Purdy, and seconded by Julie Taylor.
- The committee unanimously voted to approve of leasing 323 Geary Street, Suite 318 as motioned by Julie Taylor, and seconded by Jim Sangiacomo.
- The committee unanimously voted to approve to begin the RFP process for the Insurance Broker as motioned by Mark Purdy, and seconded by Julie Taylor.
- The committee unanimously voted to approve letters of opposition to 3 potential mobile food facilities in Union Square, as motioned by Stephen Brett and seconded by Julie Taylor.
- The committee unanimously voted to approve to renew the Union Square Foundation terms for Tim Falvey and Ron Yen and approved the amendment to services agreement, as motioned by Jim Sangiacomo, and seconded by Mark Purdy.
- The committee unanimously voted to approve the Miracle Messages contract extension, as motioned by Stephen Brett and seconded by Jim Sangiacomo.

Meeting Notes by Agenda Topic

1. Call to Order – Karin called the meeting to order at 9:05 am. Introductions were made
2. Public Comment – Karin called for public comment. Hearing none, she moved to the next agenda item.
3. Announcements & new business – The following highlights and updates were provided:
 - **Board election update**
Karin informed the committee that the Board election ballots have been submitted, however the votes haven't been calculated yet. She gave a brief outline of the slate.
 - **SFPD Ambassador Program update**
The SFPD Ambassador program is moving forward. Karin and Ben met with the SFPD Chief of Police and discussed the goals and expectations for the Ambassador program.
 - **Discussion regarding Downtown (FiDi) CBD**
Karin informed the committee that the FiDi CBD has formed and the USBID would like to form an alliance with them.
 - **Winter Walk 2019**
Karin updated the Committee that Winter Walk will happen this year; however, there are still some minor issues with the SFFD and SFMTA regarding the street closures.
 - **DA's Forum September 19, 2019 at Hilton 5-7pm**
The USBID and the Hotel Council are hosting the next District Attorney Forum at the Hilton Hotel. Karin noted that there are seats available and offered Committee members if they would like to join.
4. Action to approve the minutes of the June 27, 2019 meeting.

Action: The committee unanimously approved the meeting minutes of June 27, 2019, as motioned by Russ Keil, and seconded by Jim Sangiacomo.

5. City Center Realty presentation and action to approve letter of support for retail to office conversion (floors 3 and up) or 220 Post Street
Mark Stefan and Jana Chapital of City Center Realty gave a presentation in regards to converting 220 Post Street to an office. The entrance would be on the Campton side, which will lead to an elevator going up to the offices. However, they mentioned that it would take quite some time to convert retail space to office space due to the C3R Legislation. 220 Post Street would be the first property to go through this legislation.
Action: The committee unanimously voted to approve the letter of support for retail to office conversion for 220 Post Street as motioned by Mark Purdy, and seconded by Julie Taylor.
6. Discussion regarding potential additional office space and action to approve leasing 323 Geary Street, Suite 318
Ben updated the committee that the USBID was offered a potential lease for an office space right next to the VCC room (suite 317). He noted that it's a good size for the new expanded member services in the coming months, and will act as a resting place for the soon-to-be SFPD Ambassadors as well as the 10B officers. There was discussion amongst members regarding potential leasing spaces.

Action: The committee unanimously voted to approve of leasing 323 Geary Street, Suite 318 as motioned by Julie Taylor, and seconded by Jim Sangiacomo.

7. Discussion regarding insurance broker RFP and possible **action** to begin RFP process

Ben reported to the committee that he has been searching for a new insurance broker. Majority of the brokers he contacted have been non-responsive, so he asked committee members if they have any recommendations.

Action: The committee unanimously voted to approve to begin the RFP process for the Insurance Broker as motioned by Mark Purdy, and seconded by Julie Taylor.

8. Discussion and updates regarding new services timeline and member services

Ben updated the committee that the USBID is looking for easier ways to manage data and build on top of the salesforce database. He discussed a potential partnership with Cube84 who already gave onsite presentations to the staff. Furthermore, there was discussion regarding bringing the member services in-house.

9. Public Affairs updates and **action** to approve letters of opposition to 3 potential mobile food facilities in the Union Square Area

Karin informed the Committee that there are 3 potential mobile food facilities applications sent to City that will be located in the Union Square area. Due to some concerns from property owners, the USBID has opposed all 3 applications.

Action: The committee unanimously voted to approve letters of opposition to 3 potential mobile food facilities in Union Square, as motioned by Stephen Brett and seconded by Julie Taylor.

10. Union Square Foundation updates and discussion and **action** to renew terms of Tim Falvey (to September 1, 2021) and Ron Yen (to November 16, 2021) and **action** to approve amendment to services agreement

There was discussion regarding the term extensions of Tim Falvey and Ron Yen from Buildgroup.

Action: The committee unanimously voted to approve to renew the Union Square Foundation terms for Tim Falvey and Ron Yen and approved the amendment to services agreement, as motioned by Jim Sangiacomo, and seconded by Mark Purdy.

11. Discussion and action to approve Miracle Messages contract extension for 19-20FY

There was a brief discussion regarding the Miracle Messages contract extension.

Action: The committee unanimously voted to approve the Miracle Messages contract extension, as motioned by Stephen Brett and seconded by Jim Sangiacomo.

CLOSED SESSION DISCUSSION

12. Intern update and discussion and action to extend Zarrina internship through December 31, 2019.

There was internal discussion regarding hiring a new intern and extending Zarrina's internship.

13. Upcoming meetings

- Board Meeting September 26, 2019 Grand Hyatt
- Union Square Wine Walk – October 17, 2019 6-9TBC
- Next Executive Committee Meeting – October 24, 2019

- SAVE THE DATE Union Square Foundation Holiday Fundraiser – December 11, 2019 (6-9pm) – Starlight Room

14. Adjournment – Karin adjourned the meeting at 10:59am.