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

MINUTES

December 12, 2019 – 9:00 AM
Union Square BID Conference Room – Suite 203
323 Geary Street, San Francisco, CA 94102

In Attendance

Directors and Committee: Board President, Wes Tyler; Immediate Past President, Stephen Brett; Marketing Chair, Mathew Coleman; Audit Chair, Russ Keil; Streetscapes Chair, Manuela Anne King; and Public Affairs & Advocacy Chair, Corinna Luebbe; Board Secretary, Mark Purdy.

Staff and Guest Attendees: Karin Flood (Executive Director), Benjamin Horne (Deputy Director), Bri Caspersen (Project Coordinator); Eva Schouten (Intern); Erik Murray, (Guest and Managing Partner Oak Investment Funds)

Summary of Actions Taken by the Committee

- The committee unanimously approved the meeting minutes (including closed session minutes) of October 24, 2019, as motioned by Corinna Luebbe and seconded by Matthew Coleman.
- The committee unanimously approved receipt of grants in anticipation of receiving them as motioned Wes Tyler, and seconded by Russ Keil.
- The committee unanimously approved the contract with Legion Corporation as motioned Wes Tyler, and seconded by Matthew Coleman.
- The committee unanimously voted to move forward with the contract with Cube84 as motioned by Steven Brett- and seconded by Mark Purdy.

Meeting Notes by Agenda Topic (See CLOSED SESSION Minutes for items 9-12)

1. Call to Order – Wes Tyler called the meeting to order at 9:04 am. Members were introduced to Eva Schouten the new Intern for the USBID.
2. Public Comment – Wes Tyler called for public comment. Hearing none, he moved to the next agenda item.
3. Announcements & new business – The following highlights and updates were provided:

a. City contract update and cash status

Karin updated the committee that the city contract has been signed, and the collected assessments can be released to the BID. Ben informed the committee that he is waiting for the City to sign the contract which should be completed soon and well before January 10th (when the first assessment payment is due).

b. Holiday updates

Karin informed the committee the holidays have started. A discussion about Macy's \$30K grant and \$10K contribution (to the Union Square Foundation) and visitor traffic numbers followed.

c. Personnel update

Karin updated the committee that Margarita terminated her employment and started working for the SFPD. Ben added there is a new hire, Karen, and that her training has started and she is ramping up quickly.

d. New services launch Jan 1

Ben informed that committee all of the new services will be launched by January 1, 2020, including 24/7 member services and overnight security patrol. As of November 1, 2019, the sweeping, pressure washing and ambassador patrols were increased and an additional 10B officer shift was added for the evenings (1pm-11pm).

e. Union Square Foundation updates

- i. Karin informed the committee that Tad Moore will be stepping down as President (due to an injury) and Rick Laubscher is nominated to replace him. Tim Falvey has been nominated for Vice President.
- ii. Karin updated the committee about the successful fundraiser. Ben informed them that \$96,000 was raised including \$30,000 grant (for the Union Square Cares Program) from Macy's.

4. Action to approve the minutes of the October 24, 2019 meeting

Action: The committee reviewed the minutes including the closed session minutes distributed by Ben and unanimously approved the meeting minutes of October 24, 2019, as motioned by Corinna Luebbe, and seconded by Matthew Coleman.

5. Winter Walk updates and discussion

Karin updated the committee about the new location, the contract termination with Off the Grid (OtG) due to last minute demands from OtG and partnership disagreements, and new contract with Urban Space for Winter Walk. Additionally, the programming has been scaled back to food trucks at lunch and dinner on Thursday – Sunday. Large, decorative ornaments and art cars are coming in this week. A discussion followed about the bad weather and disagreements with store owners.

6. Discussion regarding receipt of grant(s) from the City of San Francisco for Big Belly program and vacancy study/economic development project and action to approve receipt of grant(s)

Ben informed the committee he has not received an official announcement from the City on the status of the grants at this time, but has been told the BID will be receiving some of the funds requested (\$25K was proposed for

vacancy study and \$30K for BigBelly cans). A discussion about the vacancies study and increasing vacancies in the district followed.

Action: The committee unanimously approved accepting the grants in anticipation of receiving them soon as motioned Wes Tyler and seconded by Russ Keil.

7. Discussion and update regarding selection of overnight security patrol and **action** to approve contract with Legion Corporation for overnight security patrol and for replacement 10b coverage starting January 1, 2020.
Ben informed the committee that through the RFP process Legion Corporation has been recommended to provide overnight security and fill the missed 10B shifts. The CEO of Legion (Joe Shelley) has lived or worked in San Francisco for 20 years and currently lives at 181 O'Farrell. He has 12 years of experience working with SFPD. Two officers will be patrolling the district from 10pm-6am on foot and in a vehicle. They will be in official looking (police like) uniforms. The main purpose of the patrol will be observing and reporting incidents, advising on low level crimes and quality of life violations and establishing an overnight presence to deter crime. They will carry pepper spray, a baton, and tasers for self-defense. Legion's proposal was very good and scored high and when they presented a group of Services & Safety Committee it was very professional and well thought through (especially compared to their competition). Bri informed the members that she has reached out to references and they all highly recommended Legion for their quality and professionalism and dedication to improving the community. The Committee also asked the insurance now at \$5mil be increased to \$10mil of general liability insurance to cover the risks associated with this service. The estimated costs of overnight security is approximately \$25K/month. They will also provide backup 10b services going forward (when SFPD is unable to fill 10b shifts). A discussion about the safety and crime issues in Union Square followed.

Action: The committee unanimously approved the contract with Legion Corporation as motioned Wes Tyler and seconded by Matthew Coleman.

8. Discussion regarding member services software and **action** to approve moving forward with contract with Cube84 for implementation of District 360 management tool.
Ben reminded members that as previously discussed the Member Services team will be brought in house in July 2020. As part of controlling the member/stakeholder interactions more precisely and capturing the data to better understand the services delivered to the various property owners, staff is proposing dispatch and the field teams to stop using Block by Block's Smart System and instead, integrate CUBE84's district management tool into our Salesforce database. CUBE84 is a vendor staff found at IDA and provides a Salesforce-integrated platform built specifically for the work BIDs do (called District360). This will allow us to manage service requests, our public asset inventory (Bigbellys, security cameras, public art, lighting, outdoor furniture and fixtures), and track service delivery to individual parcels and owners. The project implementation will cost approximately \$60,000 and start in January and conclude in June. There is also a 50 hour per month service commitment for 12 months. Ben asked the committee to review the 18 month contract that starts on January 1, 2020. Ben also informed them that he has negotiated the price down considerably (~15%) and secured a \$5,000 additional partnership discount. Bri informed the committee CUBE84's client references highly recommend their product and services. The contract can be cancelled any time with a 10 day notice.

Action: The committee unanimously voted to approve to move forward with Cube84 as motioned by Steven Brett, and seconded by Mark Purdy.

CLOSED SESSION DISCUSSION (See CLOSED SESSION MINUTES)

9. Discussion regarding the Administrative Coordinator position and **action** to approve extending offer for position.
10. Discussion and review of survey results and additional benefits and action to approve adding 401K plan, amending commuter check plan and formalizing professional development policy.
11. Discussion and review of year end staff compensation and review of salary data and bonus discussion and action to approve compensation and bonuses for 2019.
12. Upcoming meetings
 - Board Meeting – January 23, 2019
 - Next Executive Committee Meeting – February 27, 2019
13. Adjournment –