



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Board of Directors Bi-Monthly Meeting

January 23, 2020 – 9:00 -11:00 am
Parc55, 55 Cyril Magnin Street (Embarcadero Room)

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Business Improvement District (USBID) was held at 9:00am on January 23, 2020 at the Parc55 Hotel (Embarcadero Room) at 55 Cyril Magnin Street, San Francisco, CA 94103.

PUBLIC NOTICE of the meeting was posted at the Main Library and on the USBID's website; notice and documents were sent to Board members via email. Following is a record of those in attendance and the meeting minutes by agenda topic.

In attendance

The following directors and advisory committee chairs were in attendance: Jordan Buckley, Matthew Coleman (Marketing Committee Chair), J. Timothy Falvey, James C. Flood, Rodrick Graham, Shirley Howard-Johnson, Russell D. Keil, Terry Lewis, Jr., Corinna Luebbe (Public Affairs Committee Chair), Rusty Middleton, Marcus Mirt, Mike Petricca, Jim Sangiacomo (Finance Committee Chair), Spencer Sechler, Julie Taylor (Treasurer), Don Thomas (Services Committee Chair), and Wes Tyler

The following staff and contract service providers were in attendance: Karin Flood, Benjamin W. Horne, Robbie Silver, Chris Boss, Joshua Chan, Bri Caspersen, Zarrina Yousufzai, Eva Schouten, Beau Simon (Cooper, White and Cooper), Karen Gagarin and Karl Bijan (Block by Block).

Guest: Christine Torrington (M. Christine Torrington Photography)

Summary of Actions Taken by the Board of Directors

On January 23, 2020 the Board of Directors took the following actions:

- **Action:** The Board unanimously approved the Executive Director's Report including ratifying the Executive Committee actions from December 12, 2019, as motioned by Spencer Sechler and seconded by Julie Taylor.
- **Action:** The Board unanimously approved the Board minutes from November 21, 2019 as motioned by Don Thomas and seconded by Wes Tyler.
- **Action:** The Board unanimously approved the meeting schedule for 2020 as motioned Jim Sangiacomo and seconded by Spencer Sechler.

- **Action:** The Board unanimously approved the BID's Mid-Year Report for Submission to the City and County of San Francisco as motioned by Julie Taylor and seconded by Shirley Howard-Johnson.
- **Action:** The Board unanimously approved to accept the grant from the City for additional BigBelly cans as motioned by Matthew Coleman and seconded by Don Thomas.
- **Action:** The Board unanimously approved the RFP as motioned by Don Thomas and seconded by Rodrick Graham.
- **Action:** The Board unanimously approved the Unaudited Financial Report at 10/31/2019 as motioned by Jim Sangiacomo and seconded by Spencer Sechler.
- **Action:** The Board unanimously approved the Mid-Year Budget Modification as motioned by Julie Taylor and seconded by Don Thomas.
- **Action:** The Board unanimously approved the ballot positions, except for ballot D which will be changed from opposed to neutral, as motioned by J. Timothy Falvey and seconded by Spencer Sechler.
- **Action:** The Board unanimously approved to accept the City Grant for retail vacancy study as motioned by Spencer Sechler and seconded by Mike Petricca.
- **Action:** The Board approved the letter of support for Pure 710 SF cannabis retail expansion at 49 Kearny as motioned by Wes Tyler and seconded by Julie Taylor. Extension by Terry Lewis.

Meeting Notes by Agenda Topic

The following notes supplement the actions taken by the Board and provide further information on agenda topics where no action was requested or taken.

1. Call to Order - Observing a quorum present, Wes Tyler, called the meeting to order at 9:01am. Introductions were made.
2. Call for Public Comment – Wes called for public comment. Seeing none, he moved onto the next item.
3. Executive Director's Report- The following updates were provided:
 - a. **New intern**
Karin introduced the new intern, Eva Schouten and the new Member Services Lead, Karen Gagarin to the Board.
 - b. **Renewal complete and first assessment payment received.**
Karin updated the board that the renewal contract has been finalized and the USBID has received 3.3 million. Ben informed the board that there were not many delinquents, they received all the tax payments apart from one.
 - c. **Annual Luncheon May 15, 2020 @ Westin St. Francis**
Karin informed the board to save the date for the Annual Luncheon May 15, 2020, at the Westin St. Francis.
 - d. **Board Training Session**
Karin informed the board that there will be a Board Training Session held next Thursday (01/30) at the USBID office (conference room). It is mainly for the new board members however everybody is welcome.
 - e. **Union Square Foundation Updates**
 - Rockin' Holiday Fundraiser
Karin updated the board that they raised around \$96,000 during the fundraiser and thanked Rodrick for the generous \$30,000 donation by Macy's.

- SVCF (Chris Larsen) Grant Security Cameras \$500,000
Karin updated the board that the USBID has gained \$500,000 for the Security Cameras by Chris Larsen.

f. Public Records Request

Karin updated the Board that EFF (Electronic Frontier Foundation) a digital rights group in the Tenderloin area, has asked for a Public Records Request of the locations, logs and policy of our security cameras. This information is open to the public therefore it has been shared with them. Karin confirmed this with Beau before sharing the information. Ben informed the Board that EFF is doing research on the privacy of large-scale networks and plan to create a privacy law. EFF has published previously gathered information from several CDBs on their website and they will publish more information in the next 3-4 months.

g. Executive Committee met on December 12, 2019 and approved the following

- Contract for overnight security and 10b replacement with Legion
- Contract implementation of District 360 management tool with Cube84
The collaboration with Cube84 will optimize the current database and include dispatch information. Bri is taking the lead on this project.
- Hiring of Administrative Coordinator
Zarrina, formerly an intern at the USBID has been promoted to Administrative Coordinator.
- Adding benefits including the 401K plan, commuter benefit increase and creating professional development policy
Ben created an employee survey from which he extracted the information to add on these benefits.
- Year-end HR and compensation related matters (closed)
The Board can reach out to Karin if they want more information about these matters

Action: The Board unanimously approved the Executive Director's Report including ratifying the Executive Committee actions from December 12, 2019, as motioned by Spencer Sechler and seconded by Julie Taylor.

4. **Action to approve prior meeting minutes of November 21, 2019**

Members were asked to review and approve the minutes from November 21, 2019.

Action: The Board unanimously approved the Board minutes from November 21, 2019 as motioned by Don Thomas and seconded by Wes Tyler.

5. **Action to approve the Board's regular meeting schedule for 2020**

The Board reviewed the bi-monthly dates for the Board meetings from 9:00am – 11:00am on the 4th Thursday (except for November due to Thanksgiving holiday)

Action: The Board unanimously approved the meeting schedule for 2020 as motioned Jim Sangiacomo and seconded by Spencer Sechler.

6. **Action to approve a draft of the BID's Mid-Year Report for Submission to the City and County of San Francisco by January 31, 2020**

Karin directed the Board to the screen where the Mid-Year Report got projected. The report is a city requirement and will be send to them by January 31, 2020. The finances in the report was approved by the Finance Committee and the whole report is available on the USBID website.

Action: The Board unanimously approved the BID's Mid-Year Report for Submission to the City and County of San Francisco as motioned by Julie Taylor and seconded by Shirley Howard-Johnson.

7. To Receive the BID's Advisory Committee reports and to take **action** to approve several Committee recommendations:

a. **Services & Public Safety – Don Thomas**

- New Services updates and evaluation

Don briefly updated the Board about the talking points during the Services Committee Meeting. Chris informed the Board that starting from November there have been additional services and since January all the new services have been implemented. This includes 10-12 more staff members, safety ambassadors, new pressure washing machines and more frequent pressure washing in the mornings, and new (ATVL) street vacuums. There is also an additional 10B officer and 24/7 Member Services however this is still working process. He has been in contact with Legion to optimize communication between them and Member Services to have a more affective way of reporting trash, graffiti or other problems. Furthermore, he will be putting together evaluation criteria to see how Legion can improve, they will be shadowing the members of Legion as well. He will be reaching out to the Board members about any ideas they might have on the evaluation.

- Security Camera Updates

Chris updated the Board that he has been talking with AVS (Applied Video Solutions) about what our current systems are able to do and how they can be used more efficiently. The new cameras will be placed in the South-West corner of the Union Square District. New Cameras around Macy's already got approved and will be installed shortly. A small discussion about the location of the cameras and the addition of Legion to the BID took place.

- Discussion and **action** to approve grant from City for additional BigBelly cans

Ben informed the Board that they have received a \$36,000 grant from the City to place more BigBelly cans. This grant results in 12 new cans. 6 which will be placed in District 6 and the remaining 6 will be placed in District 3. Karin informed the Board that she attended a meeting at City Hall about the trash cans in the districts and how they can get better and more synchronized equipment for the streets. A small discussion about where the cans will be placed took place. Marcus also updated the board that they are looking at going keyless with the BigBellys. A small discussion about the look and branding on the BigBellys followed.

Action: The Board unanimously approved to accept the grant from the City for additional BigBelly cans as motioned by Matthew Coleman and seconded by Don Thomas.

- Discussion and action to approve new contract with AVS for additional security cameras and license plate readers

Ben updated the board that the contract has not been completed therefore this action item will be moved to the next meeting. He has been talking with AVS about the license plate readers which the SFPD asked for and that he will reach out to property owners about the placements. Bri briefly explained the USBID Security Camera Policy in combination with the City's Policy.

- Operations report for September & October 2019

Karl Bijan directed the Board to the September and October Operations Report. He gave a brief update on the district's clean and safe statistics and key happenings. He informed them of the positive outcomes due to the new ALTV and pressure washing machines. (Refer to reports for more information). A discussion about the lack of reporting of crime and vandalizing took place.

b. **Marketing & Communications – Matthew Coleman**

- Union Square Mardi Gras Pub Crawl February 25
Matthew updated the board that there will be a Pub Crawl February 25 to promote local bars and hotel bars. It will be a luxury experience with the theme of Mardi Gras. This event is also to attract residents to the bars in Union Square.
- Presenting and discussion and review of RFP for district and organization branding and new website and action to approve RFP
Rob gave a presentation about the importance of rebranding and the deliverables the USBID will gain from this project. He introduced the 6 design firms who will receive the RFP and reminded the board that this is an open application, if they have any suggestions, they can refer them to him. The Board was also reminded that the new name for the Board Meeting and Stakeholders will become the *Union Square Alliance* however to the public it will remain Union Square. Rob briefly reviewed the timeline of the rebranding and the RFP.

Action: The Board unanimously approved the RFP as motioned by Don Thomas and seconded by Rodrick Graham.

c. Streetscapes & Public Realm – Rob Silver

- Winter Walk debrief and 2020 plan
Rob updated the Board on Winter Walk. He thanked the Board for their support and leadership during the partnership disagreement and finally termination of contract with Off The Grid. Overall it was a success and a trail year on a new location. The feedback has been both positive and negative. He will be meeting with the new vendor Urban Spaces next month to talk about site plans for 2020.
- Campton Place updated
Rob informed that the Neon Light Art project is moving forward and should be completed by the end of spring/early summer. He also informed them that Bri is talking with the Academy of Art for possible collaboration on an alley improvement project with the students.
- Pedestrian counters
Rob updated the board that the USBID is starting a partnership with Springboard now that Motionloft is out of business. Springboard can tap into our security cameras which makes it an easy transition. Due to costs there will be fewer sensors however enough to cover the important areas of the district.
- Window wraps
Rob directed the Boards to an image of the window wraps which will be put on the vacant Starbucks on the corner of Powell street. They are images from the new guide as well as Instagram images to show the activity in the district from the pedestrian's perspective. This project will be completed by the end of this month. He is currently discussion if windows can get covered as well.
- Halliday Plaza updates (flags)
Rob informed the Board of the plans for Halliday Plaza. Flags from the Sister Cities will be placed around the edge of the Plaza. Also, the trees on the first block of Powell will be removed and replaced with potted trees so that the historical line of sight on Powell street is restored.

d. Finance & Audit – Jim Sangiacomo

- Action to approve the Unaudited Financial Report at 10/31/2019.

Ben directed the committee to the December 2019 financial report. The assessments/core operations have a \$852K surplus through December. The USBID had a negative budget variance of \$49K due to assessment payment being less than budget and spending more on Winter Walk. The USBID brought in \$36K in funds due to security camera donations and higher than budget billings to USF including the SoMa West CBD consulting. Net assets (reserves) are at \$2.7Mil at the end of December including \$2.6Mil reserves for assessments/core operations. Cash Balance is \$3.4mil at 12/31/2019.

Action: The Board unanimously approved the Unaudited Financial Report at 10/31/2019 as motioned by Jim Sangiacomo and seconded by Spencer Sechler.

- Line of credit status and action to approve new line of credit of \$1mil
Ben updated the Board that he is still waiting for documentations from Wells Fargo therefore this topic will be revisited at the end of March.
- Action to approve a Mid-Year Budget Modification
Ben directed the Board the Mid-Year Budget Modification document and gave a brief summary.

Action: The Board unanimously approved the Mid-Year Budget Modification as motioned by Julie Taylor and seconded by Don Thomas.

e. Public Affairs & Advocacy – Corinna Luebbe

- Discussion and possible action to approve March ballot positions
Corinna updated the Board on the ballot measures and the positions the Public Affairs Committee has taken. The Board agreed with all their position however they want to go neutral for ballot D – Vacancy Tax.

Action: The Board unanimously approved the ballot positions, except for ballot D which will be changed from opposed to neutral, as motioned by J. Timothy Falvey and seconded by Spencer Sechler.

- Discussion and action to approve City Grant for retail vacancy study
Karin informed the Board that they have gained a \$25,000 grant for a retail vacancy study. Bri will be taking the lead on this project. The aim is to figure out why there are vacancies and why they are difficult to fill by talking to property managers, store manager and doing research on retail trends.

Action: The Board unanimously approved to accept the City Grant for retail vacancy study as motioned by Spencer Sechler and seconded by Mike Petricca.

- Discussion and action to approve letter of support for Pure 710 SF cannabis retail expansion at 49 Kearny
Karin updated the Board about Pure 710 SF request to gain support for their plans to change their second floor from office into retail space as they often are overcrowded causing people to wait on the street. They already own the space but want to change its use.

Action: The Board approved the letter of support for Pure 710 SF cannabis retail expansion at 49 Kearny as motioned by Wes Tyler and seconded by Julie Taylor. Extension by Terry Lewis.

8. Announcements & New Business (11:00)

- Chinese New Year Parade February 8, 2020
Karin invited the Board to a small viewing of the parade at the USBID office.
- Next Executive Committee Meeting February 27, 2020
- Annual Luncheon May 15, 2020
- Next Board Meeting March 26, 2020 – 9:00 a.m. Location TBD

9. Adjournment- The meeting was adjourned at 11:09am.