



Board of Directors Bi-Monthly Meeting

November 18, 2021 – 9:00 -11:00 am
Hybrid Meeting via In Person and Zoom

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on November 18, 2021 through the virtual communication system Zoom and in person.

PUBLIC NOTICE of the meeting was posted at the Main Library and on the Alliance's website; notice and documents were sent to Board members via email and were available upon request. 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: Cammy Blackstone, Stephen Brett, Jordan Buckley, J. Timothy Falvey, Shirley Howard-Johnson, Manuela King (Streetscapes and Public Realm Committee Chair), David Lewin, Corinna Luebbe (Secretary), Marcus Mirt, Maxine Papadakis, Kelly Powers, Mark Purdy (President), James Sangiacomo (Finance Chair), Mark Sullivan (Marketing Committee Chair), Don Thomas (Services Committee Chair and Vice President), Evan Kaizer, Julie Taylor, Russ D. Keil Jr., and Jason Dyer

The following staff and contract service providers were in attendance: Marisa Rodriguez, Benjamin W. Horne, Chris Boss, Zarrina Yousufzai, Eva Schouten, Melanie Medina, Dianna Cavagnaro (consultant), Alfonso Navarro Jr. (Block by Block), and Beau Simon (legal counsel).

Guests: Captain Julian Ng (SFPD), Mimi Tam (OEWD) and Spencer Sechler.

Summary of Actions Taken by the Board of Directors

On November 18, 2021, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by Jordan Buckley. No public comment was received prior to the action.
- **Action:** The Board unanimously approved the Executive Directors report including ratifying the Executive Committee actions from October 2021 as motioned by J. Timothy Falvey and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the September 23, 2021, minutes as motioned by Don Thomas and seconded by Shirley Howard Johnson. No public comment was received prior to the action.
- **Action:** The Board unanimously approved Jason Dyer (Senior GM) at Westfield Centre to replace Judith Shahvar (Assistant GM) at Westfield Centre as motioned by J. Timothy Falvey and seconded by Corinna Luebbe. No public comment was received prior to the action.
- **Action:** The Board reviewed strategic planning RFP and unanimously approved sending RFP as motioned by Kelly Powers and seconded by Don Thomas. No public comment was received prior to the action.



- **Action:** The Board unanimously approved a bonus for Clean & Safe team as motioned by Mark Purdy and seconded by Julie Taylor. No public comment was received prior to the action.
- **Action:** The Board unanimously approved a consulting contract with Dianna Cavagnaro as motioned by Kelly Powers and seconded by Cammy Blackstone. No public comment was received prior to the action.
- **Action:** The Board unanimously approved the 20-21FY 990 and state filings as motioned by Mark Purdy and seconded by Mark Sullivan. No public comment was received prior to the action.
- **Action:** The Board unanimously approved the unaudited financial reports at 10/31/21 as motioned by Jim Sangiacomo and seconded by Evan Kaizer. No public comment was received prior to this action.
- **Action:** The Board unanimously approved to draw the line of credit (\$500,000) as motioned by Jim Sangiacomo and seconded by Julie Taylor. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the expenditure and participation in Hotel Council- SF crime survey as motioned by Tim Falvey and seconded by Shirley Howard- Johnson. No public comment was received prior to this action.

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, Mark Purdy, called the meeting to order at 9:00 a.m. Introductions made, and roll call taken.

2. Call for Public Comment

Marisa Rodriguez called for public comment. Seeing none, she moved onto the next item.

3. Action to approve motion for AB361 findings for teleconference meetings

Ben Horne explained the AB361 findings for teleconference meetings that state specific requirements for public agencies to hold virtual meetings during a state of emergency while following the Brown Act. The Alliance will begin to hold in person and hybrid meetings through January 2022.

Action: The Board unanimously approved the motion for AB361 findings for teleconference meetings as motioned by Mark Purdy and seconded by Jordan Buckley. No public comment was received prior to this action.

4. Executive Director's report

• Staffing Update

Dianna Cavagnaro introduced herself as the new marketing consultant while the Alliance continues the process to hire a new Director of Marketing and Events.

• Grant from Chris Larsen

Chris Larsen's \$500,000 grant (to the Union Square Foundation) has been approved to expand our security camera project on Market Street, Grant and Bush and other areas. The community expressed their gratitude to Mr. Larsen for his generosity and continued commitment to increasing public safety.

• Holidays and District Status



Marisa listed the holiday events happening in Union Square such as Drag Queens on Ice at the ice rink, Santa coming to Macy's and Westfield, and pop-up holiday shops throughout the district, and Macy's great tree. These events can be found on our website.

- Union Square Alliance Retail Theft & Safety Summit 12/8/21 at Grand Hyatt
The Union Square Alliance will organize a retail theft and safety summit on December 8, 2021, at the Grand Hyatt. Marisa has reached out to our city partners to come and speak at this event including Supervisors, Mayor, Police Chief and others (TBC).
- Message from Captain Ng
Captain Julian Ng from SFPD joined the meeting and informed the Board about new happenings in Union Square. There has been an increase in staffing from Central Station deployment throughout the district. From 11am-11pm on Monday and Tuesday there are two officers, Wednesday, and Thursday there are three, and always two 10B officers within Union Square. There is a grant in process with SFMTA for more security at parking garages due to a spike in crime at these locations, specifically at the Ellis O'Farrell parking garage. The City has implemented a tourism deployment with six officers total and four of them dedicated to Union Square that are deployed daily, seven days a week. There are a total of 27 retired police officers working as ambassadors as well who help advise on quality life matters, tourist interactions, and merchant check ins.
- Executive Committee met on October 28, 2021, and approved
Marisa reviewed the Executive Committee's action items and gave brief summaries.
 - Grant submittal for Build Back Better Funding
 - Support of Sheriff's 10A program

CLOSED SESSION

 - Executive Director transition plan
 - 401K plan revision to allow enrollment after 90 days of FT employment

Action: The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from October 2021 as motioned by J. Timothy Falvey and seconded by Shirley Howard Johnson.

5. Action to approve prior meeting minutes of September 23, 2021

Action: The Board unanimously approved the September 23, 2021, minutes as motioned by Don Thomas and seconded by Shirley Howard Johnson. No public comment was received prior to this action.

6. Review of Board Member application and action to approve Jason Dyer (Senior GM) at Westfield Centre to replace Judith Shahvar (Assistant GM) at Westfield Centre

Ben introduced Jason Dyer to the Board, who has applied to replace Judith Shahvar as a Board Member from Westfield SF Centre. Jason was excused from the meeting for the Board to discuss and approve his application.

Action: The Board unanimously approved Jason Dyer (Senior GM) at Westfield Centre to replace Judith Shahvar (Assistant GM) at Westfield Centre as motioned by J. Timothy Falvey and seconded by Corinna Luebbe. No public comment was received prior to this action.

7. Review of strategic planning RFP and timeline and action to approve sending RFP



Ben presented the strategic plan RFP and timeline to the Board and four consultant companies. Discussion took place about the RFP and consultants. The plan is to hire a consultant in January 2022 (at the next Board meeting) and have the strategic plan process completed a new plan by July 2022.

Action: The Board unanimously approved sending RFP as motioned by Kelly Powers and seconded by Don Thomas. No public comment was received prior to this action.

8. To Receive the BID's Advisory Committee reports and to take action to approve several committee recommendations

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

- Service provider updates and new General Manager, Alfonso Navarro
Alfonso Navarro introduced himself to the Board as the new Operations Manager for Block by Block.
- Operations Report for September and October 2021
Alfonso presented the September and October operations reports to the Board. Special projects of the months included SF Wednesday events, Saturday Music Series, and Fleet week event. Block by Block has mandated for all Ambassadors to be fully vaccinated. At the end of October 88% of all the Ambassadors have been vaccinated. With the slow increase in pedestrian counts, graffiti, quality of life and trash numbers have also increased. Members reviewed reports and asked questions.
- Clean & Safe Team Holiday Appreciation Luncheon 12/14 at Fifth Arrow
The Alliance will organize a holiday appreciation lunch for our Ambassadors on December 14, 2021, at Fifth Arrow. An official invite will be sent out and all Board members were invited.
- Discussion and **action** to approve bonus for Clean and Safe team
Ben presented a bonus for the Clean & Safe team to show our appreciation for all their hard work during the pandemic and over the last 6 months. The bonus was in the approved 21-22FY budget at \$35,000 (bonus total is slightly less).

Action: The Board unanimously approved the bonuses for Clean & Safe team as motioned by Mark Purdy and seconded by Julie Taylor. No public comment was received prior to this action.

b. **Marketing & Communications – Mark Sullivan**

- Discussion and **action** to approve consulting contract with Dianna Cavagnaro
Ben advised the Board about a service agreement with Dianna Cavagnaro, who will be a part time consultant for our marketing department for November-January. She will give guidance and oversee marketing operations while the Alliance hires a new Director of Marketing and Events. Dianna has extensive marketing background including with the SF Chamber of Commerce.

Action: The Board unanimously approved a consulting contract with Dianna Cavagnaro as motioned by Kelly Powers and seconded by Cammy Blackstone. No public comment was received prior to this action

- PR and social media updates



Mark Sullivan summarized the previous Marketing Committee meeting that took place at the Rotunda. The events (sponsored in part by the Alliance) that took place in the Square during September and October have come to an end as the ice rink and Macy's Great Tree are now installed.

- Holiday Luncheon- December 2, 2021
The Alliance is organizing a Holiday Luncheon and Fundraiser which will take place on December 2, 2021, at the Westin St. Francis. Ben thanks everyone who has purchased a sponsorship or ticket but encouraged everyone to attend or make a donation if they weren't comfortable attending an in-person event.
- Rebranding updates and website
Stage one and two of the rebranding process are now complete. Our next focus will be the update uniforms and vehicles and the website that is scheduled to be a six-month long process.

c. Streetscapes & Public Realm – Manuela King

- Holiday Lighting and events
No updates.
- Hallidie Improvements and updates
Eva will be adding décor and lighting to Hallidie Plaza for the holidays, along with large ornaments along Powell Street. The west side of the plaza has been neglected and we are looking into adding banners and new planters to reactive the space as well as new plantings in the terrace plantings on the east side. Urban Alchemy continues to attend to the plaza daily from 7am-7pm. Discussions continue with Urban Space for activation of Hallidie Plaza. City may do an RFP ultimately. In the meantime, the City will fund a feasibility study and structural engineer for Urban Space's draft plan for Hallidie.
- Maiden Lane and Powell Street status and improvements
The trees in Maiden Lane have been decorated with holiday lighting. A discussion took place about the Powell Street Promenade removal and how SFMTA would occupy the space if they removed it. Members of the Board commented that it was time for the parklets to be removed and/or replaced especially since the Powell Improvement project was delayed (and unfunded).

d. Finance & Audit – Jim Sangiacomo

- Action to approve 20-21FY 990 and state filings
Ben summarized the draft of 990. The numbers tie out to the audit done by Marcum in August/September. The 990-draft presented needs some revisions including the name change from Union Square Business Improvement District to Union Square Alliance and the address change. The 990 is due on November 15th, however we have filed for an extension to get the Board's approval on November 18th. The IRS does not acknowledge in-kind donations as income which is why it is not included in the 990. Overall, the 990 is mostly the same as prior year. Ben reviewed major sections and answered questions.

Action: The Board unanimously approved the 20-21FY 990 and state filings as motioned by Mark Purdy and seconded by Mark Sullivan. No public comment was received prior to this action.



- **Action to approve the unaudited Financial Report at 10/31/21**

Ben reviewed the unaudited financial reports of October 31, 2021. Overall, the Union Square Alliance has a deficit of \$2 million for the fiscal year but has outperformed budget by \$51K in July-October. There is a positive spending variance due to clean and safe plus other expenses being less than budgeted. There is a negative revenue due to the PPP loan which is not forgiven yet but that is in the process. The organization has also spent fewer other funds by \$75K, mainly from Hallidie Plaza and Union Square Park. The USBID assessment operation expense was near management plan levels with 70% on clean and safe (including security cameras), 14% on marketing and 16% on admin. While the forecast for the fiscal year is a total deficit of \$233K, the approved budget was \$284K deficit, with the goal to break even this fiscal year. Net assets are at \$174K and cash balance was at \$326K at 10/31/21. The organization will need to use the line of credit in November until the first assessment payment is received in December.

Action: The Board unanimously approved the unaudited financial reports at 10/31/21 as motioned by Jim Sangiacomo and seconded by Evan Kaizer. No public comment was received prior to this action.

- **Action to approve draw of Line of Credit (\$500,000)**

Ben informed the Board that the Alliance will need to draw the line of credit to be able to continue operations of the organization until the next assessment payment is received (late December).

Action: The Board unanimously approved to draw the line of credit (\$500,000) as motioned by Jim Sangiacomo and seconded by Julie Taylor. No public comment was received prior to this action.

e. Public Affairs & Advocacy – Marisa Rodriguez

- **City's curb management plan**

Marisa informed the Board about Automotus, a company exploring to launch an automated curb management pilot program in San Francisco. The goal of the program is to reduce congestion, boost business, and have sustainable and equitable streets. The Board still has questions about the impact curb management/monetization can have on the district and impacts on white zones. More time needed to see how pilot works in other cities.

- **Discussion and action to approve expenditure and participation in Hotel Council- SF crime survey**

Kelly Powers presented the efforts of the Hotel Council to complete an in-depth survey about crime in San Francisco. The intention of this survey is showcasing the reality of crime in San Francisco. Depending on outcome of the survey, this data may be presented to the City to help advocate and get more resources to combat crime. A request was made to the Alliance for financial support for the survey which will be created by a well-known consultant hired by the Hotel Council.

Action: The Board unanimously approved the expenditure and participation in Hotel Council- SF crime survey as motioned by Tim Falvey and seconded by Shirley Howard- Johnson. No public comment was received prior to this action.

- **Vacant and unmaintained properties**

Held off for next meeting.

- **Ambassadors in district**



Held for next meeting.

9. Announcements & New Business

- Holiday Luncheon, Westin St. Francis, Dec 2, 2021- 11:30a.m.
- Union Square Retail Theft & Safety Summit, Dec 8, 2021- 9a.m. (Grand Hyatt)
- Clean & Safe Team Holiday Appreciation Lunch, Dec 14, 2021- 12p.m. (Fifth Arrow)
- Next Executive Committee Meeting December 16, 2021- 9a.m.
- Next Board Meeting January 27, 2022- 9a.m.

10. Adjournment - The meeting was adjourned at 11:03am