



Board of Directors Bi-Monthly Meeting

March 24, 2022 – 9:00 -11:00 am
Hybrid meeting via Zoom and In-Person

MINUTES

PURSUANT TO FIVE DAYS NOTICE, a meeting of the Board of the Union Square Alliance was held at 9:00am on March 24, 2022, 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, Shirley Howard-Johnson, Manuela King (Streetscapes and Public Realm Committee Chair), David Lewin, Marcus Mirt, Maxine Papadakis, Kelly Powers, James Sangiacomo (Finance Chair), Mark Sullivan (Marketing Committee Chair), Don Thomas (Services Committee Chair and Vice President), Jason Dyer, Wes Tyler, Mike Petricca, Terry Lewis, Evan Kaizer, Julie Taylor, and Russ D. Keil Jr.

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

Guests: Mike Smith (StreetSense), Larisa Ortiz (Streetsense), Chris Benyon (MIG), Ellie Fiore (MIG), Ken Rich, and Jackie Thornhill (Supervisor Mandelman's office).

Summary of Actions Taken by the Board of Directors

On March 24, 2022, 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 Sullivan and seconded by Shirley Howard-Johnson
- **Action:** The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from January 2022 as motioned by Jim Sangiacomo and seconded by Shirley Howard- Johnson. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the January 28, 2022, minutes as motioned by Don Thomas and seconded by Mark Sullivan. No public comment was received prior to the action.
- **Action:** The Board approved a letter of support for A Place for All Legislation as motioned by Jordan Buckley and seconded by Evan Kaizer. Wes Tyler abstained his vote.
- **Action:** The Board unanimously approved the grant from OEWD (\$15K) as motioned by Wes Tyler and seconded by Mark Purdy. No public comment was received prior to this action.
- **Action:** The Board unanimously approved the unaudited financial reports at 2/28/22 as motioned by Wes Tyler and seconded by Evan Kaizer. No public comment was received prior to this action.



- **Action:** The Board unanimously approved a new CPA firm (Perotti and Carrade) as motioned by Don Thomas and seconded by Evan Kaizer. 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, roll call, and welcome

Observing a quorum present, Marisa Rodriguez, called the meeting to order at 9:05 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 can hold virtual meetings during a state of emergency while following the Brown Act. The Alliance will only hold virtual or hybrid meetings until further notice.

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

4. Executive Director's report

- Staffing Updates and welcome Stacy Jed and Lance Goree

Marisa introduced Stacy Jed (Director of Marketing & Events) to the Board and gave a brief introduction of her work experience. Lance Goree has been hired as the new Director of Services and will begin on April 4th.

- NCAA March Madness- March 25-26 at Chase & Teams in Union Square

The NCAA teams will be playing this weekend at the Chase Center and are staying within Union Square. GP sailing tournament will also be this weekend.

- Retail Summit 3/29 and Police Presence and Gator Updates

This retail summit will be an update from the first summit on December 8, 2021. The Mayor, Police Chief, and other city leaders will be present speaking on the state of retail in Union Square. The Alliance has purchased two gators for the police department for Union Square use (as previously approved by the Board). The donation will be going through the Police Commission for approval.

- Grant from Chris Larson Lighting the District

The Alliance presented Chris Larson with a proposal to light up the alley ways in the district. He generously accepted and granted the Union Square Foundation \$215K for this project.

- SF Live Grant status

The Alliance applied for the SF Live grant back in February to activate Union Square Park with live music from artists who have been affected from the pandemic. The winner of the grant will be announced on May 2nd.



- Executive Committee met on February 24, 2021, and approved:

Marisa reviewed the Executive Committee's action items and gave brief summaries.

- Revised agreement with MIG for Strategic Planning
- Grant from City for Bigbelly and Hallidie (\$117K)
- Contract with SF Holiday Lighting Company for purchasing lights and installations for year-round tree lights
- CLOSED SESSION
- Extended Intern term until August 2022
- Hiring of new Director of Marketing & Events

Action to accept the Executive Director's report including ratifying the Executive Committee actions from December 2021.

Action: The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from January 2022 as motioned by Jim Sangiacomo and seconded by Shirley Howard- Johnson. No public comment was received prior to this action.

5. Action to approve prior meeting minutes of January 28, 2022

Action: The Board unanimously approved the January 28, 2022, minutes as motioned by Don Thomas and seconded by Mark Sullivan. No public comment was received prior to this action.

6. Strategic planning update and overview of timeline and plan, retreat (MIG & Streetsense)

Chris Benyon and Ellie Fiore with MIG and Larisa Ortiz and Mike Smith with Streetsense, informed the Board of the timeline for the strategic planning process. Both MIG and Streetsense have worked together on past projects (Santa Monica) and aim to focus on economic recovery and development, engaging stakeholders, and city leaders, and advising on proper staffing and structure to reach the overall vision for the Alliance. Discussion took place regarding an all-day in person retreat with the Board members, Alliance, MIG, and Streetsense.

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

a. Public Affairs & Advocacy – Erik Murray and Stephen Brett

- Retail Summit 3/29

Marisa reminded the Board of the Retail Summit taking place on March 29th, 10AM at the Westin St. Francis.

- Ken Rich presentation and overview

Ken Rich summarized the presentation he had given to the PAC committee on 3/8. He spoke on potential actions the Alliance can take to tackle the current issues in Union Square. Some actions include diversifying ground floor activities, fill upper floor of buildings, retain key anchors, improve parking and transportation, activate public realm, and strengthen our engagement with the city. Some of these recommendations will be further defined as organizational goals/objectives coming out of the strategic planning.

- Hotel Council crime survey update



Item not discussed at this time.

- A Place for All legislation and discussion and possible **action** to approve letter of support
Jackie Thornhill, Legislative Assistant to Supervisor Rafael Mandelman, spoke to the Board about A Place for All legislation. The Place for All ordinance offers everyone experiencing homelessness a safe place to sleep. The goal of the city is to get everyone indoors and off the streets. Discussion took place regarding budget, location prioritization, and mental health services that the legislation would provide.

Action: The Board approved a letter of support for A Place for All Legislation as motioned by Jordan Buckley and seconded by Evan Kaizer. Wes Tyler abstained his vote. No public comment was received prior to this action.

b. Services & Public Safety – Don Thomas

- Operation Report for January and February 2022
Alfonso Navarro gave a summary of the January and February operations report. A new special projects team has been introduced that will provide pressure washing services outside of the normal overnight schedule. Despite the reopening of San Francisco, statistics for both January and February show a decrease such as overflow trashcans and sit and lie interactions.
- Block by Block updates
Staffing hours have been met as new ambassadors join the team. Ambassadors are now instructed to not pick up larger illegal dumping incidents outside stores. Instead, 311 will be notified for pickup. This is due to limitations the Alliance has with dumpsters provided by in-kind by Recology. We are working alongside DPW and Recology to address the illegal dumping.
- Security Camera Updates
A new agreement has been signed for additional cameras throughout the district with AVS (to spend grant received in December down). The cameras will be focused along Market Street and Grant Avenue (near Bush). Burberry has agreed to additional cameras on their property.
- Bigbelly new locations
Item not discussed at this time.

c. Marketing & Communications – Mark Sullivan

- Events and Activations
Mark Sullivan summarized the events that took place in February which include the activation on Maiden Lane for Valentine’s Day, Tulip Day, Chinese New Year Parade, and the Cable Car event. The Downtown reopening took place in early March alongside of Bloom SF that the Alliance is taking part of. Sponsorship opportunities for Bloom SF are available. The Saturday music series event has begun and will continue until the end of May.
- Website, PR, and social media updates
The timeline for the website has been paused due to the on boarding of Stacy Jed and get her caught up with the process. The website is now expected to be complete by late August. All the events from February were highlighted on our social media platforms.
- Annual Luncheon (May 6) Sponsorship levels



The Alliance's next annual luncheon will take place on May 6th at the Westin St. Francis. The sponsorship levels were presented to the Board, and all were encouraged to participate in order to hit our goal of \$140K raised.

d. Streetscapes & Public Realm – Manuela King

- Priorities for Streetscapes Committee

Manuela King presented the streetscapes priority list for 2022 to the Board. The goal for the year is cosmetic improvements and interactive installations and activations in the public realm.

- Union Square Bloom (Flower Bomb!) and **action** to approve grant from OEWD (\$15K)

Eva Schouten presented the Union Square Bloom (Flower Bomb!) that will cover the district with floral arrangements. A floral installation can be seen at Union Square Park. This is in partnership with the city and OEWD who have offered a \$15K grant to the Alliance to help bloom the district. A sponsorship deck was presented for those interested in blooming their business.

Action: The Board unanimously approved the grant from OEWD (\$15K) as motioned by Wes Tyler and seconded by Jordan Buckley. No public comment was received prior to this action.

- Lighting Improvements

As mentioned in the Executive Director's report, Chris Larson has generously funded a new lighting project that will light up all the alleys in the district. This project will be started soon.

- Hallidie and Powell updates

Hallidie plaza continues to have bistro lighting and lanterns strung above. The lanterns will be switched out during the seasons. A heart from SF General Hospital will be placed down in the plaza that will be taken out daily and brought indoors at night. We continue to move forward with Urban Space and will be conducting a feasibility study on a food market concept for the plaza.

e. Finance & Audit – Jim Sangiacomo

- PPP forgiveness update

The PPP has been forgiven. This will be in the books as income in February 2022.

The account has been opened with City National Bank. The next payment of assessments will be done through CNB. The organization should be migrated in full to City National Bank by mid-summer.

- **Action** to approve Unaudited Financial Report at 2/28/22

Ben gave a summary of the unaudited financial reports of February 2022. The Union Square Alliance has a deficit of \$494K which outperformed budget by \$703K overall. The assessments and core operations are outperforming budget by \$706K due to expenses being well under budget for both clean and safe and marketing. The assessment clean and safe operations had a positive spending variance of \$306K and marketing/public realm had a positive variance of \$195K. Less funds were spent in other categories such as Hallidie Plaza and Union Square Park by \$96K (still going). The USBID assessment operations report expenses were near management plan levels with 70% on clean & safe, 14% on marketing, and 16% on admin. The forecast for the fiscal year is a total deficit of \$2K. The approved budget was \$284K deficit with the goal to breakeven for the fiscal year. Net assets are at \$1.7 mil and cash balance was \$1.88mil at 2/28/22. The second assessment payment is expected in April 2022



Action: The Board unanimously approved the unaudited financial reports at 2/28/22 as motioned by Wes Tyler and seconded by Evan Kaizer. No public comment was received prior to this action.

- CPA RFP results and action to approve CPA firm
Ben gave an overview of the proposals and costs of four CPA firms: Marcum, Perotti & Carrade, BPM, and Armanino. The Board agreed to move forward with Perotti & Carrade as a first choice and second be Marcum.

Action: The Board unanimously approved a CPA firm as motioned by Don Thomas and seconded by Evan Kaizer. No public comment was received prior to this action.

8. Announcements & New Business

- Retail Summit March 29, 2022, Westin St. Francis- 10:00am-12:00pm
- Next Executive Committee Meeting April 28, 2022- 9a.m.
- Annual Lunch May 6, 2022 – 10:30am-2pm
- Next Board Meeting (Annual) May 26, 2022- 9a.m.

9. Adjournment - The meeting was adjourned at 11:15am